

REGISTRATION FEE

| Category | Fee |
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| Students (B.Com, BBA, BBM / M.Com / M.BA) | INR 600/- |
| Research Scholars (M.Phil & Ph.D) | INR 700/- |
| Academicians | INR 800/- |
| Corporate Delegates & Compendium | INR 1,000 /- |

Mode of Payment

The Authors are requested to send the registration form along with the fee in the form of NEFT/DD drawn in favour of **“Primax Foundation”** Payable at Bangalore.

NEFT

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 (CurrentAccount)
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 Bangalore-60
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Postal Address

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 Bangalore -56,Karnataka. India.
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1. Each Co –author has to pay additional fee Rs. 200 & Maximum two authors allowed per paper .
2. No Spot registration
3. Author may choose to attend the seminar in absentia.
4. The Registration fee will include the Participation fee, seminar kit, refreshment, Certificate and Lunch.

REVIEW AND ADVISORY BOARD

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SEMINAR CONVENER

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|--|---|--|---|--|

Best Wishes from



Prof. T. Rajeswari., M.Sc.,M.A(Eng),.M.A (SOC),.M.B.A.,(Ph.D)
 President, Primax Foundation, Bangalore. 56

Prof. T.Rajeswari, is the founder of **Primax Foundation,** she is educationalist, visionary with lot of innovative ideas. She is staunch believer that “A progress can be attained only by research activities”. As a President, she will spearhead full efforts as we move ahead to the best of our abilities. We look forward to continuing to receive the support and encouragement of all our faculty. I would like to personally invite you to join our National Lever Seminar on **7th January 2017.**

“ Strong minds discuss ideas, average minds discuss events, weak minds discuss people” - Socrates



PRIMAX FOUNDATION

Bengaluru, Karnataka

(Registered under the Karnataka Societies Reg. Act 1960)

Reg. No. JNR-S211-2015-16

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*Be a Hero. Always say,
“ I Have no fear”*

2nd One Day National Level Seminar on “Innovation in HR, Marketing, Information Technology and Finance”



Date: 7th January – 2017

Time 8.00 AM to 5.30 P.M

Venue : College Auditorium A/C,

68, Ullalu Main Road, Near Bangalore University Qtrs

Bengaluru- 560 056, Karnataka.

Ph : 08971725451 Email : primaxfoundation2015@gmail.com / kvr08@rediffmail.com

“Either write something worth reading or Do something worth writing” - Benjamin Franklin

ABOUT OUR FOUNDATION

Primax Foundation® is getting established with the lofty ideals of imparting quality non-profitable services to the society through **Journal, Seminars, Workshop, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation and Initiating Research Activities** etc. for the development of total personality in society. **Primax Foundation** is an upcoming Training and Development Center at Bangalore offering a variety of need-based training programmes, through on and off-campus modes. The primary aim is to ensure employability for the Students and making them best fit for corporate requirements, in all aspects. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and in the Allied fields to ensure that all the research work undertaken, is usefully and gainfully employed by the industry, economy and society. Its operational objective is to disseminate, strengthen and enhance knowledge, across all sections of the society.

ABOUT SHREE DEVI EDUCATIONAL TRUST.

Shree Devi Educational Trust® was established in the year 2013. The trust is headed by the Chairman Prof. Dr. Jayarama Shetty .S. Mangalore Institute of Management & Science is affiliated to Bangalore University and recognized by Govt. of Karnataka. The institution believes in offering holistic approach at learning. Knowledge, domain and learning skills are emphasized. The program is prepared to maintain a link between theoretical learning and practical training to the students. The institution prepares the students to face the contemporary challenges and a role model to the stakeholders by following the best practices in the academic program. College encourages the all-round development of the students by giving opportunity to participate in both scholastic and non-scholastic activities. Students will be provided best conveniences for learning with advanced infrastructure. The various departments work with sincerity, Co-operation and collective efforts to achieve the planned objectives.

ABOUT THE SEMINAR



Business or organizations are facing new challenges every day along with renewed strategies, competition and segment brought about by globalization. Emerging business environment not confront unpredictable global economic scenarios and fast depleting natural resources. Decision-making has become more complex and difficult. It is imperative to identify right solution with the objective of creating innovative ideas, strategies and knowledge for the benefit of business, economy and society.

Prominent scholars, distinguished academicians, consultants and professionals, experts, entrepreneurs, policy maker, development practitioners, academic, independent scholars and researchers may contribute share and exchange their ideas, experiences and best practices breaking down the business barriers with new concepts, innovative strategies and progressive methodologies to enrich the business industry and social environment is the need of the hour.

Objectives of The Seminar

- To discuss the favorable alternative business atmosphere that is prevalent in India.
- To throw light on the various initiatives of the Government of India and to attract foreign investment
- To provide a platform for scholars to make informal networks with their peers from other institutions

Who Can Participate?



- Students
- Research scholars/Scientist
- Academicians
- Corporate Executives / Consultants

Call for Papers:

Research papers and articles based on original work are invited for submission and presentation from Academicians, Researcher, Corporate professionals and Students at seminar on the following sub themes:

| FINANCE | HR | Marketing | IT | Economics |
|--|---|--|---|--|
| <ul style="list-style-type: none"> • Mutual Fund • Financial Restructuring & FDI • Money Market Dealings • Risk Management Process • Market Entry Strategies • Net Banking • Behavioral Finance | <ul style="list-style-type: none"> • Knowledge Management Stress Management • Ethical HR • Employee Reward and Incentives • Green HRM • Sustainability and HRM • Training & Development | <ul style="list-style-type: none"> • Digital Marketing • Green Marketing • Marketing Analytics • Neuromarketing • Rural Marketing • Services Marketing • Direct Marketing | <ul style="list-style-type: none"> • e-Commerce • e-Health Technologies • e-Marketing • e-Services • e-Payment, • e-Society • e-Government | <ul style="list-style-type: none"> • Micro Finance • FDI & FII • Make in India • Emerging Trends in Economy • Disaster Management • Foreign Exchange • Bond Markets |

Note: The sub-themes are not exhaustive. Interdisciplinary papers related to the overall theme of the seminar may also be submitted.

PUBLICATION OPPORTUNITIES

This National Seminar offers a platform for scholarly discussion among faculty members / Research Scholars / Students and Corporate delegates on the given sub themes. Papers – Theoretical, empirical or case studies are invited. Last Date to Submit the abstract & full Paper is 15th December 2016. Article or Papers with research focus will be selected for publication. The selected papers will be published in the reputed Journal with additional cost of Rs. 1,500. The following publications forum is as follows.

- Primax International Journal of Commerce and Management Research, ISSN :2321-3604, Online ISSN: 2321-3612 IF =4.532
- Primax International Journal of Finance, ISSN :2348-0475, IF =3.032
- Primax International Journal of Marketing, ISSN :2348-0491, IF =3.420
- Primax International Journal of Human Resource, ISSN :2348-0483, IF =3.923
- Asia Pacific Journal of Research, Print ISSN :2320-3604, Online ISSN: 2347-4793, IF =6.58
- Primax International Research Journal of Science and Humanities

PROGRAMME SCHEDULE

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| 8.00 AM to 9.30 AM | Registration |
| 9.30 AM to 10.30 AM | Inaugural Session Chief Guest <ol style="list-style-type: none"> Dr. Jayaram Shetty .S., M.A., M.Ed., M.Sc., Ph.D, MBA., PGDPMIR, DBM Chairman, Mangalore Institute of Management & Science, Bangalore Dr. M. Muniraju., M.Com., M.Phil., Ph.D., Professor, Chairman & Dean Faculty of Commerce & Management , Co-Ordinator- MMS, Secretary, BUTC, Joint Secretary- Indian Commerce Association Dr. V. Selvaraj., M.Com., M.Phil., Ph.D. Former Head & Associate Professor of Nehru Memorial College, Trichy Secretary of Primax Foundation, Bangalore, Karnataka. |
| 10.30 AM to 10.45 AM | Tea Break |
| 10.45 AM to 11.45 AM | Technical Session – I Dr. D. Kumaresan. , M.Com., M.B.A., M.Phil., Ph.D., Principal, Minerva College of Arts & Science, Salem. Topic : “ Innovative Marketing Practices & Challenges ” |
| 11.45 AM to 1.00 PM | Technical Session-II Prof. Sukanya Hegde. , M.Com., MBA., DEM., LIII., Director, National Institute of Management Studies, Bengaluru. Topic : “Financial Market & Risk Management Issues & Challenges” |
| 1.00 PM to 2.00 PM | Lunch Break |
| 2.00 PM to 3.30 PM | Technical Session-III Paper Presentation Chair Person: Dr. K. Sayee Mahohar. , M.Com., M.Phil., Ph.D., Dy. Director, Sri Sathya Sai Institute of Higher Learning, Muddenahalli, Chikbellapur. |
| 3.30 PM to 3.45 PM | Tea Break |
| 3.45 PM to 4.45 PM | Technical Session-IV Paper Presentations Dr. N. Giri Babu. , M.B.A., M.Phil., Ph.D., Professor & HOD, Department of Management Studies, Sri Venkateswara College of Engineering and Technology, Chittoor, Andhra Pradesh. |
| 4.45 pm to 5.30 pm | Valedictory and Certificates Distribution Dr. M. Ramachandra Gowda. , M.Com., M.Phil., Ph.D., Professor, Formerly Chairman & Dean Faculty, Department of Commerce, Bangalore University, Bangalore |

IMPORTANT DATES:

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| Deadline of Abstracts & full article submission | 15th December 2016 | Authors are requested submit your original paper as per the guideline , Papers must be sent through email to : primaxfoundation2015@gmail.com / kvr08@rediffmail.com |
| Notification of acceptance of full Paper | 20th December 2016 | |
| Fee submission | 25th December 2016 | Online submission www.primaxijcmr.com |