



Rashtreeya Sikshana Samithi Trust

R V INSTITUTE OF MANAGEMENT

CA-17, 36TH Cross , 26th Main, 4th "T" Block, Jayanagar, Bangalore-560041

Department of Finance

**A Report on
Expert Meet on
“E-Banking and E-Finance”**

November 30, 2017

**Organised by
Department of Finance
R.V. INSTITUTE OF MANAGEMENT**

Phone: 080-26547048 Fax: 080-26654920

Website: www.rvim.in E-mail: contact@rvim.in

We at RVIM were privileged to have Mr. V C Joshi, Consultant in the area of banking and finance, Pune, for the period from 27th November 2017 to 30th November 2017. During the above stated period, he was giving expert talk to the students and Faculty members of R V Institute of Management and also few of the R V Institutions. During his visit, he was interested to meet few select academicians, professionals and industry experts for a round table discussion.

In this regard, an expert meet was organized by the finance department, R V Institute of Management on Thursday, 30th November, 2017 between 11.30 to 1.30 on the topic “**E-Banking and E-Finance**”. The resource person for the same was Mr. V C Joshi, Consultant – Banking and Finance, Pune.

Resource Person Profile -

Sri. V C Joshi, Consultant – Banking and Finance, Pune.

Sri. V C Joshi is a Pune based consultant in the area of finance and banking. He retired as the General Manager, Bank of India, and served as the Chief Manager of the Bank’s UK and European operations. He subsequently served as the Director of the National Insurance Company, Pune, and did a great deal to shape the institution.

He has a Master’s degree in Political Science from Mumbai, read for the Tripos in Economics at Cambridge University and has a Master’s degree from that University. He was nominated for advanced training courses at the Indian Institute of Management, Ahmedabad, The Administrative Staff College of India, Hyderabad and the National and Westminster Bank, UK.

Sri. V C Joshi has served on important committees and on the boards of several organisations. He was chairman, Indian Banks’ Association, London and has undertaken consultancy work for banks and insurance companies. He worked as a consultant in India with Price Waterhouse and has been guest faculty at various institutions, including Banker’s Training College (RBI), and the National Institute of Bank Management.

Mr. Joshi is the author of several books and numerous articles in the areas of banking and finance, including **Managing Indian Banks – The Challenges Ahead** published by Response Books. His publishing work includes Manpower Planning in Commercial Banks, Managing Indian Banks, E-Finance. He had presented a report to NABARD on “Managing Practices of Micro Finance Institutions”.

He is an Advisor and Trustee for many Charitable Trusts and Foundations in India and abroad. He is also Director and Consultant for many of the Public Sector and Private Sector Companies, Insurance Companies and Co-operative Banks. He has vast experience in the area of Banking, Insurance and Micro Finance.

Coverage of the Discussion:

The broad coverage of the discussion planned for the expert meet was as follows:

Part 1 –

- Changing social – political context. Protectionist policies, Nationalism and restrictions on immigration etc.
- Technology developments, Big Data analysis, Machine learning, VR and Augmented Reality, demographic changes – millennial generation.
- Impact of internet, changing customer profile etc.

Part 2 -

- E-Banking, Standalone banks, products, role of branches, insurance.
- E – Trading, marketing and HR – Role of middlemen.

Part 3 -

- Threats and risks – Cyber Crimes, cut throat competition from GAFAM, Ali Baba, Ten Cents.
- Money laundering and misuse of facilities.
- Regulatory costs for tax avoidance
- Regulation- Behavioral Economics and its use for customer protection through regulation, regulatory costs and competition arbitrage.

Expectations from the Experts (Participants)

- Critical review of the outline of the report.
- Opinion on approaches made to various concepts of E-Finance.
- Opinion on steps taken by the banks for the application of E-banking (specifically Mobile banking).

The Key Take away for the participants are:

- Changing scenario of banking sector in India.
- Current trends in E- Banking and Insurance.
- Economics of E- Banking and their business.
- Threats and risks in E- Banking.

Participation:

With the above coverage of discussion and key takeaways, we identified nearly 25 experts in the field of banking and finance which was a blend of academicians, professionals and industry experts.

We contacted all the identified experts over the phone and mailed them the details of the programme and invited them for the expert meet which was scheduled on November 30th, 2017. Out of 25, the following 19 experts had attended the expert meet. The details of the experts who attended the expert meet are as follows:

SL NO	NAME	DESIGNATION	AFFILIATION	EMAIL ID	MOBILE NUMBER
1	Dr. Harish S	Principal	Vijaya Evening College	harishvec@gmail.com	9448463466
2	Dr. Y Nagaraju	Professor	CBSMS, Bangalore University	drnagarju2007@gmail.com	9448558169
3	Dr. H Nagaraj	Professor	St. Joseph's Evening College	nagarajteaches@yahoo.co.in	9900102390
4	Dr. Prabhudev	Professor	Christ University	profvprabhudev@gmail.com	98867262974
5	Dr. Geetha Rajaram	Professor	Indus Business Academy	rajaraj.geetha@gmail.com	9448310254
6	Dr. Janakiramudu	Professor	Alliance University	pjanakiramudu@yahoo.co.in	9487012682
7	Dr. Jeevananda	Professor & Chief Administrator	Christ University	jeevananda@christuniversity.in	9845716613
8	Dr. Nirmala Muniyappa	Professor	CBSMS, Bangalore University	nirmala.cbsms@gmail.com	9900845325
9	Dr. Ritika Sinha	Professor	CBSMS, Bangalore University	ritika.snh@gmail.com	9916362171
10	Dr. Nirmala Reddy	Professor	Department of Commerce, Bangalore University	knirmalareddy@gmail.com	9845415304
11	Dr. B G Sathya Prasad	Professor and Director	G T Institute of Management	info.gteducation@gmail.com	9844031460
12	Dr. N S Viswanath	Director	M P Birla Institute of Management Studies	viswanathns19@gmail.com	9886224664
13	Dr. Anuradha P S	Professor	Christ University	anuradha.ps@christuniversity.in	9741500202
14	Dr. K Shesha Murthy	CEO	VVN Group of Institutions	sesha_murthy@yahoo.com	9845031114
15	Ms. Latha Kurup	Sr. Branch Manager	Canara Bank, 4th T Block Jayanagar,	lathakurup@canarabank.com	9342508044
16	Dr. T V Raju	Director & Professor	R V Institute of Management,	contact@rvim.edu.in	9880114446
17	Dr. V Rajesh Kumar	Founder	Vittam Praveen Gurushala	vrkumar27@yahoo.com	9845350399
18	Mr. Manjunath S M	Organising Team	RVIM	Manju_13knl@yahoo.co.in	9916395850
19	Ms. Pavithra S T	Organising Team	RVIM		

Agenda

The agenda of the programme was as follows:

1. Assembly and High Tea.
2. Welcome & Introduction of Mr. V C Joshi – Dr. T V Raju, Director, RVIM.
3. Introduction of Participant Experts – Dr. V Rajesh Kumar, Founder, Vittam Pravina Gurushala, Bangalore.
4. Key note address by Mr. V C Joshi on the Theme “**E - Banking and E - Finance**”.
5. Inputs and comments by Participants.
6. Vote of thanks and Conclusion – Mr. Manjunath M, Assistant Professor, RVIM.
7. Lunch.
8. Photo session.

After networking of all the experts and resource persons, all of them assembled in the board room for the meet. The expert meet began with silent prayer. Dr. T V Raju, Director, RVIM welcomed all the experts, professionals and banking experts to meet the meet and introduced the resource person to the experts. Further, all the experts were asked to make a brief introduction of themselves.

After the introduction, Sri. V C Joshi was asked to present his opinion on e-banking and e-finance. Mr. Joshi in his presentation touched up on the important aspects which are changing very fast and rapidly and which requires the key attention of the readers and practitioners. Further he also mentioned on the key areas of concern which requires immediate attention.

After the presentation, all the experts were asked to give their inputs and put forward their opinion on the topic. All the experts gave their opinion on the same.

The main content of the discussion are as follows:

- Changing Social and political context of the country, nationalism and restrictions on immigration.
- Banking and corporate restructuring.
- Banking approaches to changing regulatory scenario.
- Impact of the technological development in the banking sector.
- Investment in banking technology and staff resistance to changing technology in banking sector and also in other sectors.
- Problems encountered for implementing e-banking.
- Payment bank and its scenario.

- Impact of internet, digital capitalism, big data analysis and GAFA business.
- Cybercrimes and cyber laws.
- Privacy and technology development.
- Regulations and regulators roles.
- Risk involved in e-banking.
- Government measures to educate users.

After the interaction, Mr. Manjunath S M, Assistant Professor summarised the discussion and thanked the resource person and also all the experts, professionals and also bankers for the presence and active participation in the expert meet. Special thanks was submitted to Dr. V Rajesh Kumar, Founder, Vittam Praveen Gurushala, Bangalore for moderating the discussion and also for coordinating with the experts and helping the department of the institute to organise the event in a systematic and well organised manner.

The session was followed by the lunch and a group photo of experts with the resource person Sri. V C Joshi.

Photo Gallery



Resource Person Sri. V C Joshi, Consultant – Banking and Finance, interacting with experts.



Interaction with academicians



Interaction with Bankers



Interaction with University Professor Dr. Rutika Sinha



View of meet



Mr. Manjuanth M Faculty RVIM, Presenting the summary of the discussion



Group Photo



Group Photo



Rashtreeya Sikshana Samithi Trust

R V INSTITUTE OF MANAGEMENT

CA-17, 36TH Cross , 26th Main, 4th "T" Block, Jayanagar, Bangalore-560041

Department of Finance

A Report on
Expert Talk on
“Factors influencing Financial Institutions”
And
“E-Banking and E-Finance”

November 27 and 28, 2017

Organised by
Department of Finance
R.V.INSTITUTE OF MANAGEMENT

Phone: 080-26547048 Fax: 080-26654920

Website: www.rvim.in E-mail: contact@rvim.in

An expert talk was organized by the finance department for the faculty members of the RVIM. The resource person was Sri. V C Joshi, Consultant Banking and Finance, Pune. The main intention of organizing this expert talk was to know and understand the changes that are taking place in the field of banking and finance. Further, to understand the impact of the changing technology on the banking and finance sector.

The details of the sessions are:

Date and Time	For Whom	Venue	Topic
27.11.2017 2.30pm to 5.00pm	RVIM Faculty Members	MDP Cell	Important factors shaping Financial Institutions
28.11.2017 2.30pm to 4.30pm	RVIM Faculty Members	MDP Cell	E-Banking & E-Finance

Resource Person Profile -

Sri. V C Joshi, Consultant – Banking and Finance, Pune.

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Mr. Joshi is the author of several books and numerous articles in the areas of banking and finance, including **Managing Indian Banks – The Challenges Ahead** published by Response Books. His publishing work includes Manpower Planning in Commercial Banks, Managing Indian Banks, E-Finance. He had presented a report to NABARD on "Managing Practices of Micro Finance Institutions".

He is an Advisor and Trustee for many Charitable Trusts and Foundations in India and abroad. He is also Director and Consultant for many of the Public Sector and Private Sector Companies, Insurance Companies and Co-operative Banks. He has vast experience in the area of Banking, Insurance and Micro Finance.

Report

Day 1

Topic : Important Factors Shaping Financial Institutions.

The expert talk started with invocation song followed by the formal welcome by Ms. Pavithra S T. The speaker initiated the session by stating the importance of behavioural economics and neurology in understanding the transformation from traditional banking activities to the present e-banking and finance. this transformation was well supported by change in approach due to change in the role of corporate and human resources planner.

In the introductory session, the resource person also mentioned about his first edition of E-finance book i.e. in descriptive form published in 2000. Along with this, he also stated above three important concepts like descriptive innovation, cut-throat competition and also block chain technology.

The main session began with a brief overview on the current environmental changes. Here the author spoke about issues like regulatory changes made by US in its trade practices with different countries like China and Japan, Brexit and various other reforms in trade practices across the globe. He also mentioned that there are regulatory walls building around. He also quoted statement said by Bill Gates “we need banking but not banks”.

In the second part of the session, the speaker spoke about computer modeling, which is used to bring out new products. Along with this, he also spoke about generation gap and how AI is helpful in overcoming it. Another major concept highlighted by the speaker was the 7 vital changes happening at present. These include:

- Robotization
- Distributed computing / cloud computing
- Big Data
- Data analysis
- Machine learning
- Augmented reality and virtual reality and high speed

Apart from the above, he also mentioned in brief about the digital capitalism and IOT (Internet of Things).

At the end the resource person addressed to queries on the controversies on application of AI and emergence of e-lobby. For which he also gave example of possibility of GAFA entering into banking field. The session was concluded with vote of thanks by Prof. Manjunath S M.

Day 2

Topic : E-Banking and E-Finance.

The session was preceded by a welcome note by Ms. Sowmya D S. In this session, the speaker covered various areas of e-banking, cybercrime, regulations, insurance security trading and standalone e-banks.

While taking about E-banking, sir began the talk by giving overview on banking, problems faced by the customers due to silos i.e. classification of departments and also about the issues faced like:

- Ignoring the poor category of population
- Reduction of employees
- Eradication of poverty
- Consideration to branch marketing

For all the above issues, he gave a few ways how banks can contribute in overcoming such situations. Securing the fund through adoption of big data analysis and poverty eradication should be given utmost importance by all the banks.

He also stated about the emergence of API can help improve branch marketing, which is a major topic of discussion around the globe and also about Brick and click model. Mechanization by banks is the major change in banks in terms of their functioning. Along with this Block chain technology is becoming the mantra of banking. This has illustrated with the example of using Block chain technology in health care sector and also Chanda Kochers decision to use chat box instead of Block Chain technology.

In the second part of the session, the speaker addressed the gathering on the next topic i.e. cybercrime. He explained how cybercrime is formalized stating fact that 64-74% of attacks are on financial services. Attacks are of 2 ways, one Internal (Disgruntle person) and another external attack. Other areas of attack are dormant account and theft of data specifically in departments like credit.

He also spoke about the regulations on these cybercrimes. RBI norms to report on such thefts is within 3 days. He spoke about self-regulation and symbiotic relationship between regulations and regulated. Though banks have great regulation but the cost of these regulation are very high. Lastly, he spoke about Dark pools and standardized E-Banks. The session was concluded with vote of thanks by Dr. Anupama Malagi.



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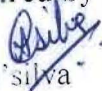
FACULTY DEVELOPMENT PROGRAMME

ON

CUSTOMER EXPERIENCE MANAGEMENT

Friday, 10th August, 2018

Report prepared by


Ms. Anitha D'silva
Sr. Assistant Professor
Coordinator FDP 2018
Department of Marketing, RVIM.

R. V. Institute of Management

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CA 17, 36 Cross, 26 Main, 4 'T' Block, Jayanagar,
Bangalore – 560 041 Website : www.rvim.edu.in

The Institute organised Faculty Development Programme on **Customer Experience Management** on Friday, 10th August, 2018. The FDP aimed to provide the participants the conceptual understanding of CEM concepts, tools and techniques adopted by marketers to bring in better Customer Experience Management.

A total of 30 participants hailing from various Management Institutions of Karnataka and Andhra Pradesh were present for the programme.



The speakers, faculty members of RVIM and the participants

The programme was inaugurated Mr. Gurudutt Shenoy, CEM Consultant, Bangalore who addressed on the area "**Customer Experience Journey, Framework and Implementation**".

Third session on "**Application of CEM in People Management**" was delivered by Dr. Anupama K. Malagi Associate Professor, RVIM



Dr. Anupama K Malagi addressing during the session

Post lunch the session was on the topic was "**Delighting Customers SIA way**" taken by Ms. Kanchan Pai, National Sales Manager, Singapore International Airlines.



Ms. Kanchan Pai during her session

Dr. Purushottam Bung, Director, RVIM felicitating Mr. Gurudutt Shenoy, CEM Consultant



From Left to Right: Ms. Kanchan Pai, Mr. Sandeep Pai, Dr. Purushottam Bung, Mr. Gurudutt Shenoy and Dr. Anupama K Malagi.

The moderator of the Faculty Development Programme Prof. Anitha BM D'silva, Assistant Professor, RVIM receiving the memento.



Thank you



Rashtreeya Sikashana Samithi Trust

R V Institute of Management

CA- 17, 36th Cross, 26th main, 4th T Block, Jayanagar Bangalore-41

Faculty Development Programme on Customer Experience Management

10th August 2018

Time	Topic	Resource Person
9.00 - 10.00am	Registration for FDP	By Participants
10.00 - 10.15am	Inauguration	Dr. Purushottam Bung Professor & Director, RVIM
10.15 - 11.15am	Introduction to the world of CEM Case- Royal Enfield	Dr. Purushottam Bung Professor & Director, RVIM
11.15 - 11.30am	Networking Tea Break	
11.30 - 12.30pm	Customer Experience Journey, Framework and Implementation	Mr. Gurudutt Shenoy, CEM Consultant
12.30 - 1.30pm	Application of CEM in People Management	Dr. Anupama K. Malagi Associate Professor, RVIM
1.30 - 2.00pm	Lunch break	
2.00 - 3.00pm	Delighting Customers SIA way	Ms. Kanchan Pai, National Sales Manager Singapore Airlines, India.
3.00 - 3.30pm	Student Experience Journey Mapping Exercise	Mr. Gurudutt Shenoy, CEM Consultant
3.30 - 3.45pm	Tea Break	
3.45 - 5.15pm	Technology trends in CEM & Customer Analytics	Mr. Sandeep Pai Senior Manager Oracle India Pvt Ltd.
5.15 - 5.30pm	Valedictory	

Registration details:

Registration time	9.00 am - 10.00 am
Fee for delegates	1,000/- per participant (This is inclusive of Kit, Refreshments and Lunch)
Payment details	Payment should be made by cash or DD/ Cheque to be drawn in favor of "Director, R V Institute of Management", Payable at Bangalore
Last date for Registration	6th August 2018



Patrons

Dr. M K Panduranga Setty, President, RSST
Sri. AVS Murthy, Hon. Secretary, RSST
Dr. A S Vishnu Barath, Chairman, Governing Council, RVIM

Organizing committee

Chief Coordinator
Dr. Purushottam Bung,
Professor and Director, RVIM

Co-ordinators

Prof. Anitha B.M.D'silva,
Senior Assistant Professor, RVIM
Mob: 9742278574

Dr. Anupama K.Malagi,
Associate Professor, RVIM
Mob: 9448079735

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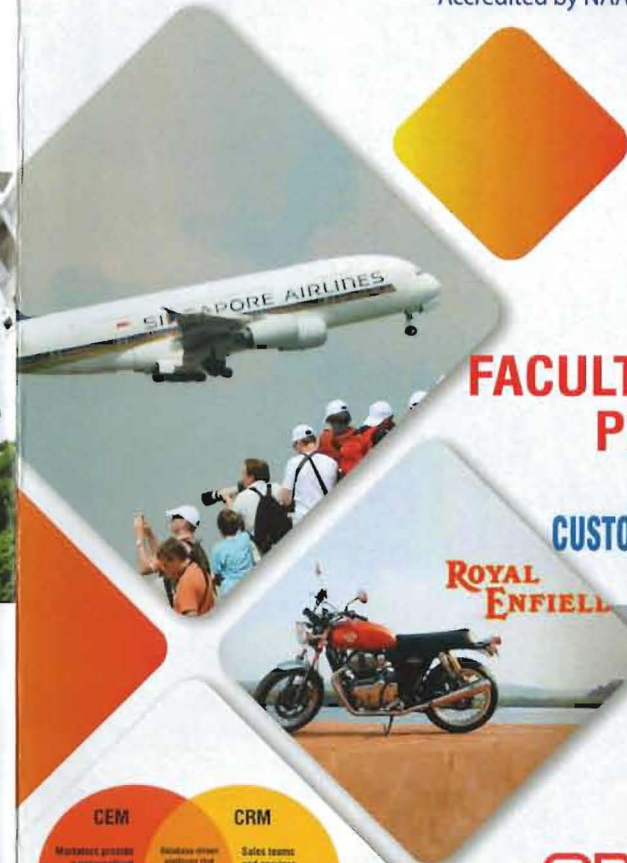
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FACULTY DEVELOPMENT PROGRAMME

On
CUSTOMER EXPERIENCE MANAGEMENT

Friday, 10th August, 2018



ORACLE
Customer Experience
Cloud

A Premier Institute in Management Education, Training, Research & Consultancy

RASHTREEYA SIKSHANA SAMITHI TRUST

Rashtreeya Vidyalaya Group of Educational Institutions, a conglomerate of 25 educational institutions is managed by Rashtreeya Sikshana Samithi Trust. The Trust was established in 1940 with the main objective of offering quality education to the community. The institutions range from schools to professional colleges, including Management, Dental, Engineering, Nursing and Teacher Education. The Group is 75 years old and operates all the Institutions with the main objective of offering quality education to students without any bias. There are over 18000 students and 1700 personnel in all its campuses situated at Bangalore.

R V INSTITUTE OF MANAGEMENT

RVIM was started during the academic year 1999-2000, with the purpose of providing quality management education to aspiring youngsters. It strongly believes and aims at imparting value based education, achieving excellence at all fronts, namely; academic rigor, research, consultancy, placements, extensions, alumni relations, institutional collaborations, industry linkage and 360 degree grooming of its students. The activities at the institute are primarily to train and mould the students into professionally committed and socially responsible, corporate leaders and entrepreneurs.

PROGRAMME THEME:

Customer experience management (CEM or CXM) is the process in which an organization tracks information related to their customers, examines various connections made and touchpoints that a customer shares throughout the customer journey to enrich the Customer Experience. CXM helps the firm to design future experiences, increase the loyalty and retain customers for the life time. CEM/CXM software are designed by the firms to enable them to collect customer centric information which will be measured, leading to optimization of the processes for better understanding of the customers and hence better customer experience. Through this Faculty Development Programme, the participants will get sufficient knowledge related to CEM, enhance their analytical skills and contribute in the process of building better customer experiences.

Objectives of the FDP:

1. To acquaint the participants with CEM concepts, CEM tools and techniques.
2. To provide a platform for the academicians and corporates to enhance their knowledge in the area of customer experience management
3. To hone the analytical skills of participants in customer experience research.

Who should attend?

The Faculty Development programme is designed for the current and prospective teachers of B-schools and Management Institutions, also for Corporates and Research Scholars.

Learning Methodology:

The FDP will be interactive interspersed with exercises, discussions and lab sessions.

RESOURCE PERSON PROFILE



Mr. Gurudutt Shenoy, CEM Consultant

Mr. Gurudutt Shenoy is a Mechanical Engineer from NITK, Surathkal (earlier KREC) and a PGDM from IIM, Calcutta, with over 30 years of work experience in India and Abroad. He has worked for reputed brands such as HMT, Widia Kenna metal & Wipro in India and Toyota, Lexus, Ford & Hyundai a broad. Currently, he is working as a Freelance Consultant pursuing his passion of disseminating the principles of CEM across companies and energizing the workforce through CX thinking.



Dr. Purushottam Bung, Professor and Director, RVIM

Dr. Purushottam Bung is an engineer with a rich industrial, entrepreneurial and academic experience (domestic & international) of around 25 plus years. His area of interest includes strategy, entrepreneurship and customer experience management. Recently he has been awarded "Enterprising Academic Leader of the year (South India) as a part of National Education Excellence Awards-2018. Dr. Bung has been offering management consultancy services to local business and entrepreneurs as well.



Mr. Sandeep V. Pai, CRM/ CX Expert, Oracle Corporation

Mr. Sandeep V Pai is CRM/CX Subject Matter Expert. He has over 15 years of experience in CRM/CX, mostly associated with Oracle Corporation, a global leader in CX solution. During his journey, Sandeep has advised many key clients on both On-premise as well as SAAS solution in the CX domain. His involvement with customer has been across CX lifecycle – Marketing, Sales and Service. He has been involved with customers across the globe – USA, UK, Australia, Singapore, Netherland to name a few. Sandeep is currently working in Oracle's Customer Success team.



Ms. Kanchan Pai, Sales Manager for corporates in India

Ms. Kanchan Pai has been currently serving as Sales Manager for Corporates India. Prior to this she has served as Sales Manager for Karnataka. During her tenure in Singapore International Airlines for 11 years she has handled various projects of SIA which included customer experience management.



Rashtreeya Sikshana Samithi Trust
R V Institute of Management

A Brief Report of the National Conference on “Business India - Innovative Practices for Growth and Sustainability”
16th December, 2017

The Institute has always been on the forefront in organizing the conferences and seminars to the students and faculty of Business Management to inculcate the research skills and to equip them to face the challenges of the business education. This conference on “Business India - Innovative Practices for Growth and Sustainability” is one of the initiative by the institute to provide a stimulating platform for academicians and practitioners to reflect, deliberate, and suggest measures that are needed both at macro and the micro level to elevate India to higher growth. The sub-themes of the conference were based on all the functional areas of the organization as General Management, Marketing, finance, Human Resources.


The conference was well attended by eminent academicians from reputed educational institutions from different parts of the country. Total 77 selected papers were presented in the conference.

In the morning during the Inaugural function we had the presence of Prof. Dr. S Japhet, Honorable Vice Chancellor, Bengaluru Central University, Bengaluru as Chief Guest, Prof. Dr. Daniel Khan, CEO, Institute of Productivity, Grimsby, UK as Guest of Honour. The Inaugural function was presided by Sri A.V.S. Murthy, Hon. Secretary, Rashtreeya Sikshana Samithi Trust, Bengaluru.

All 77 papers were presented in two technical session consisting of five parallel sessions in each, one in the morning and one in the afternoon. Three authors, who are not able to participate, presented their papers online. The chair person for the technical sessions were Col. TNC Vijayasarthy, Management Consultant, Prof. Rajeev, resource person and adjunct faculty of our institute, Prof. Dr. D N Murthy, Dean-Marketing & Research, WeSchool, Bengaluru, Dr. Mahabaleshwar Bhat, Director, Global Institute of Management Studies, Bengaluru, Dr. Viswanath N.S, Principal, M.P.Birla Institute of Management, Bangalore, Dr. R S Ramesh, Adjunct Professor, Dept. of MBA, JSSATE and Dr. Maruthi Ram. R., Professor, R.V. Institute of Management.

The Conference was concluded with the valedictory program. The Chief Guest for the valedictory program was Prof. Dr. DNS Kumar, Associate Director, Research and Projects, Christ University, Bengaluru and presided by CA. Dr. Vishnu Bharath Alampalli Trustee, Rashtreeya Sikshana Samithi Trust, Bengaluru & Chairman, Governing Council, RVIM, Bengaluru. In the end of the programme the organising Committee Members thanked all the delegates, representatives from the media, faculty and students for their magnanimous support and assured that RVIM will organize more such activities in the future.

Report prepared by


Dr. Noor Firdoos Jahan,
Professor, RVIM

Feedback Analysis - National Conference 2017

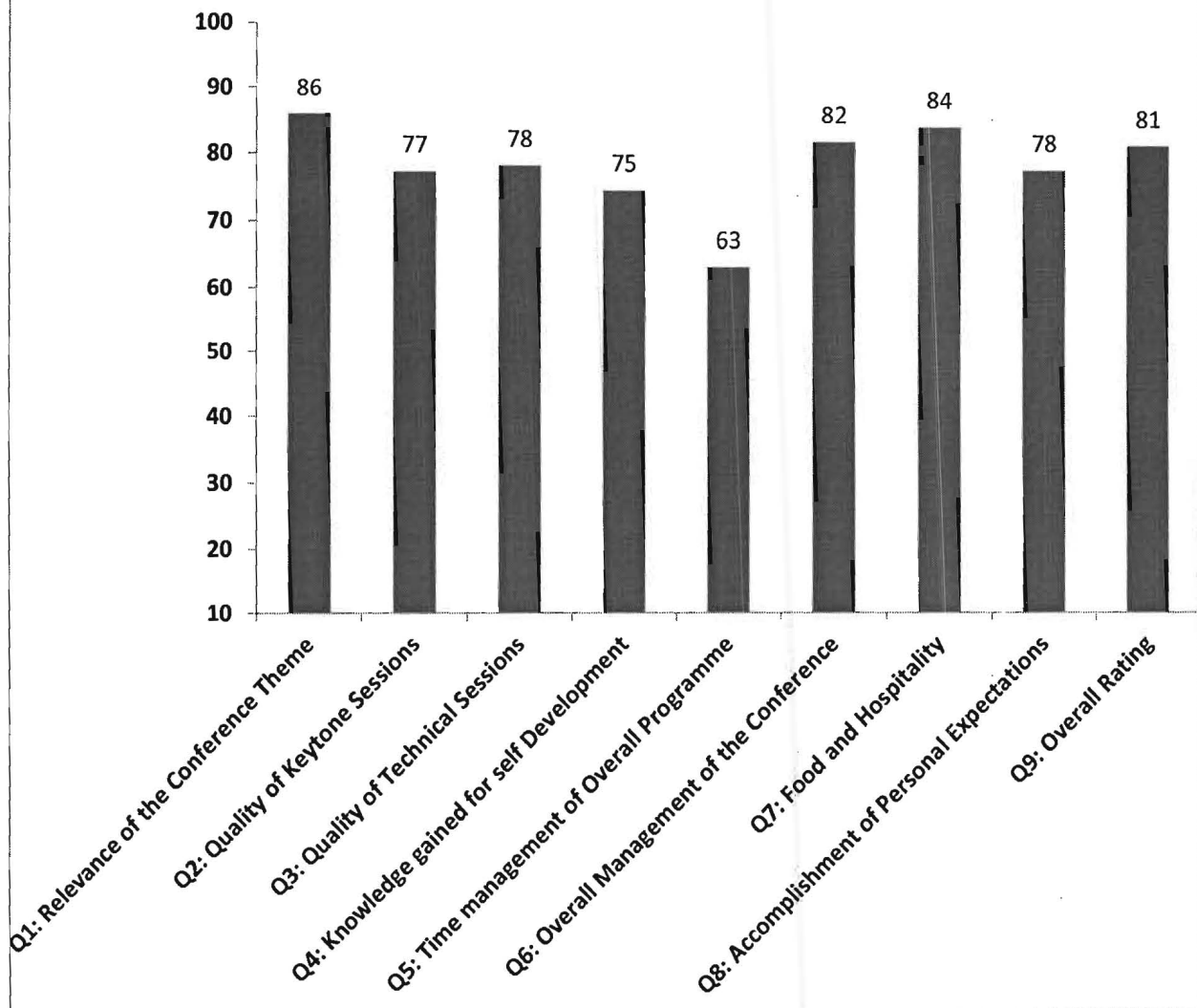


Photo Gallery

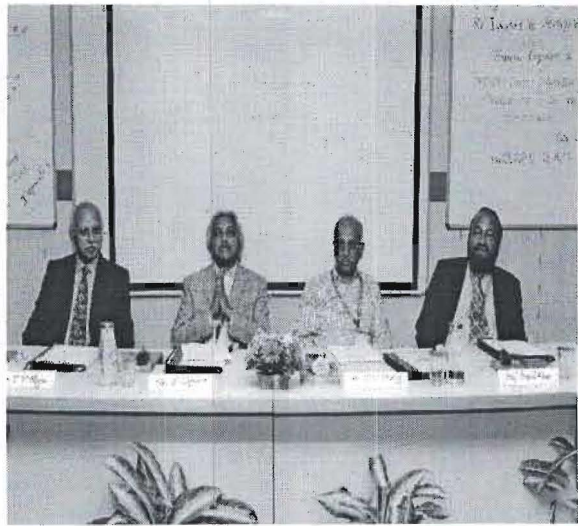
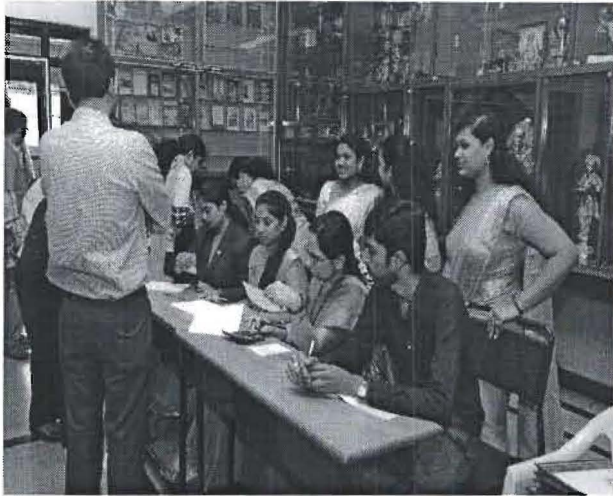
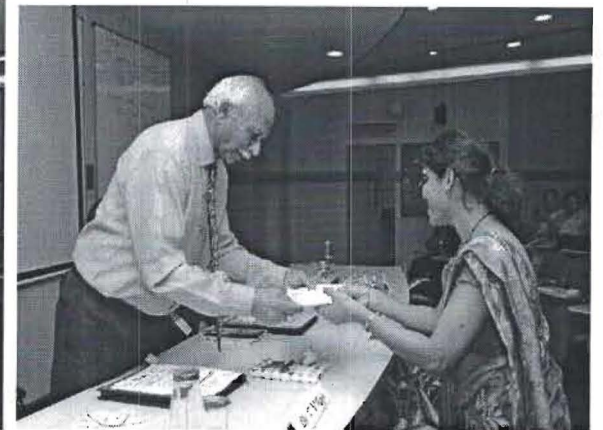


Photo Gallery



Opportunities for Publication

Selected papers emerging out of double-blind review process will be published in RVIM Journal of Management Research bearing ISSN: 0974-6722

Best Paper Award

Cash Prize for best paper will be awarded. Presentation of paper in the conference by either or both of the author(s) is mandatory to receive the best paper award.

Registration :

Authors are required to complete the registration process within due date.

Category of Participant

Fees for Conference

Corporates	INR 2000 + GST 18%
Academicians	INR 1500 + GST 18%
PhD Scholars	INR 1000 + GST 18%
Participation through Video Conferencing	INR 2000 + GST 18%
Only participation	INR 1000 + GST 18%

- The fee is inclusive of Conference Kit, Lunch & Snacks, Conference CD and Certification
- Registration fees does not include accommodation.
- Authors have to register separately per paper if they require certificate.
- Presentation of paper through Video Conferencing is with prior approval.

Payment Procedure

Payment should be made through demand draft in favour of "The Director, RVIM", payable at Bangalore.

Important Dates

- Last date for Abstract Submission : November 11, 2017
- Intimation of Abstract Acceptance : November 15, 2017
- Last date for Full Paper Submission : December 5, 2017
- Last Date for Registration : December 11, 2017

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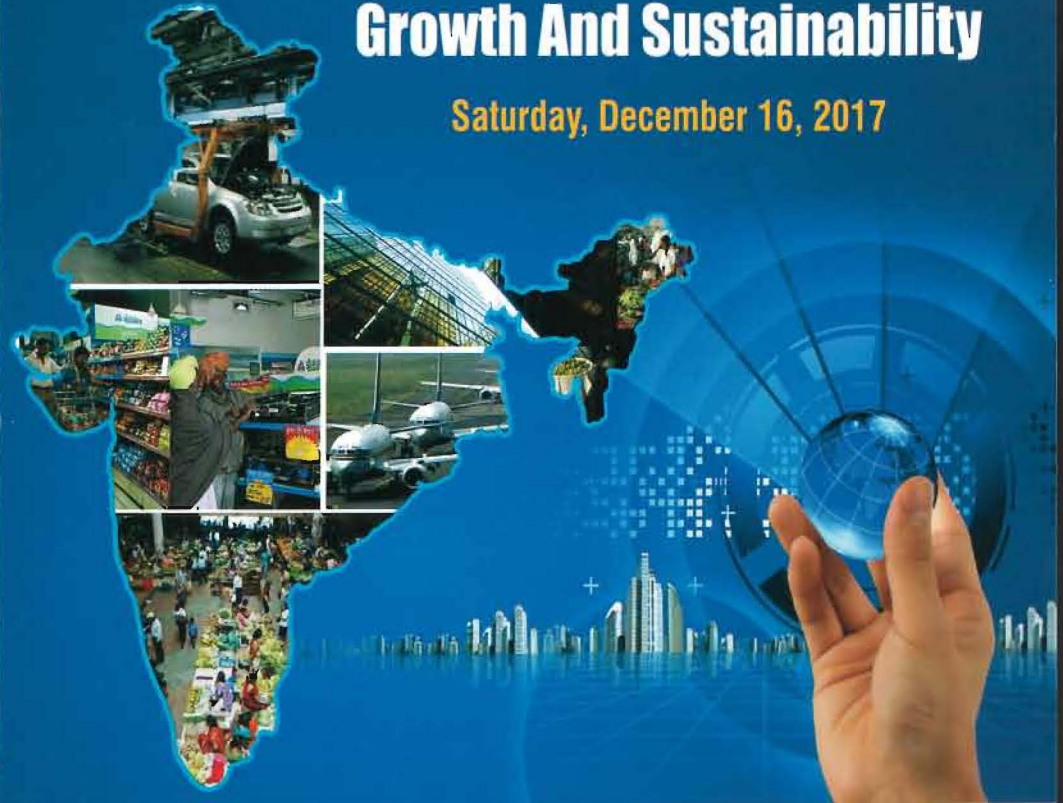
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National Conference On Business India - Innovative Practices For Growth And Sustainability

Saturday, December 16, 2017



A Premier Institute in Management Education, Training, Research & Consultancy

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Conference Theme

Indian economy is a "dual economy" as on one hand, it is the fastest growing economy on its way of becoming global innovator in key economic sectors like Information technology; IT-enabled services (ITES), managing high-tech products and services. On the other hand, India remains subsistence economy with very low per capita income. India must improve its innovation potential further to balance sustaining growth and address the unmet needs of poor. Whole world is pursuing the Innovation Agenda however the Indian Government has declared 2010-2020 period as a "Decade of Innovations" with stated plans for designing a National Innovation Ecosystem to stimulate the public-private engagement on research and development. Innovative business practices today are necessities as they add value to the organizations as well as to the nation by increasing competitiveness, quality and sustainability. There is a need for unique and practical business practice model that connects dots between key issues in each and every industrial sector. Not only creating but implementing and disseminating those innovative models efficiently and responsibly can make a real impact on sustainable development in every sector be it in agriculture, manufacturing, retailing, healthcare or education etc. eventually contributing to economic growth.

What are the innovative business practices? Is it possible that all innovative practices are sustainable as well as inclusive at the same time? If yes what are measures to be taken to innovate and implement the innovative business practices in India? In this backdrop, it becomes essential to provide a stimulating platform for academicians and practitioners from business to reflect, deliberate, and suggest measures for implementing innovative business in Business India.

R V Institute of management is organizing the National Conference on "Business India - Innovative Practices for Growth and Sustainability" on December 16, 2017. This National Conference aims to discuss, deliberate and disseminate the innovative practices for Business India.

Sub - Themes

Contributors are strongly encouraged to develop manuscripts bearing the form of Conceptual, Empirical and Case study. Manuscripts that seek to focus on themes and sub-themes given below are most welcome. Please note that these are only representative.

Marketing

- Customer Relationship Management Strategies
- Social Media Marketing
- Innovative Supply Chain Management System
- Green Marketing
- Sustainable Brand Equity
- Consumer Behavior in Digital Era
- Rural marketing
- Retailing

Finance

- Innovative practices in Banking management and their role in economic revival.
- Financial strategies for growth and sustainability.
- Role of Capital Markets for the growth and development of business.
- Financial Markets and Market integration.
- Role of FDI and FII in economic growth.
- Mergers and Acquisitions - A Strategic Approach.
- Changing role of insurance in business India.

Participants

Academicians, Industry, Corporate Professionals, Consultants, Entrepreneurs and Research Scholars.

Guidelines for Submission of Abstract and Papers

Abstracts and full papers to be sent by e-mail to rvimconference2017@gmail.com

Abstract : Not more than 300 words excluding Title/Cover page

Full paper : Not more than 5000 words excluding Title/Cover page and references

Font Type : Times New Roman

Font size : 12

Spacing : 1.5

Style : APA style of referencing

Cover page of the manuscript should contain the title of the paper, full name of the author/s, designation, e-mail ID and affiliating organization to be clearly mentioned in the abstract and also in the full paper.

Human Resource

- Trends in Recruitment Practices
- Leadership DNA For Start-Ups
- Engaging Gen-Z Employees
- Future of Analytics In HR
- Talent Management in the Red Ocean

General Management / IT

- Big Data Management
- Achieving Sustainable Development Goals through innovative Business practices
- Stake holders responsibility and Educational Social Responsibility
- New Venture and EDP Labs
- Role of Innovation and Technology in Business India
- E-Governance Strategies
- Green IT