



SRINIVAS  
UNIVERSITY

College of Management and Commerce



P R E S E N T S

# MANEGMA

2020

A one day National Virtucon on  
Opportunities and Challenges in the Uncertain Times.  
December 12, 2020

ORGANIZED BY  
SRINIVAS UNIVERSITY  
COLLEGE OF MANAGEMENT AND COMMERCE  
CITY CAMPUS, PANDESWAR, MANGALORE  
575001, KARNATAKA, INDIA



## ABOUT US

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The College of Management and Commerce earlier named as Srinivas Institute of Management Studies at Srinivas University is committed to provide a conducive learning environment which ensures comprehensive development of students and make them competent, confident and good citizens.

The College of Management and commerce believes in serious academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas and policies through intellectually stimulating debates and discussions at all levels. The college has built its reputation with a dedicated goal of adding value to life and professional standards.

## ABOUT THE VIRTUCON (VIRTUAL CONFERENCE)

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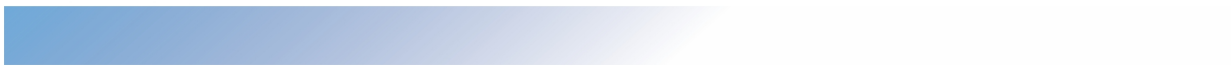
**MANEGMA** series of conference organised by Srinivas University is a premier multi-disciplinary conference that addresses contemporary developments in the field of Business Management, Social Sciences, Informational Technology, Computer Science, and other related disciplines of academic study and research.

**VIRTUCON MANEGMA 2020** is the 17th National conference in **MANEGMA** series of conference and will address Opportunities and Challenges in the Uncertain Times

## CALL FOR PAPERS

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**MANEGMA 2020** seeks to provide a platform to address and deliberate on various issues and concerns in the fields of Management, Information Technology, Computer Sciences, and Social Sciences. We invite Research papers, Case Studies and Articles from various fields of Management, Information Technology, Computer sciences, and Social Sciences that address the theme of the conference



### TRACK - 1 MANAGEMENT AND COMMERCE

- \* Financial management
- \* Human resource mgt.
- \* Marketing management
- \* Tourism and hospitality management
- \* Public administration
- \* Logistics and supply management

### TRACK - 2 IT & COMMUNICATION

- \* Data Mining Techniques
- \* Cloud Computing
- \* Artificial Intelligence
- \* Big Data and Analytics
- \* Neural Networks
- \* 4G Technology
- \* Green Strategy

### TRACK - 3

- \* Economics
- \* Banking
- \* Social work
- \* Sociology
- \* Education
- \* Political Science
- \* Psychology
- \* Library Science

## TARGET AUDIENCE

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This virtucon is mainly intended for faculty members, Students and research scholars in Management, Commerce, Computer Science, Social Work, Sociology, Economics and Social Sciences. The executives, consultants, policy makers and other professionals are also invited for participation and present their views/ research findings on the theme.

## GUIDELINES FOR PAPER SUBMISSION

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Original unpublished manuscripts, relevant to the virtucon theme, are invited from academicians, researchers, students and Practitioners. Abstract should be in about 300 words including 5-6 keywords Full paper should be in MS Word, Times New Roman 12 font size, with 1.5 line spacing fully justified and should not exceed 4500 words. The front page of the paper should provide details of author's name, affiliation, organisation, email address and telephone number. All tables and figures should be numbered and should appear in the corresponding text with captions. Source should be explicitly mentioned at the bottom of the table/figure. Kindly avoid using footnotes. APA Citation style must be followed for virtucon. All correspondence will be addressed to the first author only. Full paper should be submitted electronically to, mailmanegma@gmail.com

## PUBLICATION FACILITY

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All papers will undergo a double blind review process and will be evaluated on different parameters like originality, relevance, applicability and contribution to the literature and shall be published in the virtucon proceedings with ISBN Number.

## IMPORTANT DATES

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Last Date for submission of full paper : 5th December,2020  
Intimation of paper Acceptance : 7th December,2020  
Conference Date : 12th December,2020

Authors are kindly requested to specify clearly the track under which their paper should be listed. We encourage the researcher to submit the papers early to facilitate the review Procedure and publication. Authors are also requested to take care of the spelling, punctuation and capitalisation in the title of the paper and in author details like name and affiliation.

### REGISTRATION FEES

Academicians  
Research Scholars  
Students and Corporate delegates

Rs.250

## ORGANISING TEAM

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Chancellor  
Srinivas University  
Mangalore

### Patron

Dr. A. Srinivas Rao  
Pro- Chancellor  
Srinivas University  
Mangalore

### Patron

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Secretary  
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Mangalore

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### Conference Convener

Prof. Amith D. Menezes

### Dean

Prof. Keerthan Raj

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Assistant Professor

Prof. Sagar Srinivas  
Assistant Professor

Prof. Sreepathy Rangabhatta  
Assistant Professor

ALL communication should be addressed to

Prof Amith D. Menezes  
Assistant Professor and Conference Convener, Srinivas university  
City Campus, Pandeshwar, Mangalore — 575001 Dakshina Kannada, Karnataka, India  
Ph. 0824 2422851, 2441022 | Mobile: +919845712022  
Email: mailmanegma@gmail.com