



Children's Education Society®
THE OXFORD COLLEGE OF ENGINEERING
Hosur Road, Bommanahalli, Bengaluru-560068



INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT IN EMERGING MARKETS (ON-LINE)

(ICBMEM-2021)

SPONSORED BY AICTE



**November
01 & 02, 2021**



Organized by

The Department of Management Studies
The Oxford College Of Engineering

Bommanahalli. Hosur Road, Bengaluru, Karnataka - 560068



ABOUT THE INSTITUTION

The Oxford College of Engineering is one of the most prestigious institutions in Bengaluru that provides quality teaching and training in professional courses in various streams of Engineering, post graduate programs in Technology (M Tech), Computer Application (MCA) and in Business Administration (MBA) and Research (Ph.D). The world in which we live today is comfortable because of engineering feats and inventions. The field is vast and the applications are enormous from the transport system to internet, from daily tools to sophisticated heavy industries, from medical instruments to basic research across the world. With a vision to be a respected and sought after group of education institutions, we are very much engaged in equipping individuals to be capable of building learning organization in the new millennium. The college has a dedicated and highly qualified team of faculty who offer Quality education to the students as per the academic scheme of VTU. The Oxford College of Engineering offers 10 Under Graduate programs including B Arch, 10 M Tech programs, MBA, MCA & 12 Research Centre leading to Ph D / M Sc. in Engg. The college has excellent placement.



ABOUT THE DEPARTMENT

The Oxford College of Engineering's flagship programme, the Master of Business Administration (MBA), began in the academic year 2001-2002. MBA is a two-year, four-semester full-time postgraduate programme accredited by the All India Council for Technical Education (AICTE) in New Delhi and offered by Visvesvaraya Technological University (VTU) in Belagavi. Our MBA programme incorporates case-based learning and places a significant emphasis on acquiring practical skills, creating strong industry connections, and obtaining good final placements for all MBA graduates. A highly trained, well-experienced, and dedicated teaching team is striving for greatness by forming and presenting several clubs, such as Human Resources, Finance, Marketing, and Case Study Clubs, to provide various skills. Students have exposed to presentations and the opportunity to showcase their talents through the clubs. Expert lectures, seminars, faculty development programmes, management development programmes, and soft skill programmes by visiting academics and renowned corporate personalities are held on a regular basis by the Institute.



ABOUT AICTE SPONSORED ICBMEM -2021

In terms of growth rates, developing markets have recently outperformed the world's major industrialized countries. Emerging markets, which account for about half of the world's population, are largely acknowledged as being unavoidable for businesses. Megatrends such as population increase, middle-class rise, rapid urbanization, and rapid technological adoption are already visible and growing. Fast technology advances, institutional transformation through constant regulatory reforms, and fast shifting industry boundaries have needed a better understanding of the emergent insights that come with these changes for both academics and practitioners. In order to advance, a conversation about the nature, prospects, and problems of emerging markets is required.

OBJECTIVES OF ICBMEM -2021

- Identifying and understanding the current global business environment's primary challenges;
- In collaboration with intellectuals from higher educational institutions throughout the world, conduct targeted and socially beneficial study on current issues affecting the corporate world.
- Develop models and mechanisms for sharpening the skill sets of graduates pursuing further education in business by providing an appropriate platform for researchers, economists, bankers, and practitioners to network, share their research & practical experiences.
- Propose novel curricula to schools so that there is a clear synchronization between what the business sector requires and how educational institutions respond.

ABOUT THE BENGALURU CITY

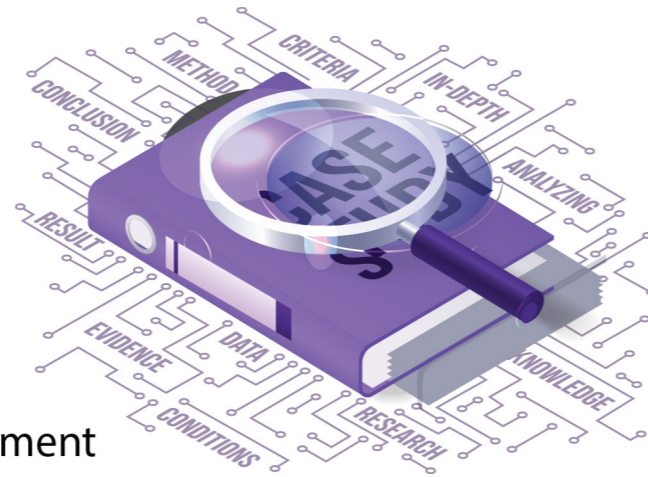


Bangalore is the capital of the Indian state of Karnataka, and is also known as Bengaluru (Kannada). It is also known as the Garden City and has previously been referred to as the "Pensioner's Paradise." Bangalore, India's third-largest city is located in Karnataka's south-eastern portion on the Deccan Plateau. As a result of the expanding presence of foreign firms, the city is home to a large number of expats from all over the world. Many of India's most famous colleges and research institutions are located in Bangalore, the country's largest metropolitan and fastest-growing metropolis. A bevy of public-sector heavy industries, software enterprises, aerospace, telecommunications, and defence companies call the city

CALL FOR PAPERS

In topics linked to the conference theme, we invite researchers to submit empirical, conceptual, case-study, and structured abstracts. The following are the issue specifics and examples, including, but not limited to, the following:

- Marketing Management
- Human Resources Management
- Business Analytics
- Entrepreneurship
- Supply chain management
- Finance and investment Management
- Alternative financing (Microfinance, Crowdfunding, Blockchain)
- Governance and Policy
- Corporate social responsibility
- Economics
- Sustainability and social innovation
- ICT and E-governance
- Higher level education and emerging markets
- Public administration



TARGET AUDIENCE

Academics, Research Scholars, Students, Entrepreneurs and Corporate Personnel.

GUIDELINES OF SUBMISSION OF FULL PAPER WITH ABSTRACT

PAPER STRUCTURE

- Purpose/Objectives
- Methodology/Approach
- Findings/Results
- Conclusion/Implications/Recommendations
- Acknowledgements (when appropriate)
- References
- Appendices (when appropriate)

PRESENTATION & PUBLICATION

- Full paper is requested.

FILE FORMAT

- MS Word-compatible file

ACADEMIC ETHICS

Articles submitted to the conference should report original and previously unpublished findings. Following the ethical conduct is very critical in the academic world. Hence, any act of plagiarism cannot be tolerated. If an author is found to commit an act of plagiarism, the submission will be automatically dismissed.



FORMATTING & PAPER LENGTH LIMIT

FOLLOW THE INSTRUCTIONS MENTIONED BELOW:

Paper length	Full paper: within 12 pages, including references, tables/ charts and keywords
Abstract length	200-250 words
Key words	3-5 words
Font	12-point Times New Roman
Paragraph	Single-spaced
Margin	Normal (Top :2.54 cm , Bottom: 2.54 cm; Left : 3.18cm , Right: 3.18cm)
Page numbers	Bottom-centered
Layout	One-column Portrait
Format	MS Word-compatible file

SUBMISSION METHOD

- Paper with abstract and 3.-5 key words should be emailed to aicteconferencetoce21@gmail.com.

EVALUATION PROCESS

- All papers will be subjected to double blind peer-reviews. Relevancy, structure, research method, ethical conducts, language standard, innovativeness, references, hypothesis, result presentation, proficiency, format, amongst many other factors are considered for the evaluation process.
- Papers that are accepted will be published in the Conference Proceedings CD.

INSTRUCTIONS FOR THE ORAL PRESENTATION

- The length of the presentation should be around 10 minutes. You can use any form of presentation you wish. We will provide the necessary equipment upon request. Please arrive for your presentation early to ensure all the necessary

PUBLICATION OPPORTUNITIES

- All accepted, Registered and Presented E-Conference papers (abstracts only) will be published in the proceedings of ICBMEM – 2021.
- Selected research Papers will be published in UGC Care List and Scopus Journals. Publication charges will be additional as applicable; authors will be notified of their publication through email after it has been accepted by the publisher.

REGISTRATION GUIDELINES

- Participants are requested to register through the below provided link: <https://forms.gle/81ANCaYb4KCa3e629>

MODE OF PAYMENT-ONLINE ONLY

*Payment through cheque is not acceptable

A/c Number	67590100005035
Bank	Bank Of Baroda
Branch	Oxford Dental College Hospital Branch
IFSC Code	BARB0VJOXDC (5th Letter Zero)
State	Karnataka
District	Bengaluru

REGISTRATION FEES

Registration Fee (Non-refundable)

- National Participants (Research scholars / Students) Rupees (₹) **250/-**
- National Participants (Academicians) Rupees (₹) **500/-**
- National Participants Industry experts & Others Rupees (₹) **1000/-**
- International Participants (Academicians/Research scholars / Students/ Industry experts & Others) Dollar (\$) **25.**



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The Oxford Group of Institutions, Bengaluru

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The Oxford College of Engineering

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IMPORTANT DEADLINES

Abstract Submission : 20.10.2021

Abstract Acceptance Notification: 23.10.2021

Full Length Paper Submission : 25.10.2021

Final Registration : 25.10.2021

Date of Conference : 01.11.2021 & 02.11.2021

HIGHLIGHTS

Virtual presentation through online mode

Best oral presentation award

Publication in UGC care list / Scopus journal/
conference proceedings

ADDRESS FOR CORRESPONDENCE

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Conference (ICBMEM-2021)

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