Government of Karnataka
Department of Collegiate Education

GOVERNMENT FIRST GRADE COLLEGE FOR WOMEN
Holenarasipura (T), Hassan (D), Karnataka, India - 573 211
(Affiliated to University of Mysore, Mysuru. Accredited by NAAC with B+ grade)
Ph. No. : 919686971684                E-Mail : gfgcwhnpdfs@gmail.com
Website: https://gfgc.kar.nic.in/holenarasipur-women

In Association With IQAC & Research Culture Society
Organizes

Seven Days International Conference (Virtual)
on

“EMERGING TRENDS IN COMMERCE AND MANAGEMENT 2021”

Mode : Online on ZOOM app,
25th to 31st August 2021

For more details: E-mail: gfgcwhnpdfs@gmail.com
Ph. No.: +919611416484, +919743777963, +919980501856
Registration link : https://forms.gle/Sx8FKysVXRqJFSf8
About GFGCW, Holenarasipura.

Holenarasipura Taluk is a small town located on the bank of river Hemavathi. This region is mainly belonging to rural background with majority of the people working as farmers. Having equal access to education is crucial to alleviating poverty. Providing education for women helps strengthen female autonomy and allows them to contribute to the national economy. Educated women also have more opportunities to achieve higher socioeconomic status due to increased career avenues. Therefore the rural women of this region were in need of higher education. Owing to the great effort of department of collegiate education and also Sri H.D.Revanna, the honourable legislative member who is also the chairman of our college development council, this institution was established during the academic year 2006-07. The college has different stakeholders in the form of media persons, lawyers, educationists, etc, in the college development council.

Government First Grade College for Women, Holenarasipura is one of the premier institutions in the district of Hassan. It has a green lavishing campus with a land area of around 3.36 acres and built-up area of 3666.0 sq.m. Spread over 3 blocks comprising academic facilities and affiliated to Mysore University, it impart education to the economically & socially backward community of the region. The college has the necessary infrastructure required to accommodate the growing number of students. The institution currently offers Undergraduate and Postgraduate Degree Courses in Arts, Science, Commerce & Management streams. The college has a well equipped library and the campus is WiFi enabled. It is governed by the Department of Collegiate Education, Govt. of Karnataka. The college has obtained UGC recognition under 2(f) & 12(b) and it was accredited by NAAC in February 2017 at B+ Grade with CGPA2.61.

Department of Commerce & Management, provides undergraduate and post graduate courses. In past decade department had organized many events to groom the students in all directions. To groom the research culture in youngsters, we are organizing Seven Day International conference on “Emerging Trends in Commerce and Management 2021”

About Research Culture Society

Research Culture Society is a Government Registered (GJ24D0024215) Scientific Research organization. Society is working for the research community at National and International level to impart quality and non-profitable services. Our members are scholarly educationists from various Universities and Institutes of repute. Here the faculties, research scholars and students interested in the area of research are given guidance and support in how their work can contribute to the betterment of our present and future generations. Research Culture Society’ conducts conferences, seminars, symposiums, workshops, training and development programmes on different themes. Society has successfully organized 100+ conferences, seminars, symposiums and other educational programmes at national and international level in association with different educational institutions. Society running international level publication of journals with ISSN and books with ISBN.

About the Conference

The Organizing Chairs of the conference, feel honoured to invite you for the International Conference on “Emerging Trends in Commerce and Management 2021” from 25th to 31st August 2021. International Conference on Emerging Trends in Commerce and Management 2021 is a flagship event of Government First Grade College for Women, Holenarsipura, to create a collaborative platform for bringing together experts across Industry, Academia and Professional Bodies to promote Innovative trends in commerce and management. Motive of the conference is to provide the overseas experts’ knowledge and inspire the young researcher. This conference is one of the platforms for exchanging the knowledge, ideas and technical skills in the field of Commerce and Management.
Objectives of the Conference

● To gather leading academicians, scholars and researchers to share their knowledge and new ideas as well as to discuss emerging trends in commerce and management field.
● To provide the latest knowledge on the conference aligned themes.

The conference also invites the participants to submit unpublished theoretical and empirical papers in Commerce & Management. We accept preliminary findings, unpublished papers, articles and project findings. The accepted full papers will be published in a Peer-reviewed ISSN Journal.

Theme of the Conference

The organizing committee of the conference invites researchers to present the paper on the below mentioned Conference topics but not limited to:

* Leadership and Sustainability
* Inclusive and sustainable E–business
* Management ethos in 2021
* World Economic Growth During Post Pandemic Era
* E-Commerce & Digital Platforms
* Innovation and entrepreneurship
* Inclusive and sustainable E–business
* Emerging perspectives in Banking and Finance
* Marketing Challenges in the New Normal
* Digital Marketing in New era
* Branding Practices and Brand Architecture in the New Normal
* Human Resource Management in New Normal
* Social Banking and Micro-finance
* Start-up ventures
* Entrepreneurial learning and communities of practice
* Studies of new businesses & business survival
* Strategizing Global Marketing Practices
* Financial Management of Enterprises in Emerging Economies
* Digital Currency
* Green Marketing Practices
* Brand Management Practices
* Challenges of Ethical Issues in Digital Era
* Challenges of Digital Media Platform
* Good Governance Practices
* Stock Exchange Performance during and after pandemic
* Accounting and Taxation Practices.

Who can participate?

Conference is open to faculty members (regular/ad-hoc/temporary), Industrialists, Research Scholars and Students from International and Indian University/Institutions

All the participants are requested to register online by paying fee.

Timings of conference : 3.30 pm to 5.00 pm IST.

Bank Details :

Account Number : 14072210001026
IFSC Code : CNRB0000588
Name : Principal, Government First Grade college for women, Holenarasipura
Bank Name : Canara Bank
Branch : Holenarasipura
Google pay/ phone pay no : 9611416484 / 9980501856

Registration link : https://forms.gle/Sx8FKysVXRxqJFSf8

QR Code for Registration :
Important Dates:
1. Commencement of Registration: 05/07/2021
2. Submission of full paper till: 20/08/2021
3. Information of acceptance: 22/08/2021
4. Submission of presentation video: 24/08/2021
5. Payment of fee for presentation and publication till: 22/08/2021
6. Conference date: 25/08/2021 to 31/08/2021 (90 minutes per day)

Conference Publications:
The manuscripts in English language will be published in IJIRMF with ISSN 2455-0620 & Impact Factor: 6.719.

Virtual Paper Presentation:
Your safety is our first concern. By considering the Global pandemic situation, we are organizing the conference in virtual mode. The conference paper presentation will be arranged on virtual platform only.

Ethical Policy:
1. Papers submitted for publication should be solely original and unpublished.
2. The corresponding author must write declaration certificate regarding plagiarism.
3. Authors are responsible for any copyright clearance, factual inaccuracies and opinion expressed in their paper.
4. Corresponding author should write “Conflict of Interest Statement”.
5. The editorial board will review article/research paper and the approved/recommended articles/research papers will be sent to the reviewers/referees for critical review of the paper.
6. All the papers will be sent to the referees for their suggestions and modifications. The corresponding author will be intimated for the same if any.
7. The acceptance letter will be issued after getting clearance from reviewer/reviewers/referees.
8. The views expressed in the articles/research papers are the views of author/authors. It is not essential for editorial board members to be in agreement or disagreement. The sole responsibility of the views expressed in article/paper are of the author/authors.
9. All decisions regarding Editorial board, Review board, Referee will rest with Editor-in-Chief.

Publication Policy:
File Type: Authors should submit the articles only in MS-word format,
Font Type: Articles should be typed in English – Times new roman,
Theory: Contents fonts size: TITLE – 16 points and Bold, subtitles – 11 points and Bold, Contents – 11 points, theory text – 11 points.
Size of Submission: Paper / Article file should be approx. 2 to 10 pages / 1000 to 4000 words.
Cover Page: Title page should include title of the paper, name of the author/s, email address & mobile number, affiliation and address.
Corresponding e-mail: The full paper should be sent to gfgcwhnpcfs@gmail.com on or before August 20, 2021.
Fee for Participation, Presentation and Publication:

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<td>1300*##</td>
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* E - Certificate and Hardcopy of certificate is provided
** Only e-Certificate is provided.
*#@ Hard copy of the publication certificate is provided (Postal charges included) and e-copy of the ISSN journal is provided.
**# e-Certificate and e-copy of the ISSN journal is provided.

Note:

a) For participant-Author 1 / 2 / 3 same charges.
b) Hard copy of the ISSN journal will be provided on request with additional charges.
c) The participants who wish to publish manuscript in the Journal are requested to pay the prescribed fee only after the acceptance of your manuscript for ISSN publication.

PATRON
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Dr. Appaji Gowda
Joint Director of Collegiate Education, Mysore Region, Karnataka, India

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- Dr. Chirag M. Patel, Director, Research Culture Society

All are Cordially Welcome