



SRINIVAS UNIVERSITY

In Association with

College of Management and Commerce

City Campus, Pandeshwar, Mangalore-1

Organises

MANEGMA

2019

A One day National Conference
on

***Advances in Management,
IT, Education
&
Social Sciences***

April 27, 2019

Organised By

SRINIVAS UNIVERSITY

**College of Management and Commerce
City Campus, Pandeshwar,
Mangalore- 575001, Karnataka, India**

ABOUT US

Srinivas University is a Private Research Focused University established by A. Shama Rao Foundation, Mangalore in the year 2013. Srinivas University is an extension of Srinivas Group of Colleges which were started in the year 1988 under the aegis of A. Shama Rao Foundation, Mangalore and under the guidance of a noted Industrialist and senior Chartered Accountant Sri CA. A. Raghavendra Rao, who is serving as Founder President of the Trust and the Present Founder Chancellor of Srinivas University. Srinivas Group of Colleges started in 1988 has strived incessantly for imparting quality professional education in the fields of Hotel Management, Physiotherapy, Business Management, Computer sciences and Applications, Social Work, Education, Nursing Sciences, Pharmacy, Engineering & Technology, Architecture, Medicine, Allied health sciences and Dental sciences through 18 colleges/ institutions during last 30 years with recognition from AICTE, NCTE, NCI, MCI, DCI, PCI, COA as well as NAAC – A Grade

ABOUT THE CONFERENCE

MANEGMA series of conferences organised by Srinivas University is a premier multidisciplinary 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. MANEGMA 2019 is the 16th National Conference in MANEGMA series of Conferences and will address on Advances in Management, IT, Education and Social Sciences.

CALL FOR PAPERS

MANEGMA 2019 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 FOR CONFERENCE

TRACK - 1 MANAGEMENT

- * 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

TRACK - 4 STUDENTS

Original papers/ Case studies on Conference Theme by Post Graduate Students

TARGET AUDIENCE

This conference 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

Original unpublished manuscripts, relevant to the conference 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 conference. All correspondence will be addressed to the first author only.

Full paper should be submitted electronically to- mailmanegma@gmail.com

PUBLICATION FACILITY

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 conference proceedings with ISBN Number. Selected papers may be published in peer reviewed journals also.

IMPORTANT DATES

Last Date for submission of full paper	:	22nd April, 2019
Intimation of paper Acceptance Last	:	24th April, 2019
Conference Date	:	27th April, 2019

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 process 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 and Corporate Delegates	: Rs. 800/-
Research Scholars (Including fees for publication)	: Rs. 600/-
Students (Does not include publication fees)	: Rs. 200/-

Note: Delegates are advised to make their own travel and accommodation arrangements

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