

PUBLICATION OF SELECTED PAPERS

The submitted papers will be peer reviewed and evaluated based on the originality and relevance to KRISYM. The selected papers will be published in UGC Indexed Journal, provided they are presented during the plenary session of the conference.

PARTICIPANTS' PROFILE

- Academicians • Corporate Executives • Professionals • Entrepreneurs • Research scholars • Students

REGISTRATION FEE

Participants	Participation Fee (Rs.) (inclusive of all taxes)	Participation Fee with ISSN Publication (Rs.) (inclusive of all taxes)
Faculty / Part-time Research Scholars	1000	2100
Full-time Research Scholars	700	1800
Students	600	1700
Professionals/Corporate Executives/Entrepreneurs	2500	4000
International Delegates	4000	5000

(The registration fee includes lunch, kit and refreshments. TA/DA shall not be provided to the participants)

ACCOMMODATION

Executive Room (Non A/C) : Rs. 1650 (Inclusive of tax) per person per day.

Executive Room (A/C) : Rs. 2150 (Inclusive of tax) per person per day.

Executive Special Room (Non A/C): Rs. 1250 (Inclusive of tax) per person per day on twin sharing basis.

Executive Special Room (A/C): Rs. 1500 (Inclusive of tax) per person per day on twin sharing basis.

Executive (Non A/C): Rs. 850 (Inclusive of tax) per person per day on twin sharing basis.

Executive (A/C): Rs. 1100 (Inclusive of tax) per person per day on twin sharing basis.

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How to reach Kristu Jayanti College (Autonomous), Bengaluru

From Majestic BMTC Bus Stand - Platform 19 : Bus Route - 292B, 292C From K.R. Market : Bus Route - 292, 292D, 293C

From Vasanth Nagar/Cantonment Station/Bangalore East Station : Bus Route - 292, 292B, 292C, 292D, 292F, 293C

Nearest Railway Station : Bangalore East (8 kms)/Cantonment (10 kms) By Air : Bengaluru International Airport (28 kms)

School of Management (MBA & PGDM)

Kristu Jayanti College (Autonomous)

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Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited with 'A' Grade by NAAC | An Institution Managed by CMI Fathers

SCHOOL OF MANAGEMENT (MBA & PGDM)

In association with



Association of Chartered Certified Accountants



KRISYM

KRISTU JAYANTI INTERNATIONAL SYMPOSIUM

12th International Conference

on

THE FUTURE OF BUSINESS - INDUSTRIAL REVOLUTION 4.0

February 15 & 16, 2019

ABOUT THE INSTITUTION

Kristu Jayanti College, Autonomous, Bengaluru embodies the educational vision of St. Kuriakose Elias Chavara (1805-1871), the founder of the religious congregation, Carmelites of Mary Immaculate (CMI). He envisioned the sunrise of a renewed humanity through the integral development of mind, body and spirit. The motto of the college, Light and Prosperity, aims at this synthesis and the harmony of the spiritual and the physical, the mind and the body. The curriculum and the co-curricular activities are the basic structures acting as springboards to step into the mystery of human life and beyond.

Kristu Jayanti College was reaccredited by NAAC with 'A' Grade in 2015 and is an Autonomous College under the Bangalore University. The college incorporates a

traditional academic setting with a cutting edge technology. With refreshing environment, beautiful scenery and moderate climate, it provides an atmosphere which is conducive for effective training and learning programmes. The College is ranked 2nd in BCA, 2nd in MSW, 3rd in Commerce, 4th in Arts & BBA and 5th in Science in Bengaluru City in the Best College Survey by India Today - Nielsen (2018). At National Level, it stands 5th in BCA, 13th in MSW, 15th in BBA, 16th in Commerce, 18th in Arts and 26th in Science by the same survey. The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

SCHOOL OF MANAGEMENT (MBA & PGDM)

Kristu Jayanti College, a pioneer institute to pursue knowledge beyond the traditional boundaries, offers MBA / PGDM programmes and MBA/PGDM International Finance. MBA/PGDM programme is a two year full time programme spanning over Six Trimesters, Autonomous Programme, affiliated to Bangalore University and approved by the All India Council for Technical Education (AICTE). MBA/PGDM International Finance enables the students to obtain ACCA (Association of Chartered Certified Accountants), UK certification along with MBA/PGDM programme, which is accepted and recognized in 183 countries. The student is also given certificate in IFRS (International Financial Reporting Standards).

The main objective of these programmes is to impart quality professional education and training in various aspects of modern management. The classroom segment has both core and specialized content, thus equipping the students to adapt effortlessly to the demands of professional management in their chosen field of specialization. The core and specialization

subjects are designed so that each term builds upon the subjects taught in the previous term as well as on the field experience gained. Jayantian graduates have the strategic perspective, business knowledge, and excellent management skills to deliver strong performance while making a positive impact on society and the environment. They have obtained placements in renowned corporate houses. The B-School has been rated with A++ by Business India - India's Best Business Schools survey 2014, 14th rank among the Business Schools in South India by AIMA (All India Management Association) and was awarded 29th rank among Non IIM's by All India Higher Education Review 2014. The college has been declared as 'Best Management College of the Year' by Higher Education Review 2015 & 2016. Rev. Fr. Josekutty PD, Principal was honored as one of the Top Directors of Leading Institutes in India (CSR January 2017). The B-School is ranked 8th in Bengaluru City in "India's Best B-School 2017 and 63rd in Placements all over India (Business Today Survey).

KRISYM 2018

The world has entered into the fourth industrial revolution. Corporate think tanks have been discussing the effect of "Industry 4.0" on business. The world has seen three major revolutions - mechanization, electrification and information. The fourth revolution is termed as 'Industry 4.0.' This new industrial revolution is expected to take international business by storm. Germany adopted 'Industry 4.0' as a German national strategy in April 2013. The future industry innovation trends indicate utilisation of data analytics, increased level of business intelligence in manufacturing, service, integration of cyber-physical systems and smart work

platforms. Rightly said, these define 'industry 4.0.'

The line differentiating physical, digital and biological interface is now just a blur. The way we interact with emerging and digital technology such as artificial intelligence (AI), analytics and the Internet of things (IoT) is witnessing a rapid transformation. Artificial intelligence has revamped the business ecosystem.

Industry 4.0 is in motion, transforming industry, societies, and all economies of the world. The possibilities that businesses face are limitless. Innovative strategies and competitiveness are the way forward. Whether it is

customer service, or talent management, or alternative business strategies, Industry 4.0 has challenged the existing status quo. It has not just redefined how work is executed but also questioned existing types of work. Industry 4.0 is a clarion call for business leaders to deal with this disruptive shift comprehensively and seize the new opportunities it has brought. It is time for all to forge

ahead with courage and confidence to build a new world utilising this new generation of technological change.

At this juncture, School of Management, Kristu Jayanti College, Autonomous, Bengaluru organises the 12th International Conference on "The Future of Business - Industrial Revolution 4.0", in the KRISYM series (Kristu Jayanti International Symposium).

OBJECTIVES

The aim of the KRISYM 2019 is to nurture international research in Business Management as well as to provide a forum to present current research results in the form of technical sessions and plenary sessions during the conference in a tranquil and pleasant atmosphere. KRISYM aims at the following specific objectives:

- To debate on the challenges and opportunities of Industry 4.0 across diverse economic sectors.
- To reinvent strategies that ensure well balanced

ecosystem for Industry 4.0.

- To look at global trends to assist in developing and maintaining the workforce
- To impart participants with knowledge relevant to growth opportunities in the small business environment
- To analyse the role of AI, IoT and digital revolution in modern business

SUBTHEMES

- Opportunities with Industry 4.0
- New Generation Factories
- IoT and the Industrial Transformation
- IoT & the Blockchain
- Consumers' Privacy Challenges in IoT
- Smart Station
- Industrial Internet

- Building smart cities sustainably
- Cyber security
- AI in digital marketing
- AI and IoT in Manufacturing
- AI in Quality Control
- The Digital Enterprise & Employees

- Talent acquisition for Industry 4.0
- Creating a better future through Connected intelligence
- Smart Data Mining
- Business Analytic across Manufacturing Industry
- Value creation & Investment in Content

CALL FOR PAPERS AND GUIDELINES FOR SUBMISSION

- Original, unpublished research work not exceeding 5000 words or 12 pages may be submitted to KRISYM.
- The manuscript has to be prepared in A4 size, Word format only, Times New Roman font with heading in font size 14 and text in font size 12 with 1.5 spacing.
- APA guidelines of citation, documentation and referencing has to be followed.
- Online registration may be done through the college website: www.kristujayanti.edu.in/krisym2019
- The full paper has to be submitted to KRISYM using the following avenues:
 - i. Easy chair submission: <https://easychair.org/conferences/?conf=krisym2019>
 - ii. Email attachment of the paper to krisym@kristujayanti.com
- Last date for submission of paper: 09th January, 2019.
- Communication of Acceptance of the paper: 20th January, 2019 onwards.
- Confirmation of participation and presentation may be done by sending the complete registration form, along with the registration fee.
- All payments should be made through a Demand Draft in favour of "Principal, Kristu Jayanti College," Payable at Bengaluru.
- Participants must register and physically participate in KRISYM for the paper to be considered as a part of the conference.
- Paid accommodation would be arranged on prior request from 14th February, 2019 evening to 17th February 2019 morning.
- Certificates will be issued only on the second day of KRISYM after the Valediction.



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REGISTRATION FORM

Name (in capital letters) :

Designation :

Institution :

Address for Communication :

Official Phone Number : Mobile :

E-mail :

Selected Theme of the Conference :

Title of Paper:.....

.....

Do you want accommodation? Yes No

If yes, mention the type

Days between.....

PAYMENT DETAILS

Details of Demand Draft / Cheque :

Date : DD / Cheque No.....

Date :