

4th International Conference

Challenges & Responses of Organization
During Turbulent Global Business Environment



PRIMAX FOUNDATION
Bangalore, Karnataka

In Association
with

psb
Academy
Singapore



Global Curation Partner



ENVISAGE GLOBAL

Organized by :

PRIMAX FOUNDATION

(Registered Under the Karnataka Societies Reg. Act 1960)
Reg. No. JNR-S211-2015-16,
Bengaluru, Karnataka, India

Date: 4th June - 2019

**Venue : Lecture Theatre 1,
PSB Academy, Marina Square,
6 Raffles Blvd, #03-200, Singapore 039594**

About Primax Foundation

Primax Foundation® is 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.

About PSB Academy

Once known as Singapore's Productivity and Standards Board, PSB Academy is known today as "The Future Academy", with an approach to education that focuses on what really matters: performance in the New Economy. In 2017, the Academy was conferred "Education Institution of the Year" by APAC Insider and earned 2 consecutive SBR National Business Awards in 2017/18 in the Education category for outstanding work in the region. Today, we host over 12,000 students from over 50 nationalities with our slate of certificate, diploma, degree and postgraduate programmes every year.

Our Academic Collaboration

Seshadripuram Academy of Business Studies, Bangalore, Karnataka



SABS was established in the year 2005 by Seshadripuram Educational Trust which is a public charitable Trust that was established in the year 1980 by the Seshadripuram Educational Association. Seshadripuram Educational Trust believes that individual from each stratum of society needs affordable, relevant, and quality education to fulfill personal aspirations. The Trust's goal is to emerge as a global conglomerate of premier academic institutions, each taking pride in having nurtured knowledge that will lead to happiness, peace, harmony and prosperity.

Bishop Heber College, Trichy, Tamil Nadu

Bishop Heber College is a Religious Minority Educational Institution established by the Tiruchirappalli – Thanjavur Diocese of the Church of South India. The College offers 20 Undergraduate, 17 Post graduate and Research programmes. The College is reaccredited with 'A' grade with a CGPA of 3.58 out of 4. The College is also recognized by the University Grants Commission of India as a 'College of Excellence'.

Shrimati Indira Gandhi College Trichy, Tamil Nadu.

Shrimati Indira Gandhi College was founded in 1984 by the great educationist Vidys Seva Ratnam K. Santhanam, as the then secretary of National College Council, with the active support of President Y.Venkateshwara Dikshidhar. It is an unaided college and one of the first two colleges in the State founded simultaneously and exclusively for Women. It was so named in remembrance of the greatest women Prime Minister of the world. There is a life size statue of Indira Gandhi in the campus to inspire the students.



About Conference

Organizations today are facing fierce competition, demanding customers, economic pressures, and financial crises. To be effective, they must reduce costs, improve product and service quality, and respond quickly to new opportunities in the marketplace. All this requires a good leadership, effective management and innovation. In order to identify responses of organizations towards such challenges, **Primax Foundation**, is organizing International Conference on "**CHALLENGES & RESPONSES OF ORGANIZATION DURING TURBULENT GLOBAL BUSINESS ENVIRONMENT.**"

Objectives of the Conference

- To identify responses of organizations towards such challenges in Business through Innovation.
- To analyze the Dynamics of Innovations in the field of Business Management & Technology.
- To understand the Role of Innovations in the Skill Development in relations to the Sustainable Development.
- Deliberations from Eminent World Class Researchers.
- Platform to Create Intellectual Databank.
- Opportunity to Establish International Collaborations



Target Audience

Participation and Contributions are sought from researchers globally to ensure the scope of the Conference. Target Communities include, Faculty Members, Industrialists, Researchers, Policy and Decision Makers, Developmental Organizations.



Call for Papers

We invite academicians and practitioners to submit research papers linked to the theme of the conference on **'CHALLENGES & RESPONSES OF ORGANIZATION DURING TURBULENT GLOBAL BUSINESS ENVIRONMENT'**. Last Date to submit the abstract & full Paper is **10th May 2019**. 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. 2,500. (Each Co-author has to pay additional fee Rs. 500)

Sub Themes

- Marketing Strategies in Turbulent Economic Environment"
- Latest Trends in Multimedia
- Transforming organisations- Innovative strategies"
- CRM in Service Sector – Practices & Challenges
- Innovations in the Corporate Training and Development for Bridging the Skill Gap.
- Issues, Challenges&Opportunities before the Sustainable Development.
- Green Marketing & Green Audit.
- Managing Stock Market Operations In Global
- Strategic Human Resources
- Software Quality Testing
- Dynamics of Triple Bottom Line Models of Sustainability
- e-Banking: Problems, Opportunities and Challenges**
- Financial Planning – An indispensable Tool for Wealth Management
- Innovative IT Skills for work efficiency and decision making.
- Innovations in E-Commerce and E-Governance.
- Globalization and Innovative Technology for Sustainable Development.
- Developing Positive Attitude in Future Executive
- Innovations in Banking & Financial Services
- Cyber Security: Issues and Challenges**

Guideline for Paper

- Full paper submission should not exceed 3000 words including abstract. The paper should be written in English, using MS Word, Times New Roman 12 Point font, should be double –spaced, with 1" margin on all four sides. Abstract should be limited to a maximum of 300 words with not more than 6 key words.
- The paper will be blind reviewed and will be evaluated and on different parameters such as originality, relevance, applicability and Contribution. Only those approved by the reviewers will be selected for conference presentation.
- The cover page should contain the title of the paper, author's name, e-mail, and contact numbers.
- Author would have to certify that the material is unpublished, as well as original. It is the responsibility of author to obtain permission to reprint previously published matter with copyright restrictions.
- Paper should be sent through e-mail only primaxfoundation2015@gmail.com or long on to www.primaxijcmr.com for online submission of abstract and full paper.

Registration and Payments

Particulars	Reg. Fee
Indian Participants	INR 69,000 *
In Absentia (Indian Participants)	Rs 4,000
For Malaysia, Singapore, Thailand Participants (Only for Conference)	US \$ 100
In Absentia (Foreign Participants)	US \$ 75

Important Dates

Abstract and Full Paper submission	10 th May 2019
Notification of Acceptance	15 th May 2019

CONFERENCE DATE 4th JUNE 2019

Note* :

- The cost includes, Air, Fare, Conference kit, Accommodation & Food, Visa and Sightseeing
- Air Fare - Subject to change (based on boarding fare)
- Authors may choose to attend the Conference in absentia.
- Participants can pay their fee in three Installment
- Registration Fees should be Paid by online transfer (NEFT/ IMPS /RTGS / DD) only.
- Once tickets is booked, the money will not be refund

Documents Required : A Copy of Valid Passport, Passport size Photo, Latest 6 Moths Bank statement.

FIRST INSTALLMENT (Based on Air ticket Cost) Rs 20,000.00

Last Date: 15/04/2019 (Air ticket cost based on boarding Fare)

Boarding Place - Participants can Select their own choice.

Place: Chennai, Trichy, Coimbatore, Madurai, Bangalore, Cochin, Hyderabad, Mumbai, Delhi.

SECOND INSTALLMENT

Last Date: 06/05/2019

Rs. 35,000/-

Name of the Account : Envisage Global
Account No. : 7212263698 (Current Account)
Bank Name : Kotak Mahindra Bank
Place : Jayanagar IV Block , Bangalore
IFSC Code No. : KKBK0000421

Contact Person: Mr. Rishab Jain,
 Curator & CEO, Envisage Global,
 Bangalore, Karnataka

THIRD INSTALLMENT

Last Date: 15/05/2019

Rs.14,000/-

Contact Person

Prof. T. Rajeswari

President, Primax Foundation, Bangalore.

Email: primaxfoundation2015@gmail.com

Ph : 8971725451 / 8971748666

Name of the Account : **Primax Foundation**Account No. : **166111100001608****(Current Account)**Bank Name : **Andhra Bank**Place : **Kengeri Satellite Town,
Bangalore-60**IFSC Code No. : **ANDB0001661****Organizing Secretary****Prof. T. Rajeswari,**

President, Primax Foundation, Bangalore.

Dr. K. Meena

Former Vice Chancellor, Bharathidasan University, Trichy, Tamilnadu

Chief Patron**Prof. Ravichanthiran Krishnan,** Asst. Vice President PSB Academy, Singapore**Patron****Dr. K.V. Ramanathan**Professor of Finance & Marketing
Bangalore, Karnataka**Dr. V. Selvaraj**Secretary,
Primax Foundation
Bangalore, Karnataka**Dr. Easwaran Iyer**Dean Commerce and Director of
Industry Interface,
Jain University Bangalore.**Dr. P. Malyadri,**ICSSR Senior Fellow
Center for Economic and Social
Studies, Hyderabad**Dr. S. Sekar**Principal, Meenakshi
Ramam Arts & Science
College, Thathanur**Convener****Dr. N. Giri Babu.,**Professor,
Dept of MBA, SVCET, Chittoor,
Andhra Pradesh, India**Prof. Jayaram**Principal, SABS,
Bangalore,
Karnataka, India.**Dr. A. Mourgugane**Associate Professor & HOD
School of Maritime Management
Indian Marine University, Chennai.**Dr. Ripu Ranjan Sinha**Director General,
Asia Africa Development
Council (ADCO)**Dr. G. Gnanaraj**Associate Professor, Dept. of
Commerce, Bishop Heber College,
Tiruchirappalli.**Advisory Board National Level****Dr. K. Shivachithappa**Associate Professor and
Coordinator
Department of Economics
University of Mysore**Dr. N V. H. Krishnan**Registrar, Jain Deemed to be
University Bangalore**Dr. D. Ramani,**Professor and Head,
Dept. of Commerce
Mother Teresa Women's University.**Dr. Nirmala Joseph,**Associate Professor,
St. Joseph's College of Commerce
Bangalore.**Prof. R. Lakshminarayanan**Chief Learning Officer,
i-Nurture, Bangalore**Dr. B.A. Vasu**Director, Jain University
Bangalore.**Dr. R. Muralidharan**Principal - Academic & IQAC
Coordinator, Rathinam Group of
Institutions, Coimbatore,
Tamil Nadu, India**Dr. B. Revathy,**Professor & Head,
Dept. of Commerce,
Manonmaniam Sundarnar University.**Dr. P. Raghunadha Reddy**Professor & Head
Department of Management Studies,
S V University, Tirupati.**Dr. Rathnaprabha. N. Rajmane**Principal, SMT. Surajba College,
Mumbai.**Dr. S.Saiganesh.,**

Professor, DSBS, Bangalore. Karnataka, India

Advisory Board International Level**Dr. Vinitha Guptan**Dean- Taylor's Business School,
Taylor's University, Malaysia.**Dr. B. Nimalathasan**Professor, Dept. of Management,
University of Jaffna, Sri Lanka.**Prof. Aron Kananikayohana**Director of Project Planning,
Monitory & Business Consultant
Dodoma-Tanzania**Dr. Elajsolan Mohan**President,
National Association of Private Education Malaysia**Dr. G. Marthandan**Deputy Dean (Academic),
Multimedia University, Malaysia.**Dr. Sharan Shetty**Faculty of Management
Manipal International University, Malaysia**Dr. Veena Tewari Nandi.,**Professor, Majan University,
Dept. Business Administration, Muscat, Oman.**Dr. Jayaraman Krishnaswamy**

Associate Professor, Taylor's University, Malaysia.

Dr. R. KarunakaranProfessor, College of Business and
Economics, Hawassa, University,
Awassa, Ethiopia.**Dr. Ram C. Bhujel**Director, Asian Institute of Technology,
Thailand.**Dr. Ridzuan Masri**Professor,
International University of Malaysia, Malaysia**Dr. S. Gunapalan**Dean- Faculty of Management & Commerce,
South Eastern University, Sri Lanka.**Address for Communication****Prof. T. Rajeswari****President, Primax Foundation**80 Feet Outer Ring Road, (Above IFB Point), Nagadevanahalli,
Bengaluru – 560056,

Karnataka. India. Phone: 08971725451,

email: primaxfoundation2015@gmail.com

Website: www.primaxfoundation.com**Organising Members****Dr. V. Selvaraj****9443851938****Dr. K. V. Ramanathan****9986530012****Dr. N. Giribabu****9885353205**