



# **ANVESHAN 2019**

## **Inter-collegiate PG Students Research Conclave**

Date : 23 February, 2019

*Organized by*

**Department of PG Studies in Commerce  
&**

**Research and Development Cell**

**BESANT EVENING COLLEGE**

(Re-accredited by NAAC with 'B' Grade)

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## **ABOUT THE COLLEGE**

Besant Evening College is sponsored and managed by the Women's National Education Society, Mangalore. Founded in the year 1976 by the great visionary, late Manel Srinivas Nayak, it proudly carries the illustrious name of the world renowned champion of women's rights Dr Annie Besant, the revered founder of the first Besant Institution in Mangaluru. Today, it has become a well-known centre of higher studies and also a prominent evening college catering to the educational needs of a section of the society; the young men and women who hanker after education without sufficient means to pursue it- those who must necessarily earn even when they learn. The college attracts a large number of students who pursue professional courses such as CA, ICWA, CS and Computer diploma and certificate courses during the day time. Our college offers B. A., B. Com. and M. Com. programmes to the students which help them to become self-sufficient and independent individuals through earn and learn concept.

## **DEPARTMENT OF PG STUDIES IN COMMERCE**

The Department of Post-Graduate Studies in Commerce of our college is a feather on the cap of the institution which started in the year 2014. The Department is proud to have various programmes which supplement the students' academic pursuit. Every year the department is organizing various programmes like special lectures, seminars, workshops, etc. For the present academic year the department is organizing One-day seminar and Paper Presentation Competition for Post Graduate level students on the special occasion of the Centenary Year (2017-18) celebration of the Besant Institutions.

## **ABOUT THE SEMINAR**

We are living in a highly competitive society wherein the education sector is not an exception. The students at the post-graduate level are always at the cutting-edge who need to be updated in their areas. The future of these students depends upon the knowledge they get during their course. They need to be abreast of the writing patterns of articles leading to a research paper which should be original in nature. So they have to concentrate on the preparation of papers for seminars/conferences, peer-reviewed journals, etc. The present one-day seminar is an opportunity to the PG students to begin their journey leading to a good researcher.

## **AIMS AND OBJECTIVES**

- Fostering research abilities in the Post-graduate students of social science discipline.
- Create a platform for developing skills, exchange of ideas and to discuss current issues.
- Engaging post-graduate students with research activities to enrich their learning experience and enhance their employability prospects.
- Integrating research and knowledge exchange in the Post-graduate Curriculum.
- Providing students with relevant subject-specific and transferable skills and knowledge and to provide them with appropriate industry engagement.
- Providing students an opportunity to gain practical research experience.

## **THEME : Vogues of Commerce and Management- Changing Wheels**

### **Areas for deliberations**

(Indicative but not limited to)

#### **Business Ethics**

- Corporate social responsibility
- Corporate governance and sustainable development

#### **International Trade and Business**

- Foreign trade and business
- Global marketing and cross cultural diversity
- Foreign exchange market

#### **Banking, Finance and Investment**

- Tax reforms
- Cyber security
- ICT in banking and finance sector
- E-governance
- Investment management
- Trends in Real estate sector
- Emerging trends in financial sector
- Financial development
- Financial literacy
- Capital markets
- Foreign Direct Investment

#### **Insurance and Risk Management**

- Crisis management and assessment
- Agency planning and perpetuation
- Insurance consideration for privacy risk
- Recent trends in life and non-life insurance

#### **Research & Development factors in marketing**

- Social marketing
- Green marketing
- Service marketing
- E-commerce

#### **Human Resource Management**

- Creating industry ready workforce
- Entrepreneurship and skill development
- Human resource planning and development
- Implications of outsourcing

#### **Call for Papers**

Original papers focusing on the theme, sub-themes and related areas are invited from the Post Graduate students from Mangalore University and its constituent, affiliated and Autonomous colleges. You are requested to mail your soft copies to [besantconference@gmail.com](mailto:besantconference@gmail.com)

The seminar paper should be in the research paper format and consists of

- The title of the paper
- Name, affiliation and address of the author(s) with e-mail and contact numbers
- An abstract of about 100-150 words
- Key word:2-5 words after abstract
- The paper should not exceed 4000 words
- The paper should be in MS-word format,
- Font: Times New Roman, size 12pt, space 1.5 lines
- Paper size: A4,
- Papers should be submitted in e-format only
- References cited are in APA style (Ref: [www.apastyle.org](http://www.apastyle.org))

### IMPORTANT GUIDELINES

- Papers should be original in nature
- Any number of teams can participate from the college
- Paper must be presented either by the author or co-authors
- One student can present the paper only once
- The papers should be sent along with the declaration letter stating that the work is the original and not presented/published anywhere else.
- The papers submitted will be reviewed by a panel of experts.
- The students must bring college ID.
- The reporting time on the date of seminar: 8:30 AM to 9:15 AM
- The decision of the organizers and the panel of judges will be final.

### IMPORTANT DATES

Submission of Full Paper	31 January, 2019
Intimation about the acceptance of the paper	10 February, 2019
Seminar Date	23 February, 2019

### TARGET BENEFICIARIES

The Post Graduate students of Mangalore University and its constituent colleges, affiliated colleges and autonomous colleges are eligible to participate.

Please Note: The best paper/presentation prizes will be awarded with citation and cash prize. Selected research papers will be reviewed by the editorial board and published in college journal "Global Research Review- Journal of Innovative Research in Commerce and Management" having ISSN.

### REGISTRATION FEES

Rs. 100.00 per participant to be paid at the time of registration on seminar day

### ORGANIZING COMMITTEE

**Dr Vasappa Gowda**  
R & D Cell Convener

**Dr Lakshminarayana Bhat A**  
Principal

**Faculty of Department of  
PG Studies in Commerce**

Dr Sridhar Joisa, Dr Vijaya Kumar,  
Mrs Sathvika H. Shetty, Mr Sanjeeva,  
Mr Sreenidhi B.S.

**Convener**

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### Student Co-ordinators

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