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Mr. Srinivas G, Co-Ordinator, Department of Commerce, Jain (Deemed-to-be University)

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Dr. S. Saiganesh, Professor, DSBS, Bangalore, Assistant Secretary, Primax Foundation

### Conference Director

Dr. Easwaran Iyer, Dean - Commerce and Director - Placements and Industry Interface Jain (Deemed-to-be University)

### Organising Secretaries

Ms. M. Neelima C, Co-Ordinator, Department of Commerce, Jain (Deemed-to-be University) Ph. No. +91 99020 11212 E-Mail Id : m.neelima@jainuniversity.ac.in	Ms. Sheetal V Hukkeri, Co-Ordinator, Department of Commerce, Jain (Deemed-to-be University) Ph. No. +91 99452 56755 E-Mail Id : sheetal.hukkeri@jainuniversity.ac.in	Dr. Senthil Kumar Arumugam, Department of Commerce, Jain (Deemed-to-be University) Ph. No. +91 98429 22937 E-Mail Id - senthilvisangm@gmail.com
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Scan this QR Code to reach Jain (Deemed-to-be University)



Bus Route:  
From Majestic-  
Bus No. 18  
Nearest Metro Station:  
RV Road

## 4<sup>th</sup> National HR Conference On

## "HR 360 - Talent, Technology and Ideas"

28<sup>TH</sup> FEBRUARY 2019



Organised by:  
**Department of Commerce**  
**Jain (Deemed-to-be University)**

[Mail:scmsconferences@gmail.com](mailto:Mail:scmsconferences@gmail.com)

Venue : **JGI Knowledge Campus**

#44/4, District Fund Road, Jayanagar 9th Block Bangalore - 560069

### About Jain (Deemed-to-be University)

Jain University was declared as deemed-to-be University in 2009 u/s 3 of the UGC Act, 1956, and was awarded a rating of 3.31, by NAAC during 2017 visit for reaccreditation. It offers UG and PG programs with innovative and creative curricula and has been enabling multi-disciplinary research opportunities through its Research programs. Founded in 1990 as SBMJJC by Dr. Chenraj Roychand, an eminent entrepreneur and educationist with over 35 years of experience, it has a vision to foster human development through excellence in Quality Education, Research and Entrepreneurial Development.

It has been drawing students from more than 25 countries to Bengaluru. Jain University is a certified ISO 9001:2008 for quality management by TUV Rheinland and is a member of Association of Universities of Asia and the Pacific (AUAP). It enjoys close collaborations with world's leading universities. It has been drawing students from more than 25 countries to Bengaluru. Jain University is a certified ISO 9001:2008 for quality management by TUV Rheinland and is a member of Association of Universities of Asia and the Pacific (AUAP). It enjoys close collaborations with world's leading universities and organizations at national and international level. Jain University has been empowering and enabling students to exceed expectations in the fields of their interest and grooms them to be professionally and ethically sound individuals. It has consistently ranked among the top universities in India by India Today Nielsen Best Universities Survey. With extensive infrastructure and faculty members of the highest caliber, the University emphasizes on nation building, education, incubates entrepreneurship and facilitates employment generation and advocates sports.

### About Department of Commerce

The Department was set up in the year 1990 and has achieved significant growth by adding new dimensions in the domain of education in the commerce discipline. The constant innovation nurtured in its various spheres of functioning – teaching, extra-curricular, co-curricular, student centric ideology, continuous FDPs, National conferences, etc. – have added new feathers to its cap from time to time. The Department houses over 5,000 students at UG and PG levels and it is an abode to over 250 faculty members contributing towards its daily work and growth.

### About the Conference

In the Global Human Capital Trends report, released by Deloitte mentions that "Today's HR challenges require a new playbook—one that helps to make HR more agile, forward thinking and bolder in its solutions."

To thrive in today's business environment, HR leaders must develop holistic approaches that will optimize human and digital collaboration to transform people's lives inside and outside of work. The digitalisation of work, the impact of technology on jobs, the macro socio-political changes around us and the increased pace of organisational transformation are examples of a new world of work that is already upon us.

The NATIONAL HR Conference aims to transform the paradigms to perspectives about the HR profession which are not yet considered. The conference will not only address the impact of Technology on HR, it goes "beyond" and also considers technology in the context of the society and how social impact can be generated.

The research paper submitted to the conference would be peer reviewed and published in a UGC approved journal No. 43602 titled: "International Journal of Research and Analytical Reviews"

### Objectives of the conference

- To provide a platform for policymakers, practitioners, academicians, researchers and students for intellectual discourse and for presentation of their ideas, research and innovation practices.
- To be a platform for fostering exchange of thoughts between practicing HR managers and academicians.
- To understand the changing role of HRM in the current business scenario.

### Conference Sub-Themes

- Artificial Intelligence and HR
- Digital Emerging HRM
- Liquid Workforce
- Cloud Recruitment
- Millennial Workforce
- Organisational Efficiency and HR
- Design Thinking
- Talent management
- Strategic HRM
- Comprehensive wellness using people data
- HR and Robotics
- HR Metrics and Talent Analytics
- Social Intelligence and Cultural Transformation in Business
- Augmented Workforce
- Social Media and HR
- HR Analytics
- Consumerisation of HR
- Agile Workforce
- HR and Governance
- Employee Engagement
- Employer Branding

### Call for Papers:

- Original contributions based on applications/research/surveys practices related to the main theme and sub themes mentioned, are invited for conference presentation.
- Submitted papers should not have been previously presented/ published or scheduled of presentation/accepted for publication.
- A maximum of three co-authors may be part of one research paper.

### Registration Fee

Delegates	Indian
General/Industry/Professionals	₹ 1000/-
Academicians/Research Scholars	₹ 500/-
Students	₹ 300/-

### Important Dates:

Abstract Submission	15th January, 2019
Abstract Approval	20th January, 2019
Full Paper Submission	30th January, 2019
Full Paper Approval	8th February, 2019
Registration for Conference	15th February, 2019

- The publication fee for each author is Rs 1500/-
- Registration fees include Conference volume, kit, lunch, & coffee/tea/snacks
- Registration fees should be paid by way of **Demand Draft in favour of "Jain University" payable at Bengaluru, Karnataka State, India.**
- Accommodation support will be provided on prior request.

**OOD facility can be availed.**

Cash Prize for **BEST THREE RESEARCH PAPERS** along with certificate of merit