

**International Conference  
on**

**“Contemporary and Emerging Trends in  
Commerce, Management and Computer Science”**

**April 23-24, 2020**

**Registration Format:**

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**Dayananda Sagar Institutions**

Shavige Malleshwara Hills, Kumaraswamy  
Layout, Bengaluru - 560078, Karnataka, India  
[www.dayanandasagar.edu](http://www.dayanandasagar.edu)



**CONSORTIUM OF DAYANANDA SAGAR INSTITUTIONS**

Dayananda Sagar College of Arts, Science and Commerce  
MBA Department, Dayananda Sagar College of Engineering  
MBA Department, Dayananda Sagar Academy of Technology and Management  
MBA Department, School of Commerce and Management Studies, DSU  
PGDM Department, Dayananda Sagar Business School

## About DSI

One of India's leading educational institutions, a front-runner in the field of education today, Dayananda Sagar Institutions (DSI) operates under the aegis of the Mahatma Gandhi Vidya Peetha Trust, in Bangalore, the Silicon Valley of India. Our institutions are characterized by the quality of education across a broad range of disciplines from pre-university courses to post-graduation and doctoral programs covering Engineering, Dental Sciences, Biological Sciences, Arts, Commerce, Science, Pharmacy, Nursing, Allied Health, as well as Business Management and Information Technology. Keeping pace with technological growth, Management & Information Technology education programmes, courses in Biotechnology and Microbiology have been introduced. Facilities for doctoral and post-doctoral work are now being introduced. Health care education has been gaining prominence at DSI campus through diploma and graduate programs in Nursing with its well-equipped laboratories and modern infrastructure. DSI's commitment to Internationalization is manifested in its collaborative research and exchange programmes involving institutions from across the globe. Besides our high-calibre teaching staff, the students are given a challenging academic environment with well-equipped lecture theatres, laboratories, excellent libraries and computer networking facilities. DSI is proud to provide exceptional sports facilities an hostel accommodation that cater to local and International students, encompassing the cultural and recreational needs of our students.

## About the conference :

In this conference, the Consortium of Dayananda Sagar Institutions attempts to bring out the synergic effect of Faculty members, Research Scholars, Corporate Executives, Entrepreneurs and PG & UG students in multi-disciplinary context viz. Commerce, Management and Computer Science by providing a common platform to discuss, deliberate and evolve a higher order understanding among them. All the delegates in the conference are encouraged to share their knowledge of respective streams in order to widen and deepen the horizon in the context of today's vibrant global scenario of volatile, uncertain, complex and ambiguous environment.

## Who should attend:

- Budding Entrepreneurs, Policy Makers, Corporate Executives,
- Research Scholars, Faculty Members, PG & UG Students

| Important Dates                                 |                             |
|---|-----------------------------|
| Abstract Submission:                            | 23rd March 2020             |
| Notification of submission:                     | 26th March 2020             |
| Full Length Paper:                              | 31st March 2020             |
| Confirmation from the Organizers:               | 04th April 2020             |
| Registration:                                   | Early bird 11th April 2020  |
|   | Final Regn. 16th April 2020 |
| Last date to register for publication of papers | 18th April 2020             |
| Conference Dates:                               | 23rd & 24th April 2020      |

## Conference Tracks – Themes & Sub-themes

**Track-1: Contemporary and Emerging Trends in Commerce:** Marketing Strategies, Marketing Competitiveness, Brand Management, Content Marketing, Consumer behaviour, Green Marketing, Rural Marketing, Branding and Image Building, Online Shopping Behaviour, Managing Customer Experience and Engagement, B2B Marketing, Cross Disciplinary Issues in Marketing, Marketing and Privacy Concerns, Sales & Distribution Management, Social Marketing,.....

**Track-2: Contemporary and Emerging Trends in Management:** Artificial intelligence in management streams, Implications of Robotics, Process Automation in HR, Promoting Creativity in Organization, Performance management in large and diversified business organizations, Global competitiveness on strategic human resources, Cultural diversity among employees, Career planning centered around companies / people, Psychological contract, Work ethics and general human ethics, HR's role in organizational innovation, Talent management and talent hunting, Employee communication strategies, Managing Technology and Innovation, Resource Management, Sustainable development, Social entrepreneurship, CSR, Ethics and accountability, International finance / marketing / HR, Effects of Cultural diversity and management, Business analytics, analysis in marketing / HR / Finance, Microfinance, Financial competencies and ethical practices, Green Marketing / HR,.....

**Track-3: Contemporary and Emerging Trends in Computer Science:** Artificial Intelligence & Machine Learning, Virtual Reality, Computer assisted education, Human resource Interactions, Digital Security, rethinking communication, Social Media Privacy, Workplace Monitoring, Mobile security, Cloud Strategy, Global Data Handling, Healthcare informatics, Digital capabilities in Higher education, Social impact of technology development, Robotics and Smart Technologies, Big data, Neural Networks,.....

### NOTE :

- The above list of themes and sub-themes is not exhaustive. Authors are welcome to present papers on any related and coherent themes. Necessary arrangements will be made to enable faculty and students to present papers separately.

| Sl. No. | Delegates   | Registration Fee per author (Early Bird) | Registration Fee per author (Final Regn.) |
|---------|---|--|---|
| 1       | Research Scholars & Academicians<br>a. Indian<br>b. Other SAARC Nations | a. INR 1,200<br>b. INR 1,500             | a. INR 1,500<br>b. INR 1,700              |
| 2       | Corporate Executives / Practitioners / NGO / Entrepreneurs              | INR 2,000                                | INR 2,300                                 |
| 3       | Foreign Delegates<br>(Other than SAARC Nations)                         | USD 75                                   | USD 100                                   |
| 4       | Students (UG & PG)  | INR 600                                  | INR 800                                   |

## Call for Papers

Authors are invited to submit manuscripts reporting original unpublished research and recent developments in the topics related to the conference.

Full length paper should contain the following:

Title of the Paper; Author's Name; Institute Affiliation; Mailing Address and E-mail Address of all authors; Key words; Introduction; Body of the paper; Tables, figures etc. Summary of findings, Recommendations and Bibliography.

Submission should be made in strict accordance with the respective journal publication format.

The abstracts, camera ready papers and final papers are to be uploaded using the link: <https://easychair.org/conferences/?conf=iccetcmc2020>

**Note: While uploading, authors need to create an EasyChair account with login and password, if not already existing.**

**Paper Submission:** ICETCMC2020 welcomes authors to submit research papers that meet the general criteria of originality and excellence in Commerce, Management, Computer Science, Computer Applications, Information technology, Artificial Intelligence, Machine Learning & other related topics. An article submitted to the journal will be scrutinized critically by the editorial board before it is selected for peer review.

## Journals:

All Selected papers will be Double Blind Peer Reviewed and will be published in UGC-CARE listed approved Journals or SCOPUS Indexed Journals as per the author's choice and based on acceptance by the publishers.

Payment can be made by Demand Draft / NEFT / PhonePe /.....

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**NOTE : Once payment of registration fee / publication fee is made through online or other mode , please do mail the details of payment along with proper reference number to the respective track Coordinators.**

Foreign delegates & foreign students may send their papers for presentation in absentia by paying USD 50 per paper. The selected papers would be published in referred journals. The cost of publication is inclusive.

Indian authors who wish to publish the papers in the journals have to pay an additional fee as per the respective journal norms.

Video Conferencing would be considered upon request in exceptional cases and at the sole discretion of the organizers. Such requests should be sent to the organizers at least 2 weeks in advance of the conference dates.

**Weblink for downloading the e-proceedings will be provided.**