

Chief Patron

Dr.R.Vasanthakumar

President, Karpagam Academy of Higher Education, Coimbatore

Shri K.Murugaiah,

Chief Executive officer, Karpagam Educational Institutions, Coimbatore

Patrons

Padmashri. Prof. Dr.R.M.Vasagam, Chancellor, KAHE, Coimbatore

Dr.S.Subramanian, Vice Chancellor, KAHE, Coimbatore

Dr. G.Sekar, Registrar, KAHE, Coimbatore

Dr.P.Palanivelu, Controller of Examinations, KAHE, Coimbatore

Dr. M.Palaniswamy, Dean-FASH, KAHE, Coimbatore

Convener

Dr. M. Ashok Kumar,

Professor & Head,

Department of Management Studies and Research,

Karpagam Academy of Higher Education,

Pollachi Main Road, Eachanari Post,

Coimbatore – 641 021

Organizing Secretaries

Ms.C.Sagunthala, Faculty, Department of Management Studies and Research

Mr.A.Martin jayaraj, Faculty, Department of Management Studies and Research

Executive Committee Members

Dr. A. Dharmaraj

Mrs.R.Preetha

Dr.R.Karthikeyan

Dr.K.Gunasundari

Mrs. P. Sathyabama

Dr.J.P.Renin

Dr.V.Shanthaamani

Co-Committee members

Ms. G. Gowsalya

Mr. J. Sudarvel

Ms. T. Ezhilarasi

Mrs. S.Subhasini

Ms.M. Nimisha

Mrs. S. Nandhini

Address for Correspondence

Ms.C.Sagunthala, Faculty & Organizing Secretary,

Department of Management Studies and Research,

Karpagam Academy of Higher Education, Coimbatore – 641 021. Cell: 9688375977

Mr.A.Martin jayaraj, Faculty & Organizing Secretary,

Department of Management Studies and Research,

Karpagam Academy of Higher Education, Coimbatore – 641 021. Cell: 9790610207

E-Mail: kumbaconference@gmail.com.

Organizers: INNOVATIVE IMPRESARIOS

(Association of Department of Management Studies and Research, KAHE)

NATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN ETHICAL B2P

28th January, 2016



DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH



Enable | Enlighten | Enrich
(Deemed to be University)
(Under Section 3 of UGC Act 1956)

Karpagam Academy of Higher Education

(Deemed to be University Established Under Section 3 of UGC Act, 1956)

Eachanari Post,
Coimbatore – 641 021

Website: www.kaheedu.edu.in

Phone: 0422-6471113, 4, 5, 6453777

Karpagam Educational Trust:

The Karpagam Charity Trust was formed in the year 1989 with the aim of providing quality educational facilities to the people of the area, catering to the needs of the poor and serving the society in general through charitable deeds. Dr.R.Vasanthakumar, President of Karpagam Academy of Higher Education is an ardent devotee of God Almighty and a visionary with an aim to serve the cause of higher education. By the enthusiasm and whole hearted commitment of trustees, the institution has grown in all splendor and grace.

Karpagam Academy of Higher Education

Karpagam Academy of Higher Education genesis goes back to September 1995 when it was initiated as Karpagam Arts & Science College. The college was promoted by the Karpagam Charity Trust, incepted by the renowned Karpagam Industries. Today, more than 15 years later, those humble beginnings have paved the way for us to emerge as a University of repute, granted by the MHRD and UGC (Under section 3 of UGC Act, 1956) in 2008. The passion and endeavor to ensure excellence in education is what we believe, that has been instrumental in our evolution. Our commitment to extend world-class education permeates across the multi-disciplines we offer - Arts, Science, Management, Humanities and Engineering. We draw our inspiration from the magnetic persona of our President Dr.R.Vasanthakumar who has transcended his role as a prominent industrialist to be a philanthropist dedicated to the noble cause of education. Carrying his vision forward is Chief Executive Officer Shri.K.Murugaiah, who brings in enormous expertise to the University. Under the efficient guidance of eminent personalities like Padmashri Prof. R.M.Vasagam Chancellor, Dr.S.Subramanian Vice Chancellor, Dr.G.Sekar Registrar, Dr.P.Palanivelu Controller of Examinations and Dr.M.Palaniswamy Dean - Faculty of Arts Science and Humanities it is ensured that our education epitomizes excellence in every way as we reinstate our pledge to Enable, Enlighten, Enrich.

Department of Management Studies & Research

The first Post-Graduate Department was established in 1996. The Department of Business Administration offers a two-year full-time MBA programme with dual specializations in Finance, Human Resource, Marketing, Systems, Entrepreneurship, International Business, Production Management, Retail Management and Banking Management. Keeping pace with the dynamics of Management Studies, the Department amplifies the thrust on emerging in Management. Backed by experienced faculty, it is recognized to offer research programmes, M.Phil and Ph.D both in FT & PT mode. Besides business principles, the Department is committed to foster the essence of business ethics and values. Further the department takes the following initiatives to enhance students' knowledge: Corporate Research Exercises, Company Analysis, Meet the Executive Programme, Economic Times Club, Personality Development Programme, Management Meet, Management Games, and Student Interaction Programme.

ETHICAL B2P

Human civilization progresses along the progress of ethics, morals and norms. With the advent of new disruptive technology and the speed of it occurring faster and faster, companies and business establishments have to change equally fast. New and higher ethical norms are required to be relevant in this fast changing environment. To be relevant in the 21st century, business people have to adopt higher ethical practices. The conference is hosted to bring out the Ethical dilemmas among business people.

SUB-THEMES

GENERAL

Corporate Governance, Innovation strategy and survival, Ethical Involvement in social enterprise, Transformation Management, Disaster Management and Emphasis Management

MARKETING

Integrated marketing practices, Advertising, e- Commerce, Marketing of User Generated Content, Ethical marketing decisions and efforts, Creativity and innovating in marketing, Target marketing, Medical tourism, Green marketing, Rural Retail marketing, Bottom - up marketing, Blue ocean marketing, Societal culture and Ethical exchanges between buyer and seller.

FINANCE

Ethics for CFPs, Market theory and anomalies, HFT in Indian financial market, Regulatory issues in Indian financial market, Financial scams and markets, Lapsation in Insurance sector, Financial engineering and actuary finance, Speculative banking, Ethical Accounting Practices, Financial super markets - myth, Ethics in Direct Benefit Transfer and Mobile banking.

HUMAN RESOURCE

Knowledge Management, Brainpower, HR practices in small scale industries, Development of employability skills, HR ethical policies, Employees' productivity and efficiency, Talent management, ERP in HRM, Emotional intelligence, Burnout syndrome, Time management, e- HRM, Cross culture management, Counseling and Human capital management

SYSTEMS

Ethical hacking, Cloud computing, ERP- in retail business, Social issues in information system, Privacy, Big data in strategic decision making, Security Challenges for the Public Cloud, Public Clouds for Business Applications, Augmented Reality(AR), Bio metrics, Electronic Data Interchange, Virtualization, Halo Networks, Cellular Digital Packet Data and Imode.

Registration Fee:

Academicians/Industrialist	- Rs.750 (per author)
Research Scholars	- Rs.500 (per author)
Students	- Rs.300 (per author)

Registration fee is to be paid in the form of Demand Draft in favour of "KARPAGAM UNIVERSITY" payable at Coimbatore.

The selected papers will be published in double peer reviewed International Journal with ISSN. In order to get published each author is expected to remit Rs. 1000 along with the registration fee.

Dates to Remember:

Last Date for Receipt of full paper & Registration fee - 20th January 2016

Submission Process:

Participants are expected to submit one hard copy and Demand Draft to 'The Convener'. The Soft copy (MS Word 2013 with Times New Roman, 12 Font size, 1.5 Spacing with not more than 3000 words) is to be mailed to kumbaconference@gmail.com.



Karpagam Academy of Higher Education

(Deemed to be University)

(Established Under Section 3 of UGC Act, 1956)

DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH

Invites you for

A ONE DAY NATIONAL CONFERENCE ON

CONTEMPORARY ISSUES IN ETHICAL B2P

28th January, 2016



Presided by

Dr. R. VasanthaKumar

President, KAHE, Coimbatore

Inaugural by

Mr. C. M. Jayaraman

Manager - Micro Finance
State Bank of India, Coimbatore

AGENDA

Registration	: 09.00 am Onwards.
Prayer Song	
Welcome address	: Dr.M.Ashok Kumar Convener
Presidential address	: Dr. R. VasanthaKumar President, KAHE, Coimbatore
Introduction of the Guests	: Ms.C.Sagunthala Organizing Secretary
Inaugural Address	: Mr.C.M.Jayaraman Manager - Micro Finance, SBI
Felicitation	: Shri.K.Murugaiah CEO, KEI, Coimbatore
	: Padmashri Prof.R.M. Vasagam Chancellor, KAHE, Coimbatore
	: Dr.S.Subramanian Vice Chancellor, KAHE, Coimbatore
	: Dr.G.Sekar Registrar, KAHE, Coimbatore
	: Dr.P.Palaniswamy Dean - FASH, KAHE, Coimbatore

	Session: I	Session: II	Session: III
Chairperson	Mr.CM.Jayaraman, Manager - Micro Finance, State Bank of India, Coimbatore	Mr. Mahesha, Senior Manager - Projects, MRPL, Mangalore.	Mr. Mohammed Sulaiman, Asst Manager-P&A Malabar Cements, Walayar, Kerala
Rapporteur	Dr. ADharmaraj Dr. V. Shanthaamani Faculty, DMSR-KAHE, Cbe	Dr.J.P.Renin Mrs. R.Preetha Faculty, DMSR-KAHE, Cbe	Dr.R.Karthikeyan Dr.K.Gunasundari Faculty, DMSR-KAHE, Cbe

Valedictory	: 3.30 Pm
Conference Report	: Mr.A.Martin Jayaraj, Organizing Secretary
Vote of Thanks	: Mr.U.Karthik, II MBA Student
National Anthem	