

10.30 AM to 10.45 AM	Tea Break
10.45 AM to 1.00 PM	<b>Technical Session – I (Paper Presentation)</b> Chairperson: <b>1. Dr. G. Marthandan</b> , Deputy Dean (Academic), Multimedia University, Malaysia <b>2. Dr.S.Sekar</b> , Principal, Meennakshi Ramasamy Arts and Science College, Thathanur, Udayarpalayam Syndicate Member, Bharathidasan University, Trichy, India.
1.00 PM to 2. 00 PM	Lunch Break
2.00 PM to 4.45 PM	<b>Technical Session-II (Paper Presentation)</b> Chairperson: <b>1. Dr. Ridzuan Masri</b> , Faculty of Business, Finance and Hospitality, International University Of Malaya-Wales, Malaysia. <b>2. Prof. Elajsolan Mohan</b> , President, National Association of Private Educational Institutions (NAPEI),Malaysia.
4.45 pm to 5.30 pm	<b>Valedictory and Certificates Distribution</b> <b>Dr. Jayaraman Krishnaswamy.</b> , M.Sc., M.Phil., Ph.D. (Statistics) Associate Professor, Taylor's Business School (TBS), Taylor's University, Malaysia

### National Review Members

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| <b>Dr. S. Kevin.</b> , M.Com.,Ph.D.,<br>Director, Bishop Jerome Institute, Former Pro-Vice Chancellor, University of Kerala, India<br><b>Dr. L. Manivannan.</b> , M.B.A.,D.L.L.,Ph.D.,P.G.D.C.A.,<br>Professor & Coy. Commander, Erode Arts & Science College, Erode, India<br><b>Dr. E. Mubarak Ali.</b> , M.Com., M.B.A., M.Phil., Ph.D.,<br>Associate Professor, JMC, Tirchi, India.<br><b>Dr. D.Rajakumari.</b> , M.Com.,M.B.A.,M.Phil.,Ph.D.,<br>Principal, Bhraithiyar Arts and Science College (W), Attur, India<br><b>Dr. M. Pitchaimani.</b> , M.Com.,M.Phil.,M.B.A.,P.G.D.P.A.,Ph.D.,<br>Dean & HOD of Commerce & Management, Srimad Andavan College, Srirangam, India. | <b>Dr. Naveen .K. Mehta.</b> , M.Com., M. Phil, Ph. D.,<br>Professor & Head, Mahakal Institute of Technology, Ujjain, Madhya Pradesh, India<br><b>Dr. S. Balasubramanian.</b> , M.Com.,M.B.A.,M.A.,M.Phil.,Ph.D.,<br>Professor, Department of Commerce, Govt. College, Daman.<br><b>Dr. Kankipati Srinivasarao.</b> , M.Com.,M.A.,Ph.D.,<br>Professor, Govt. Aided College, Osmania University, Jambagh, Hyderabad, India<br><b>Dr Hemant Sharma.</b> , B.Tech.,MMS., Ph.D<br>Professor at Amity University Haryana, India<br><b>Dr. P. Malyadri.</b> , M.Com., Ph.D., PGDCA.,<br>Principal, Government Degree College, Osmania University, Hyderabad, India. | <b>Dr. D. Mavoothu.</b> , M.B.A.,Ph.D.,<br>Professor, School of Management Studies, Cochin University of Sc. & Tech.,Kochi, India<br><b>Dr. A. Uttama Durga Devi.</b> , M.Com., M.Phil, Ph.D<br>Associate Professor & Head of the Department of MBA Ch. S. D. St. Theresa's Autonomous College for Women, Eluru, Andhra Pradesh.<br><b>Dr. K. Karthikeyan.</b> , M.Com., M.Phil., M.B.A., Ph.D.<br>Associate Professor of Commerce Vivekananda College, Madurai, India<br><b>Dr. S. Saiganesh.</b> , M.B.A.,M.A.,M.Phil.,Ph.D.,<br>Professor, Dayananda Sagar Business School, Bangalore<br><b>Dr. M.K. Purushothama.</b> , M.Com.,M.Phil.,Ph.D.,<br>Professor and Research Guide, Vivekananda Degree College, Rajajinagar, Bangalore, India. |
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### Internatioanl Review Members

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| <b>Dr. Veena Tewari Nandi.</b> , MBA,PhD.,<br>Professor, Majan College, University College, Business Administration Department, Muscat, Oman.<br><b>Dr. Abhinaya Chandra Saha.</b> , M.Com.,Ph.D.,<br>Director, Institute of Business Administration (IBA), Bangladesh.<br><b>Dr. Mohammad Ayub Islam.</b> , M.Com.Ph.D.,PDF.,<br>Commonwealth Fellow & Professor, Dept. of Accounting, University of Chittagong, Bangladesh<br><b>Dr.T. Ravi.</b> , M.Com., M.Phil., PhD<br>Professor in Accounting & Finance, Modern College of Business & Science, Sultanate of Oman, | <b>Dr. Mubarak.</b> M.B.A.,Ph.D.,<br>Oman College of Management & Technology, Barka, Sultanate of Oman.<br><b>Dr. T. Srinivasa Rao.</b> , M.Com.,M.Phil.,M.B.A.,Ph.D.,<br>International College of Automotive (ICAM), Pekan, Malaysia.<br><b>Dr. R. Dayanandan.</b> , M.B.A.,M.A.,M.Phil.,Ph.D.,<br>Professor, College of Business & Economics , Hawasa University, Ethiopia.<br><b>Dr. Mohammad Azvar Khan.</b> , Ph.D.,<br>Principal Libra College of law, Dehradun.<br><b>Dr. R.Karunakaran.</b> , M.A.,M.B.A.,M.Phil.,Ph.D.,<br>Professor, College of Business and Economics, Hawassa, University, Awassa, Ethiopia. | <b>Dr. B.Nimalathasan.</b> , B.Com.,PGDM.,Ph.D.,<br>Professor, Department of Management Studies & Commerce, University of Jaffna, Sri Lanka.<br><b>Dr. Kishor Vaidya</b> , M.B.A.,Ph.D.,<br>Professor, University of Canberra, Canberra, Australia<br><b>Dr Ramesh Gengatharan.</b> , M.Com., M.Phil., Ph.D.<br>Faculty, Ibra College of Technology, Sultanate of Oman.<br><b>Dr. S. Sankaramuthukumar.</b> , M.B.A.,M.H.R.M.,M.Phil.,Ph.D.,<br>Professor, Bahrain Training Institute Isa Town Kingdom of Bahrain<br><b>Prof. S.M. Mohamed Ismail.</b> , M.Sc.,Ph.D.,<br>Chairman,<br>Sri Lanka Handicrafts Board, Sri Lanka. |
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### Convener

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| <b>1. Prof. T. Rajeswari</b><br>President, Primax Foundation,<br>Bengaluru, India. Ph: 08971725451 | <b>2. Dr. K.V. Ramanathan</b><br>Vice – President, Primax Foundation,<br>Bengaluru. Ph: 09986530012 | <b>3. Dr. V. Selvaraj</b><br>Secretary -Primax Foundation,<br>Bengaluru. Ph: 09443851938 | <b>Dr. N. Giribabu</b><br>Professor, SVCET, Chittoor,<br>Andhra Pradesh. Ph: 09885353205 |
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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**, founder of **Primax Foundation**, is an educationalist and a visionary with lot of innovative ideas. She is a staunch believer that "Progress can be attained only by research activities". As the President, she will spearhead all efforts and we will work to the best of our abilities. We look forward to continuously receive the support and encouragement from our faculty. I would like to personally invite you to our 2<sup>nd</sup> One Day International conference on 7<sup>th</sup> June 2017 (Wednesday).

" Strong minds discuss ideas, average minds discuss events, weak minds discuss people" - Socrates



**PRIMAX FOUNDATION**  
 Bengaluru, Karnataka, India

(Registered Under the Karnataka Societies Reg. Act 1960)  
 Reg. No. JNR-S211-2015-16, www.primaxfoundation.com



**2<sup>nd</sup> ONE DAY INTERNATIONAL CONFERENCE**  
 ' INNOVATION, ENTREPRENEURSHIP AND SUSTAINABLE  
 VALUECHAIN IN A CHALLENGING ENVIRONMENT '

**Date : 7<sup>th</sup> June 2017**

Venue: **Hotel Soleil, Changkat Bukit Bintang,**  
 Kuala Lumpur, Malaysia

Contact: **Prof. T. Rajeswari** Ph: 08971725451,  
 email: primaxfoundation2015@gmail.com



### About Primax Foundation.

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

### About the Conference

International Conference on Innovation, Entrepreneurship and Sustainable Value Chain in a Challenging Environment aims at capturing innovation in management practices and their subtle expositions in current researches in general, and sustainable management practices, in particular. This event endeavors to bring all academicians, researchers, practicing managers and students together to share their ideas and research findings, discuss contemporary issues and challenges in business and industry, and above all, nurture and consolidate a culture of research in various domains of commerce and management along with inter-disciplinary studies about India and global perspectives.

### Highlights of the Conference

- Convergence of Innovations in Inter Disciplinary Research
- Deliberations from Eminent world Class Researchers
- To provide a platform for scholars to make informal networks with their peers from other institutions
- Avenue to Establish International Collaborations

### Who Can Participate?



- Academicians, Research Scholars and Students
- Industrialists, Corporate Executives & Professionals.
- Government, Non-Governmental organizations.

### Paper Theme



Following thrust areas are given Prominence. However the areas / themes are broad and indicative, the researchers can develop a suitable theme based on the area given below.

## TOPICS COVERED

Marketing	Finance	Human Resource	Information Technology	Economics/ International Business
<ul style="list-style-type: none"> <li>• Internet Marketing</li> <li>• Consumer Behavior Analysis</li> <li>• Crowd sourcing</li> <li>• International Marketing</li> <li>• Industrial Marketing</li> <li>• Social Media</li> <li>• Green Marketing</li> <li>• Market Intelligence</li> <li>• Digital Marketing campaigns</li> <li>• Rural Marketing</li> <li>• Market Penetration</li> <li>• Benchmarking</li> <li>• Tourism Marketing</li> <li>• Multi- Level Marketing</li> <li>• Banner Advertising</li> <li>• CRM</li> </ul>	<ul style="list-style-type: none"> <li>• Financial performance</li> <li>• Accounting practices</li> <li>• Corporate Governance</li> <li>• Derivatives &amp; Risk</li> <li>• Indian Capital Markets</li> <li>• Asset Pricing</li> <li>• Corporate Finance</li> <li>• Mutual Fund</li> <li>• Capital &amp; Security</li> <li>• Portfolio Management</li> <li>• International A/C's Standard,</li> <li>• Financial Services</li> <li>• Recent approaches in Banking</li> <li>• Venture capital</li> <li>• MSME financing initiative</li> <li>• Merger, acquisitions &amp; Takeovers</li> <li>• Core Banking &amp; its future trends</li> <li>• Risk &amp; Innovation online banking</li> </ul>	<ul style="list-style-type: none"> <li>• Transformational Leadership</li> <li>• Human Capital Management</li> <li>• Development Entrepreneurship</li> <li>• Talent Management</li> <li>• Competency Mapping</li> <li>• Strategic HRM</li> <li>• Knowledge Management</li> <li>• Training &amp; Development</li> <li>• Emotional Intelligence</li> <li>• Recruitment &amp; Selection</li> <li>• Cross Cultural Communication</li> <li>• Organizational Culture</li> <li>• Performance Management</li> <li>• Corporate Governance</li> <li>• e-Choupal</li> <li>• E-HRM</li> <li>• Stress &amp; Time Management</li> <li>• Quality &amp; Work life Balance</li> </ul>	<ul style="list-style-type: none"> <li>• E- Commerce,</li> <li>• E- Governance</li> <li>• Soft Computing Techniques,</li> <li>• MIS Technology</li> <li>• ERP,</li> <li>• Decision Support, Experts Systems</li> <li>• Knowledge Management</li> <li>• TQM, Six Sigma</li> <li>• Productivity Management,</li> <li>• Technology Management,</li> <li>• Data Mining,</li> <li>• Data Warehousing,</li> <li>• Data Security</li> <li>• Web Public Relations</li> <li>• Big Data</li> <li>• Mobile communication</li> <li>• Artificial Intelligence</li> <li>• SPSS &amp; Tally ERP-9 its impact</li> </ul>	<ul style="list-style-type: none"> <li>• International Trade</li> <li>• Economic Development</li> <li>• FDI &amp; FII</li> <li>• Euro Currency and Bond</li> <li>• Impact of Inflation,</li> <li>• Micro Finance</li> <li>• Gold &amp; Bullion Market</li> <li>• Emerging Trends in Economy</li> <li>• Foreign Exchange</li> <li>• Make in India</li> <li>• Green economy &amp; its impact</li> <li>• Credit rating</li> <li>• Disaster Management</li> <li>• Business Ethics</li> <li>• Budget 2016</li> <li>• Money &amp; Incentive</li> <li>• Economic Development in India</li> <li>• Behavioral &amp; Health Economics</li> </ul>

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

### Publication Opportunities

All accepted papers and abstracts will be published in the Journal Book of Proceedings (with an ISSN number) which is approved for inclusion in the Conference Proceedings Citation Index — an integrated index in Web of Science. This distinction is given only to the most significant papers, in terms of academic excellence, conferences-conventions worldwide. A selection of the best conference papers will also be considered for publication in the following journals, most of which are internationally ranked or/and ISI/Scopus indexed citations. Some of these journals will devote and publish a special issue based on conference papers.

- Australian Journal of Basic and Applied Sciences, ISSN : 1991-8178, Anna University-Annexure II, SL No.2095\*
- Journal of Applied sciences and research, ISSN : 1816-157X, Anna University - Annexure II, SL No.10279\*
- Advances in Environmental Biology (AEB), Thomson Reuters (ISI), (SJIF 2012 = 2.726), ISSN:1995-0756 (Print)\*
- International Journal of Economics (Google Scholar, Indexing under process in ISI(Thompson Reuters) and Scopus)

- IOSRD Internatioanl Journal of Business (Google Scholar, Indexing under process in ISI and Scopus)
- 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 =2.032
- Primax International Journal of Marketing, ISSN :2348-0491, IF =2.420
- Primax International Journal of Human Resource, ISSN :2348-0483, IF =2.923
- Namex International Journal of Management Research, ISSN: 2250 -2076, IF= 3.432
- International Journal of world Research , ISSN: 2347-937X, IF=5.42
- Asia Pacific Journal of Research, Print ISSN :2320-3604, Online ISSN: 2347-4793, IF =6.58
- International Journal of Marketing and Technology, Haryana (IJMT) (ISSN: 2249-1058) IF : 5.810
- International Journal of Research in Social Sciences, Haryana (IJRSS) (ISSN: 2249-2496) IF : 6.278
- International Journal of Management, IT & Engineering, Haryana (IJMIE) (ISSN: 2249-055

\*( Publication Charge is Extra)



### Important Dates

Abstract and Full Paper submission	5 <sup>th</sup> April 2017
Notification of Acceptance	15 <sup>th</sup> April 2017
Fee submission	2 <sup>nd</sup> May 2017 (2 <sup>nd</sup> Installment )

Authors are requested to submit your original article as per the guideline Article must be sent through email to : [primaxfoundation2015@gmail.com](mailto:primaxfoundation2015@gmail.com)

Online submission [www.primaxijcmr.com](http://www.primaxijcmr.com)

## Registration and Payments

Registration and Payments	Per Author
Indian Participants (Inclusive of all )	Rs. 39,000*
In Absentia (Indian Participants )	Rs. 3,000
For Malaysian, Singapore, Thailand Participants (No Accommodation)	US \$ 75
In Absentia ( Foreign Participants)	US \$ 65

#### Note:

- 1 The cost includes Participation fee, Certificate, Visa, Airfare, Boarding & Lodging and Site Seeing.
- 2 Indian Co-Authors accompanying Main Author should pay extra Rs.1,000 Per Paper\*\*
- 3 Foreign Co-Author accompanying Main Author should pay extra US \$ 25 per paper\*\*
4. Authors may choose to attend the seminar in absentia.

The total tour cost is for 3 nights and 4 days only \*  
Per Paper Maximum two authors allowed\*\*

#### Important: Participants have to submit the following:

- A copy of their Original Valid Passport
- Soft copy of Photo

Registration Fee Should be Paid by Online transfer/ DD/ Cheque only.

Name of the Account : **Primax Foundation**  
Account No. : **166111100001608**  
(Current Account)  
Bank Name : **Andhra Bank**  
Place : **Kengeri, Bangalore**  
Karnataka, India.

IFSC Code No. : **ANDB0001661**

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## PROGRAMME SCHEDULE

8.00 AM to 9.30 AM	Registration
9.30 AM to 10.30 AM	<p>Inaugural Session Chief Guest</p> <ol style="list-style-type: none"> <li>1. <b>Dr. Vinitha Gupta.</b>, M.B.A.,DBA., (University Utara Malaysia (AACSB)) Dean - Taylor's Business School, Taylor's Business School (TBS) Petaling Jaya, Malaysia.</li> <li>2. <b>Dr. V. Selvaraj.</b>, M.Com.,M.Phil.,Ph.D. Secretary of Primax Foundation, Bangalore, Karnataka. India.</li> </ol>