

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 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	1200	2300
Full-time Research Scholars	1000	2100
Students	800	1900
Professionals/Corporate Executives/Entrepreneurs	2500	3600

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

ACCOMMODATION - Single Room

Executive Room (Non A/C) : Rs. 1700

Executive Room (A/C) : Rs. 2150

Please Note:

(All rates quoted above are Inclusive of all taxes & it is for per person, per day)

ACCOMMODATION - Twin Sharing

Executive Room (Non A/C): Rs. 850

Executive (A/C): Rs. 1100

Dormitory: Rs. 400

(All rates quoted above are Inclusive of all taxes & it is for per person, per day)

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How to reach Kristu Jayanti College (Autonomous), Bengaluru

From Majestic BMTB 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

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Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

SCHOOL OF MANAGEMENT

and



TRINITY WESTERN UNIVERSITY, CANADA

In collaboration with



The Association of
Accountants and
Financial Professionals
in Business



KRISTU JAYANTI INTERNATIONAL SYMPOSIUM

13th International Conference

on

Revisiting Three Decades of Liberalisation and Globalisation – Status, Prospects and Challenges

Keynote Address



Dr. Philip G Laird

Vice Provost, Trinity Western University, Canada

February 14 & 15, 2020

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 Bengaluru North University. The College incorporates a traditional academic setting with

SCHOOL OF MANAGEMENT

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

The main objective of the MBA programme is to impart quality professional education and training in various aspects of modern management. The classroom segment has both core & specialized content, thus equipping the students to adapt effortlessly to the demands of professional management in their chosen field of specialization. The core & specialization subjects are so designed that each trimester builds upon the subjects taught in the previous trimester as well as on the

KRISYM 2020

The economic history of India witnessed a turnaround with the advent of Liberalisation and Globalisation in the economic policies. The dream of export led growth strategy was fulfilled with rapid growth in exports from various sectors. The GDP of the country surged forward with foreign capital inflow, transfer of technology, up gradation of Indian industry through research & development and opening up of the market. The nation's battle with poverty saw a victorious success through faster economic growth. The upturn in human development in one of the largest economies of the world is largely attributed to Liberalisation and Globalisation. It enabled India to emerge as the sixth

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 & MSW, 3rd in Commerce, 4th in Arts & Science and 6th in BBA in Bengaluru City in the Best College Survey by India Today - Nielsen (2019). At National Level, it stands at 6th in BCA, 12th in MSW, 19th in Arts, 21st in Commerce & BBA 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.

field experience gained. 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 and ranked 14th among the Business Schools in South India by AIMA (All India Management Association). The college has been declared as 'Best Management College of the Year' by Higher Education Review 2015 and 2016. Rev. Fr. Josekutty PD, Principal was honored as one of the Top Directors of Leading Institutes in India (CSR January 2017). Kristu Jayanti School of Management is ranked among the top 100 B-Schools in the country, ranked 65th in placements, 83rd in living experience at national level & ranked 8th in Best B-Schools in Bengaluru (Business Today, B-School survey 2018).

largest economy and contribute more than 1.3 trillion US dollars to the world's GDP. The world's fastest developing economy may emerge as the largest economy by 2050. It is imperative to review the impact and probe into the strategies for the future as India completes three decades of Liberalisation, Privatisation and Globalisation. At this juncture, School of Management, Kristu Jayanti College, Autonomous, Bengaluru and Trinity Western University, Canada in collaboration with IMA and Miles Education organise the 13th International Conference on "Revisiting Three Decades of Liberalisation and Globalisation - Status, Prospects and Challenges" in the KRISYM series on 14th

OBJECTIVES

The aim of the KRISYM 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 2020 aims at the following specific objectives:

- To probe into the impact of liberalisation across diverse economic sectors.
- To reinvent strategies that ensure promotion of international business
- To impart participants with knowledge relevant to liberalisation.

SUBTHEMES

- Disruption of Globalisation
- Imperialism and Globalisation
- Trade War
- Open Market and Financial Crisis
- Bond Immunisation
- Trillion Dollar Black hole
- Green Funding
- Encoding Talent Management
- Expatriate Management
- Lead Performance Management
- Cyclical Downswing
- Augmenting Digital Marketing Intelligence
- Renaissance in Neuro-Marketing
- Digitalisation and Consumer Journey
- Governance at Crossroads
- Activism in Corporate Governance
- Cyber Governance

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 have to be followed.
- Online registration may be done through the college website: www.kristujayanti.edu.in/krisym2020
- The full paper has to be submitted to KRISYM using the following avenues:
 - i. Easy chair submission: <https://easychair.org/conferences/?conf=krisym2020>
 - ii. Email attachment of the paper to krisym@kristujayanti.com
- Last date for submission of paper: 10th February, 2020.
- Communication of Acceptance of the paper: 11th February, 2020 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 Bangalore.
- Registration fees once paid is neither refundable nor adjustable to any other fees under any circumstances
- Each author must register separately and participate physically in KRISYM for the paper to be considered as a part of the conference.
- Paid accommodation would be arranged on prior request from 13th February, 2020 evening to 16th February 2020 morning.
- Certificates will be issued only on the second day of KRISYM after the Valediction.

SCHEDULE OF THE PROGRAMME

Day 1 – 14th February 2020

08.45 AM – 09.45 AM Registration
10.00 AM – 11.15 AM Inauguration
11.45 AM – 12.45 PM Keynote Session 1
02.00 PM – 03.15 PM Keynote Session 2

Day 2 – 15th February 2020

08.45 AM – 11.45 AM Plenary Session
11.30 AM – 12.45 AM Keynote Session 4
02.00 PM – 03.15 PM Keynote Session 5
03.30 PM – 04.45 PM Valediction