



# CHRIST ACADEMY

## INSTITUTE FOR ADVANCED STUDIES

AFFILIATED TO BANGALORE UNIVERSITY ||| BENGALURU - 83 |||

ISO 9001 : 2015 Certified || Recognised Under Section 2(f)

### NATIONAL CONFERENCE AVISHKAR-2020 -DETAILS

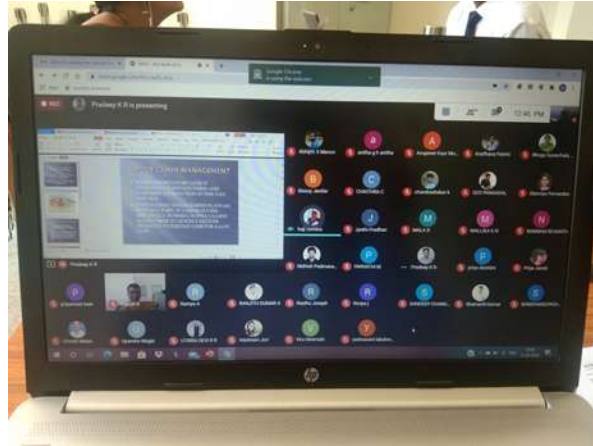
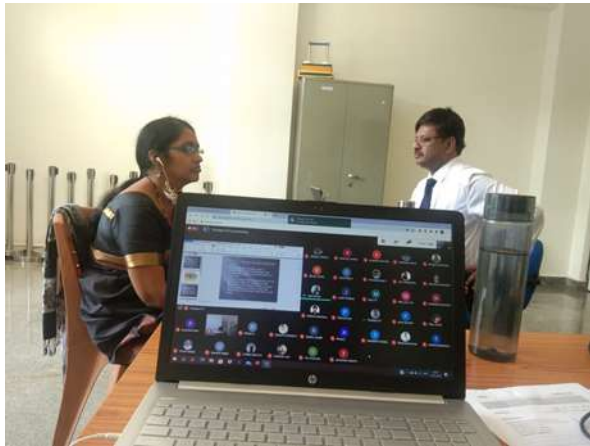
#### “Creating Sustainable Organizations through functional strategies”

**Date: 24th June 2020**

**Venue: Online -Google Meet**



BLESSING BY REV.FR.ANTONY, DIRECTOR, CAIAS, Key Note Speaker Address: Dr. Janaki Ramudu, Dean, Academics, IMT Nagpur.



#### **About the Conference:**

The department of Commerce and Management, Christ Academy Institute for Advanced Studies, in association with Bangalore University, Indian Accounting Association, and Indian Commerce Association organized a one-day national level web conference on 24th June 2020 at 10 am.

The conference was dedicated to discuss issues, exchange of ideas and views towards the advancement of theory and practices in the field of commerce and management. All the sessions



will predominantly be related to finance, marketing, human resource management. The objectives of conference have been outlined below:

### **Objectives of the Conference:**

- To provide a robust platform for expression of interest & cognitive thoughts and promote research among all the active participants in the conference.
- To provide an opportunity to enhance knowledge and skills required to solve business problems and to meet the challenges of dynamic decision making in business environment.
- To discuss the challenges of economic and business reforms.
- To provide an opportunity to participants to upgrade their knowledge in context of business.

### **List of the Topics Discussed in the Conference:**

#### **I. Accounting/Finance/Economics:**

- Indian Monetary & Fiscal system
- Strategic Financing
- GST and its implications
- FDI & FII
- Recent developments in Financial market
- Asset Pricing theory
- Inflation & Economic Recession

#### **II. Marketing:**

- Green Marketing
- E-Commerce Trends
- Retail Marketing
- Consumer generations
- Services Marketing
- Branding Strategies

#### **III. Human Resource Management:**

- Automation and workforce
- Employee Engagement
- Leadership Challenges
- Work place ethics
- Spirituality & Leadership



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- Work Life Balance
- HR Accounting