

# CONFERENCE BROCHURE



**Department of Commerce and Business Administration,  
St. Xavier's College (Autonomous), Kolkata**

**in collaboration with**



**Department of Commerce, University of Calcutta**

**organizes**

**One-Day UGC Sponsored National Conference**

**on**

**“Redefining Business Vision: Issues and Challenges”**

**on**

**19th March, 2016 (Saturday)**

**Venue: Xavier Hall, St. Xavier's College (Autonomous), Kolkata**

## **St. Xavier's College (Autonomous), Kolkata**

With a resplendent history spanning 156 glorious years, St. Xavier's College (Autonomous), Kolkata, is today synonymous with paramount echelons of quality, given that it nurtures responsible and conscientious men and women for the society. Consistently ranked as one of the best protean co-educational institutions pan-India, St. Xavier's College, Kolkata has been recognized as a Centre of Excellence (CE) by the UGC in 2014. St. Xavier's College offers both UG and PG courses under five faculties: Arts, Science, Commerce, Business Administration, and Education. It also offers an array of professional degree and diploma courses under Career Oriented Programmes (COPs), IGNOU Convergence Scheme and Computer Centre. This prestigious temple of learning has battled the test of time, remaining unswerving in the midst of adversities. It emblemizes perennial commitment, care and service in all its future endeavours with the same binding spirit: "Nihil Ultra" (Nothing Beyond).

### **Post-Graduate Department of Commerce**

Governed by the Ignatian Pedagogical Paradigm of 'conscience, competence, compassion and commitment', the Post-Graduate Department of Commerce, since its inception in 2007, has already carved a niche in the market. The department offers a holistic gamut of relevant contemporary issues, to help foster human resources with social values, which cater to the needs of the industry as well as the academia, both at the national and international level.

The USP of this department, which has paralleled it to top-notch B-schools of our country, is its curriculum design and rigorous fieldwork. The department is planning to organize a plethora of seminars in the upcoming years, so as to enable and empower students to hone their organizational skills with coeval developments in the world of management and commerce.

### **Department of Commerce and Business Administration (under-graduate)**

From a modest foundation in 1946, the Department of Commerce today, is the largest department of St. Xavier's, catering to more than 3000 students. It continues to cherish a peerless status in this dynamic discipline, owing to its illustrious faculties, outstanding students as well as a plethora of rigorous academic and non-academic proceedings. Presently, it stands out as one of the top-notch commerce departments among the undergraduate colleges of our country. The department perennially seeks to bridge the gap between the academia and the industry through a year-round organization of seminars, conferences, workshops, management fests. Further, a scientifically-administered process of internships empowers final-year students to get a first-hand experience of the rigours of the industry. These final-year students are also permitted to specialize in any one of the functional disciplines: Accounting and Finance, Marketing Management and E-Commerce. The whole idea is to sustain the department's excellent reputation in education at the cutting edge of

economic, institutional and organizational aspects of commerce.

St. Xavier's College offers one of the best BBA programmes in the state. It is meant for students who are motivated, disciplined, ready and eager to move ahead in the business world. It may sound a little too farfetched but our students appreciate that they learn theory as well as practical applications. It is based on the premise that the true mark of learning is not just what you know but what you can do with what you know. Our priority is to provide students a top-notch curriculum where emerging business leaders can build on their professional experiences and successfully contribute to their firms. This innovative programme is facilitated by multi-media learning environment enriched by face-to-face faculty mentoring and coaching. Ultimately, students will be able to demonstrate mastery of more than 30 business competencies - the skills that employers are looking for today. This department is aware of the needs of our students specially keeping in mind the nature of today's business environment. We believe that in order to produce good students, we need excellent teachers. It has been our constant endeavour to attract faculty from a diverse field. Our current faculty comprises of professors from this college, big and reputed corporate and management institutes like IIMC and XLRI.

## Department of Commerce, University of Calcutta

From its inception in 1922, the Department of Commerce, University of Calcutta has traversed a long way among other Commerce Departments of UGC-approved Indian universities by completing all the UGC – DSA phases successfully. The Department takes pride in its commendable performance vis-à-vis major developmental indicators such as student intake, number of teachers, published research work, updated curricula and courseware. Almost from the very beginning, the Department has been utilizing the services of a number of guest faculty members drawn from both academic institutions and industrial organizations of repute.

### Premise: National Conference 2016

Survival! Many businesses are looking for answers to deal successfully in the current economic climate. All the planning and organizational decisions related to capital formation, marketing; human resource seem outside the realm of what was "business as normal." Do not panic. Resist the urge for a complete overhaul. Begin with what one have accomplished such as the business vision statements and seek to re-energize and redefine the focus within the current business reality.

Companies that enjoy enduring success have a core purpose and core values that remain fixed while their strategies and practices endlessly adapt to a changing world. The rare ability to balance continuity and change—requiring a consciously practiced discipline—is closely linked to the ability to develop a vision. A carefully crafted vision statement can help to

communicate company's goals to employees and management in a single sentence or a few concise paragraphs. Vision statements are aspirational; they lay out the most important primary goals for a company. Unlike business plans, vision statements generally don't outline a plan to achieve those goals. But by outlining the key objectives for a company, they enable the company's employees to develop business strategies to achieve the stated goals. With a single unifying vision statement, employees are all on the same page and can be more productive. But according to a recent study that appeared in the Harvard Business Review, up to 70 percent of employees do not understand their company's strategy. Failure to understand the company's position can lead to poor decision making at all levels of an organization.

Unfortunately, the usual vision statement is fuzzy and inspires only boredom. But managers who master a discovery process to identify core ideology can link their vision statements to the fundamental dynamic that motivates truly visionary companies—that is, the dynamic of preserving the core and stimulating progress. The business vision statement states why business exist writes author and corporate business consultant, Don Midgett. It enables managers to effectively communicate the "why" to the employees and to marketplace. This is where the review should begin. Because strategic business decisions stem from the vision statement, it is not only good to review the statement but also to test it. The probable key issues that should be highlighted for the long term sustainability could be as follows.

Firstly, does the vision statement adequately address the business strengths and expertise? Secondly, is it

possible to retain the values of the business shares in common with others in the similar line of business in long run? Finally, is market the same as when it first began?

If not, one may need to adjust the change in the vision statement. Maybe the new vision statement is less about what business provides and more about who they service. Even if the firm has a side hustle going on, can focus on the core customer which remains consistent. What do you think? Is it time to retire the corporate vision statement or just redefine our line of sight?

### Important Dates

Abstract Submission Deadline	<b>February 14, 2016</b>
Confirmation of acceptance of Abstract	<b>February 21, 2016</b>
Full Paper Submission	<b>March 6, 2016</b>
Confirmation of Acceptance of Full paper for Presentation in the Conference	<b>March 9, 2016</b>
Last Date for Registration	<b>March 12, 2016</b>
Conference Date	<b>March 19, 2016</b>

**Note:** Only full papers of participants received until March 6, 2016 and registered until March 12, 2015 will be accepted for publication in a Conference Volume subsequently based on the recommendation received from the paper review committee.

### Edited Volume

*The best of the selected papers will be published in a special issue of Aviskaar: A Xaverian Journal of Research and rest of the papers accepted for presentation will be compiled in a conference volume along with ISBN Number.*

### Suggestive Sub-Themes

All original, previously unpublished papers or case studies of empirical nature (not scheduled for presentation before the conference date) are solicited for presentation at the National Conference, 2016. We cordially invite researchers, academicians and practitioners to submit their abstracts with reference to the broad theme of the conference, addressing their paper to one of the following conference sub-themes:

#### Accounting & Auditing (Track I)

- Integrated Reporting
- Accounting under IFRS
- Government Accounting and Reporting
- Audit Quality
- Accounting Issues and Challenges in Emerging Economies
- Forensic Accounting and Forensic Audit
- Corporate Governance

- Sustainability Accounting
- Earnings Management
- Role of ethics in Accounting & Auditing
- Implication of Companies Act 2013 on Accounting and Auditing

#### Finance (Track II)

- Performance Measurement & Corporate Social Responsibility
- Financial Inclusion
- Micro Finance and Micro Insurance
- Impact of FDI & FPI in Indian market
- International Finance in Emerging Economies
- Financial Index- an exploration in Indian context
- Asset Pricing
- Financial Risk Management
- Investment Management
- Issues in IPO Pricing in India

#### Marketing (Track III)

- Digital marketing
- Contemporary Issues in marketing
- Green marketing
- Strategies relating to Advertising
- Consumer Behaviour, Adoption and Awareness Issues
- Neuro Marketing and Marketing Practices in B2B and B2C Sector
- Marketing in Emerging and Transition Economies
- Promotion and Pricing Strategies

- Ethical Marketing and Consumer Protection
- Rural and agricultural marketing
- Cross- Cultural Communications & Issues in Branding

#### Human Resource Management (Track IV)

- Strategic HRM
- Green HRM
- Current/ new trends in Training and Development, Organizational Learning
- Latest developments in performance management
- Contemporary issues in Industrial relations
- HR Analytics and Technology
- Organizational culture and climate
- Leadership research
- Positive Organizational Behaviour and Psychological Capital
- Organizational Communication
- Public Administration/ Public policies in HRM

#### Abstract Submission Guidelines

The selection of papers will be based on their significance and interest to a broad array of delegates. Please indicate which of the conference themes your paper fits best. Papers represent the majority of the submission and form the scholarly sessions of the program. Please adhere to the following guidelines for the preparation of the abstract:

1. The first page of your submission should encompass the following details:

- ✓ A concise and informative title
- ✓ The name(s) of the author(s)
- ✓ The affiliation(s) and contact information of the author(s)
- ✓ The e-mail address of the corresponding author
- ✓ **Please mention the Track number under which the research paper belongs**

Please note that any form of identification information must NOT be mentioned in the remainder of the document.

2. All submissions should be in Times New Roman, with a font size of 12 (except Title of the paper, which should be 15 point size), double-spacing, with 1 inch (2.54 cm) margin on all sides.
3. The Abstracts should consist of a maximum of **500 words**.
4. All necessary documents should be mailed to **sxccalmcomconf@gmail.com** in Microsoft Word (Compatibility Mode)
5. Use a maximum of **5 keywords** separated by semi-colons.

### Full Paper Submission Guidelines

On acceptance of your extended abstract, authors must submit the final paper within the stipulated deadline. No papers shall be accepted for publication

post-deadline. Please refer to the following guidelines for submission of the full-length paper:

1. The papers should be of 2000-3500 words in length (excluding tables, figures, references and appendices).
2. The submission should contain distinct sections of the following:
  - Introduction (including problem definition)
  - Review of Literature
  - Objectives or Hypothesis Formulations (if any)
  - Research Methodology adopted
  - Findings and Analysis of the Study
  - Conclusions
  - Limitations of the Study
  - Future research possibilities, and
  - References (APA Style)
3. All submissions should be in Times New Roman, with a font size of 12 (except Title of the paper, which should be 15 point size), double-spacing, with 1 inch (2.54 cm) margin on all sides.

### Registration Modalities

Participant Profile	Amount (in INR) to be submitted by 12.03.2016
Academic Delegates	INR 500.00
Corporate Delegates	INR 1000.00
Research Scholars	INR 300.00
Students	INR 200.00

**Note:** Kindly note that **spot-registration will not be permitted** on the conference date.

### Conference Committee

#### Patron:

Rev. Fr. Dr. J. Felix Raj, S.J. (Principal, St. Xavier's College (Autonomous), Kolkata)

#### Conveners:

Rev. Dr. Dominic Savio S. J. (Rector and Vice-Principal Commerce Morning and Business Administration)

Dr. Madhushree Mukherjee (Vice-Principal Commerce Evening)

#### Co-Conveners:

Prof. Swapan Banerjee ((Dean, Commerce Morning)

Prof. Amitava Ghose (Dean, Commerce Evening)

### **Joint Organising Secretary:**

Dr. (CA) Sanjib Kumar Basu (Dean, PG Department of Commerce)

Prof. Dr. Rajib Dasgupta (Head, Department of Commerce, University of Calcutta)

### **Advisory Committee:**

Prof. Ashis Mitra (Member Secretary, Academic Council, St. Xavier's College)

Prof. Amitava Roy (Dean, BBA Department, St. Xavier's College)

Dr. Tanupa Chakraborty (Associate Professor, University of Calcutta)

Dr. Siddhartha Sankar Saha (Associate Professor, University of Calcutta)

### **Working Committee:**

Prof. Samrat Roy | Department of Commerce: B. Com (Morning)

Dr. Shivaji Banerjee | Department of Commerce: B. Com (Morning)

Prof. Soumya Saha | Post Graduate Department of Commerce)

Prof. Sumanta Dutta | Post Graduate Department of Commerce)

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Prof. Rajni Gupta | Department of Business Administration (BBA)

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Prof. Joyita Banerji | Department of Commerce: B. Com (Morning)

Prof. Camellia C. Burman | Department of Commerce: B. Com (Morning)

Prof. Hanzala Awais | B. Com (St. Lawrence Campus)

Prof. Priyadarshini Rasquinha | B. Com (St. Lawrence Campus)

Prof. Puja Bhowmik | Department of Commerce: B. Com (Morning)

Prof. Shaunak Roy | Department of Commerce: B. Com (Morning)

Prof. Swaraj Nandan | Department of Commerce: B. Com (Morning)

### **Contact Details**

**[sxccalmcomconf@gmail.com](mailto:sxccalmcomconf@gmail.com)**

**Landline: 033-2255-1249/ 1248 /1250**

**Mobile: 9903935396/9830388920**

Registration can be done by submitting the Bank Demand Draft in favour of **St. Xavier's College, Kolkata** or by payment of cash to the **PG Department of Commerce, St. Xavier's College, Kolkata (From 2 pm to 7 pm- Monday to Friday)**. **As mentioned earlier, SPOT REGISTRATION will not be allowed** at the registration desk on the day of the conference.

### **Kolkata: The City of Joy**

Kolkata is the capital of the Indian state of West Bengal. It is also the commercial capital of East India, located on the east bank of the Hooghly River. The city of Kolkata has 4.5 million residents, and the metropolitan area, including suburbs, has a population of approximately 15.7 million, making it the 3<sup>rd</sup> most populous metropolitan area in India and the 13<sup>th</sup> most populous urban area in the world. It is the first city in India to boast of the underground metro railways and in a stud; Kolkata topped Indian cities in terms of public transport versatility and accessibility. The weather in Kolkata in the month of March will be on the warmer side. The afternoon sun may be strong, so carrying an umbrella would be advisable. There are chances of rain as well, given that the Nor'westers (Kal Baishakhi) is not far away.