

|| Jai Sri Gurudev ||
Sri Adichunchanagiri Shikshana Trust (R)

SJB INSTITUTE OF TECHNOLOGY

Bengaluru - 560 060

Department of MBA

10th National Level Student's
Research Conference

SAMVIT-2019

Innovations in Management & Entrepreneurship

4th May 2019

REGISTRATION FORM

Name : 1)

2)

Branch :

Designation :

Institution Name & address :

Phone (Off) :

Mobile :

E-mail :

Title of the Paper :

Registration Fee Details

DD No. :

Date :

Bank :

DECLARATION : This is to certify that the above member(s) is/are bonafide student(s)/staff/employee of this Institution/Organization. The submitted paper has neither been published nor presented earlier in any conference or symposium.

Signature of the participant

Sign. of HOD / Principal/
Head of Organisation

DD to be Drawn in favour of the "PRINCIPAL, SJBIT" Payable at Bengaluru

Kindly Note : Photocopies may be used for more entries

Blessings :

His Divine Soul Jagadguru Padmabhushana
Sri Sri Sri Dr. Balagadharanatha Maha Swamiji
Founder President, Sri Adichunchanagiri Shikshana Trust (R)

Chief Patron :

His Holiness Jagadguru
Sri Sri Sri Dr. Nirmalanandanatha Maha Swamiji
President, Sri Adichunchanagiri Shikshana Trust (R)

Patron :

Revered Sri Sri Dr. Prakashnath Swamiji
Managing Director, SJB & BGS Group of Institutions, Bengaluru

ORGANIZING COMMITTEE :

Conference Chair :

Dr. Puttaraju
Principal, SJBIT,
Bengaluru

Convener:

Dr. Mamatha J
Associate Professor & Head,
Department of MBA

Organizing Secretary:

Dr. Roopa Temkar V.,
Asst. Prof. Dept of MBA
M : 9449545150

Advisory Committee:

Dr. Buvanewari P, Professor
Dr. Anjana Devi S C, Associate Professor
Mr. Bharath T S, Assistant Professor
Mrs. Roopa Balavenu, Assistant Professor
Ms. Girivasuki. K, Assistant Professor
Mrs. Roopa Karnam, Assistant Professor
Mrs. Laxmi M, Assistant Professor
Mrs. Krupa M, Assistant Professor

Student Coordinators:

Rohith D R	IV Sem	8884271614
Mandara	IV Sem	7349497059
Kiran Dattatreya Goankar	II Sem	9483623280
Rakshitha D	II Sem	9972345032

|| Jai Sri Gurudev ||



10th National Level Student's
Research Conference

SAMVIT-2019

Innovations in Management & Entrepreneurship

4th May 2019



Organised by :

Department of MBA

Sri Adichunchanagiri Shikshana Trust (R)

SJB INSTITUTE OF TECHNOLOGY

(Affiliated to VTU, Approved by AICTE - New Delhi, Accredited by NAAC with 'A' Grade)

BGS Health & Education City, Dr. Vishnuvardhan Road
Kengeri, Bengaluru - 60 Ph : 080-28612445 / 46,
Fax : 080-28612651 Web: www.sjbit.edu.in

About Trust & Institution

Sri Adichunchanagiri Shikshana Trust® was established in 1974 with blessings of His Divine Soul Jagadguru Padmabhushana Sri Sri Sri Dr. Balagangadharanatha Maha Swamiji. Importance has been given to impart three component of education – intellectual, spiritual & physical needs of the students. With this vision, the trust has started over 500 educational units across the country benefiting more than lakh students every year. Presently, the trust is being administered by the Chief Pontiff, His Holiness Sri Sri Sri Dr. Nirmalanandanatha Maha Swamiji. Beneath the Trust, BGS Group of Institutions has established many institutions right from Nursery, High School, Pre-university College, Pharmacy, Ayurvedic, Management, Engineering, Medical, etc., Revered Sri Sri Dr. Prakshnath Swamiji, Managing Director, SJB & BGS Group of Institutions has diligently associated with Sri Adichunchanagiri Shikshana Trust.

SJB Institute of Technology is one amongst these institutions started during the year 2001. SJBIT is committed to personal, social & intellectual growth emphasizing a comprehensive educational programme leading to high academic standards. Spreading across sprawling 50 acres of land; the SJBIT is located amidst natural serene atmosphere, 14 KM from Bengaluru city, near Kengeri. It is affiliated to Visvesvaraya Technological University, Belagavi, approved by AICTE, New Delhi. SJBIT is ranked No. 1 in Karnataka, (Among VTU affiliated Private Engg. Colleges); Ranked No.5 in south India based on all India 'Data quest- cyber media research' survey- May 2015. SJBIT has been honored as “Excellent Training and Placement Institute in Karnataka” by VTU, AICTE, CMAI, AIU, Govt. of India. The institution has own the national employability award during 2013-14. Accredited by NAAC with A grade 3.22 CGPA during the year 2017.

The institution offers 6 under graduate programmes, 10 post graduate programmes and 10 departments have been recognized as research centres.

Vision : To become a recognized technical education centre with global perspective.

Mission : To provide a learning opportunity that fosters students ethical values, intelligent development in science and technology and social responsibility so that they become sensible and contributing members of the society.

SJB Research Foundation : SJB Research Foundation (SJB RF) is a section 25 nonprofit company has been launched in the campus. It is a sponsored research center to bridge the gap between academic and industrial research.

Major collaboration with Industries:

- M/s. Bosch Rexroth India
- M/s. Tata Consultancy services
- M/s. Wipro Technologies
- M/s. National Instruments India Pvt. Ltd.,

- M/s. Apple
- M/s. Power Research and development, Consultant Pvt. Ltd.,
- M/s. CISCO Pvt. Ltd.,
- M/s. Texas Instrument Pvt. Ltd.,
- M/s. Bio Axis DNA Research centre Pvt. Ltd.,
- M/s. Microsoft
- M/s. Infosys
- M/s. HCL
- M/s. Cognizant
- M/s. L & T Infotech
- M/s. ORACLE Pvt. Ltd.,
- M/s. Meizu Technology company, China

About the Department

The Department of Management Studies was established in 2008 with an intake of 60 students. Since 2012 the intake has been increased to 120 students. The course is designed to provide Quality Management Education and acquire skills, attributes and capabilities, to reach responsible global positions in Management. To enable this status, the course employs a combination of theoretical and experiential learning to inculcate the right attitude and confidence to the future managers. Our dynamic teaching professionals impart contemporary inputs and practical examples in a user friendly environment. Various workshops and seminars are organized for the budding entrepreneurs under the ED cell. With the primary objective of creating employment to the youth, the MSME Incubation Centre at SJBIT conducts various programs. The department is glad to mention that VTU has sanctioned Research Centre to focus on theoretical as well as empirical research in the field of Management.

About the Conference

SAMVIT 2019, 10th National Level Student's Research Conference on “Innovations in Management and Entrepreneurship” with an objective of fostering young research minds in various domains and molding them to be future business leaders. “The best way to predict the future is to create one for ourselves”, by exploring the challenges and opportunities in this ever changing business environment with global competition. This conference aims at motivating the young budding Managers & Entrepreneurs in taking up their own venture in various business dimensions, enhancing the skills required for start-ups. This also initiates employment generation. This forum is to empower the students with various inputs to overcome initial inhibitions in research paper presentations and to ignite young research minds to explore into many research areas.

Target Group : Presentation is open to UG, PG, Management & Engineering Students.

Topics for Paper Presentation :

Sub Themes: MARKETING

1. B2B Marketing
2. Social Media-Its impact on Marketing
3. Impact of Advertisement in Marketing
4. Rural Marketing

5. Strategic Brand Management
6. Foreign Direct Investment in Indian Retail
7. Marketing Strategies for Business Excellence
8. Customer Relationship Management
9. Services Marketing
10. Trends in Digital Marketing

FINANCE

1. Credit Card: Boon or Bane
2. Micro Finance in India
3. Corporate Valuation
4. Credit Management
5. Behavioural Finance
6. Opportunities and Challenges of Mobile Wallets
7. Goods and Services Tax(GST)
8. Crypto Currency
9. Union Budget 2019
10. Green Banking

HUMAN RESOURCE MANAGEMENT

1. Talent Management
2. Employee Empowerment
3. Role of IT in Managing people
4. Employee Engagement
5. Recruitment and Selection
6. Training and Development
7. Significance of Soft Skills
8. Role of Social Networking in Enhancing employment opportunities
9. Innovative HR Practices as a competitive advantage
10. Work-life Balance
11. Employee Motivation

ENTREPRENEURSHIP DEVELOPMENT

1. Role of Entrepreneurship in India's Vision 2020
2. The Power of Young India
3. Green Entrepreneurship
4. Challenges faced by Women Entrepreneurs
5. Women Entrepreneurship-The Best way to empower women
6. Start-up India
7. Cashless Economy-Challenges & Opportunities
8. Wisdom of Failure-Stories of Successful Entrepreneurs
9. Entrepreneurship- The best solution for unemployment
10. The power of young India

Any topics related to HRM, Marketing, Finance & Entrepreneurship Development are also considered.

Soft copy of Manuscripts to be sent to sjbitsamvit2019@gmail.com

Important Dates:

- | | |
|---------------------------------|-----------------------------|
| Last date to Paper Submission : | 20 th April 2019 |
| Notification of Review : | 25 th April 2019 |
| Registration starts from : | 27 th April 2019 |
| Conference Date : | 4 th May 2019 |

Registration Fees:

Students (UG/PG/ Research Scholars) Rs : 500/Author

Spot registration in also accepted.

While submitting the paper; kindly enclose DD of prescribed fees along with registration form to : **The Convener, SJBITSAMVIT2019, SJBIT, BGS Health and Education City, Kengeri, Bengaluru-60. No Cash Transactions Entertained.**

Address for Communication:

Dr. Mamatha J.,

Associate Professor & Head, Department of MBA

E-mail : mamathaj@sjbit.edu.in