

CALL FOR PAPERS & IMPORTANT DATES

- Original, unpublished research work not exceeding 5000 words or 12 pages may be submitted to KRISYM
- Online registration may be done through the college website: www.kristujayanti.edu.in/krisym2017
- The full paper has to be submitted to KRISYM using the following avenues:
 - i. Easy chair submission: <https://easychair.org/conferences/?conf=krisym2017>
 - ii. Email attachment of the paper to krisym@kristujayanti.com
- Last date for submission of paper: 20th April 2017
- Communication of Acceptance of the paper: 22nd April, 2017 onwards
- Confirmation of participation and presentation may be done by sending the complete registration form, along with the registration fee, made through a Demand Draft in favour of "Principal, Kristu Jayanti College," and Payable at Bangalore.

PUBLICATION OF SELECTED PAPERS

The selected papers will be peer reviewed and evaluated based on the originality and relevance to KRISYM. The selected papers will be published in **Asian Journal of Management** (ISSN : 0976-495X), an ICI indexed and is in the list of Refereed Journals published by UGC, New Delhi (Sr. No.-3986), provided they are presented during the plenary session of the conference.

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How to reach Kristu Jayanti College, 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 : Bangalore International Airport (28 kms)

Address for Communication
Conference Secretariat
School of Management

Kristu Jayanti College (Autonomous)

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Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited with 'A' Grade by NAAC | Affiliated to Bangalore University

SCHOOL OF MANAGEMENT (MBA & PGDM)



KRISYM

KRISTU JAYANTI INTERNATIONAL SYMPOSIUM

**10th International Conference
on
BUSINESS EXCELLENCE THROUGH
TECHNOLOGICAL INTERVENTIONS**

April 28 & 29, 2017

SCHOOL OF MANAGEMENT (MBA & PGDM)

Kristu Jayanti College is a pioneer institute to pursue knowledge beyond the traditional boundaries. Industry relevant MBA and PGDM programmes spanning two years comprising of six Trimesters, affiliated to Bangalore University and approved by the All India Council for Technical Education (AICTE) are offered. 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. Rev. Fr. Josekutty PD, The Principal was honoured as one of the Top Directors of Leading Institutes in India (CSR January 2017).

KRISYM 2017

According to CII, Business Excellence has got three main facets - People, Process and Performance with a strong and unflinching commitment from the leadership. The emergent complexities in business management are an impetus to innovatively use technology to achieve Business Excellence. The mounting uncertainties in economies and markets across the globe have made business excellence a challenge. The ever changing technology has led to excellence in the fields of education, health care, communication etc. The roots of technology in business are profound. But, the intervention of technology to excel in the myriad facets of business of the 21st century is an uncharted arena.

The advent of the technology with networking and information processing capabilities has resulted in business excellence in the fields such as retail, banking, e-commerce, telecommunication etc. The role of technology in this digital world of business in terms of reducing cost, improving efficiency, maximizing profits,

minimizing wastes, providing better service offerings, managing relationships with business stake holders is enormous. At this juncture, School of Management, Kristu Jayanti College, Autonomous, Bengaluru organizes the 10th International Conference on Business Excellence through Technological Interventions as a part of KRISYM series (Kristu Jayanti International Symposium). The main objective of the Conference is to promote, propel and propagate wisdom pertaining to the application and use of technology in achieving Business Excellence. This conference aims to rejuvenate the knowledge mines from various backgrounds to actively participate and contribute in the incessant journey of knowledge creation. KRISYM 2017 also provides a seamless platform to the researchers and facilitates young minds to emanate technological creativity in field of Business Excellence. In order to instill the spirit of exploration, this conference provides an opportunity to budding researchers to make an impact and excel in life.

PROGRAMME SCHEDULE

Day 1 - 28 th April 2017		Day 2 - 29 th April 2017	
08.30 AM – 09.45 AM	Registration	08.45 AM – 11.15 AM	Plenary Session : Paper Presentations
10.00 AM – 11.15 AM	Inauguration	11.30 AM – 12.45 PM	Keynote Session 4 : Technology Integration / Diffusion in Governance
11.30 AM – 12.45 PM	Keynote Session 1 : Integration of Technology in Manufacturing	12.45 PM – 1.45 PM	Lunch Break
12.45 PM – 02.00 PM	Group Photo & Lunch Break	02.00 PM – 03.15 PM	Keynote Session 5 : Customer Service Excellence through Technology
02.00 PM – 03.15 PM	Keynote Session 2 : Technology in Business Consulting	03.30 PM – 4.45 PM	Valediction
03.30 PM - 04.45 PM	Keynote Session 3 : Quality Assurance through Technology		

INVITED RESOURCE PANEL



Her Excellency Ms. Yael Hashavit Consul General, Consulate General of Israel in South India

Ms. Yael Hashavit began her appointment as Israel's Consul General to South India in January 2016. In her last position she served as a Minister Counsellor, Culture and Press Attache in Mexico. Since initiating her diplomatic career in Israel's Ministry of Foreign Affairs, she has held domestic positions including Second Secretary and Consul, Israel Embassy in Caracas, Venezuela, First Secretary in the Overseas Accounts Department in Latin American Section, Head of the Foreign Ministry Labor Union.

Ms. Yael has also served as an Assistant to the Peace Negotiations Team with the Palestinians, on the Jewish Refugees from Arab states theme. Ms. Hashavit was also awarded The Foreign Ministry Director General's Award for Excellent Embassies in 2014 and The Best Team Award, Ministry of Foreign Affairs in 2000.



Honourable Shri Balz Strasser CEO, Swissnex India & Consul General, Consulate of Switzerland in Bengaluru

Mr. Strasser specialises in International project management, start-up development, business development, development of sustainable agricultural value chains, agricultural socio-economics, organic and fairtrade certification.



Honourable Shri Asif Iqba Honorary Consul of Republic of Suriname in South India & President of the Latin American Caribbean Federation of India.

He is also the President of the Defense Technology Infrastructure Society of India. He works towards strengthening educational, scientific, cultural and economic ties between Suriname and India.



Mr. Giuliano Micheletti Managing Director at Indena India Pvt. Ltd. & Honorary Consul, Italian Consular Agency in Bengaluru

He has 20+ years of professional and personal experience spent living in several South Asian Countries notably India and China. He has been serving leading corporates to set up commercial branches and production units.



Mr. Pramod Sethi Managing Director at Poly Fluoro Ltd., Bengaluru

He has been serving the company for the last 25 years. He has served as Co-convenor for the MSME panel and committee member for the Southern Regional MSME panel.



Mr. Sebi Chacko Chief Human Resources Officer, Strides Shasun Ltd

He has previously worked at Thomson Reuters India Services Private Limited, Ness Global Services Limited and Citibank, India. He has received the Thomson Reuters Community Champion Award and was nominated for the Thomson Reuters Award of Excellence.



Captain O P Dua Managing Director, IRaise Consultants Pvt Ltd, Bengaluru

Earlier he was CEO of Eften Engineering Pvt Ltd & Adept Polymers. He served as President of MEPPPL and Vice President of Zieta Technologies. He attracts challenges and is successful in bringing about change in the organization.



Mr. Adhirath Sethi Director, Poly Fluoro Ltd., Bengaluru

He was a management consultant with the Boston Consulting Group (BCG). He worked to grow Poly Fluoro Ltd seven-fold and established its reputation as one of the leading manufacturers in the field of high-performance polymers.