



JAIN
DEEMED-TO-BE UNIVERSITY

CMS BUSINESS
SCHOOL

NATIONAL CONFERENCE ON
REVISITING INDUSTRY-ACADEMIA COLLABORATION :
EXPLORING NEW PARADIGMS IN VALUE CREATION

Date : 24th August 2019

Venue : CMS Business School
No.17, Sheshadri Road
Gandhi Nagar
Bengaluru – 560 009

bschool.cms.ac.in



Jain University is a Deemed-to-be-University u/s 3 of the UGC Act, 1956. JAIN (Deemed-to-be-University) is a comprehensive and student-focused university that works towards excellence in quality education, research, and entrepreneurial development. Jain (Deemed-to-be-University) has been awarded the Graded Autonomy status by the University Grants Commission (UGC) and 'A' Grade by the National Assessment and Accreditation Council (NAAC). Jain has also been ranked 5th among the top private universities in India by India Today survey. It is a member of the prestigious Jain Group of Institutions, headquartered in Bengaluru.

The Group represents a cluster of 85 plus educational establishments that are home to over 11,000 students from across the world and over 6,000 staff members engaged at the K-12, undergraduate, postgraduate and doctorate levels, across 20 campuses and centers of excellence. The academic programs offered at the University are distinctive and contemporary both in curriculum and in pedagogy. It challenges the students to be enterprising by stimulating their intellectual capacity to think independently. It is powered by the vision of a secular, innovative and truly educated India. To realize this, creative and challenging academic programs are offered in Management, Science, Commerce, Liberal Arts, Communication, Engineering and Visual Media. The aim is to help every aspiring student to realize his/her complete potential through holistic and stimulating education.



CMS Business School, an integral part of Jain (Deemed-to-be-University), is India's leading business school with an international perspective. CMS is a place where ideas are born, theories are debated and business is imbibed. Much more than a source of knowledge, it is a catalyst that can make a difference to the career and the personal progression of the students. CMS Business School has been ranked 21st in South Zone in 'The Week – 2017 Hansa' Research Survey, ranked 9th in CSR - GHRDC Survey, secured a Rank – Band 76-100 from National Institute of Ranking Framework, Ministry of HRD, Government of India and it has also been awarded 'A' Grade in KA by CRISIL. Our MBA program has a strong foundation in academic research; it is designed to tackle the real issues that are faced by international business community today.

Theme of the Conference

Collaboration creates opportunities to understand and progress in ways not possible when working apart, but it succeeds only if both parties contribute and nurture. There is a need to develop a strong collaborative model for building synergy between Academia and Industry. According to experts, managing a research center explicitly focused on industry needs is based on five success factors enabling research results such as (i) Need orientation (ii) Industry goal alignment (iii) Deployment impact (iv) Industry benefit (v) Innovativeness. In order to achieve this, there should be a continuous interaction between Industry and Academia. To bridge this gap, an attempt is made to provide a forum through conference for both academic faculties and Industry experts.

Sub Themes

Track 1: Marketing

- Emerging technologies in marketing
- Collaboration and co-creation for brand innovation
- Sustainable innovation and eco-entrepreneurship
- Co-creation of marketing courses opportunities and challenges
- Challenges in consulting with academia

Track 2: Finance

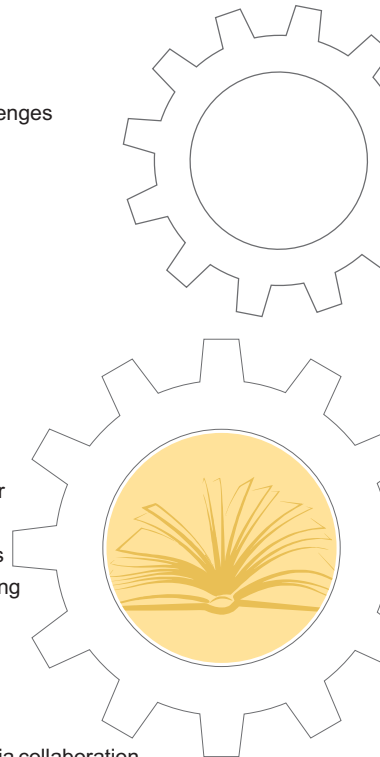
- Role of Academic Research in Financial Inclusion
- Sensitization of Fintech for value co-creation
- Role of Industry 4.0 in Value creation
- IoT in Finance
- Block chain and Value co-creation

Track 3: Human Resources

- Developing innovation ecosystems in academia
- Academic engagement and co-creation of knowledge
- Attitude of academic staff and industry towards each other
- Addressing the need for filling Soft-skills gap
- Growing together with non-research based collaborations
- Innovative pedagogy for developing organisational learning

Track 4: General Management

- Enabling University – Industry Linkages
- Digital Transformation in Education
- Co-adaptive collaboration
- SMEs role as entrepreneurial agents for industry academia collaboration
- Architecting and visualizing an industry centric curriculum



Any topic aligning with the main theme will be accepted.
For more details visit bschool.cms.ac.in

Call for Papers

CMS Business School invites prospective authors to submit their original manuscripts and working papers in relevant areas of Industry-Academia Collaboration which are related to the main theme of the Conference.

Acceptance of Peer-reviewed full papers will be intimated through email for the presentation and publication depending on the originality, quality, relevance and other editorial considerations. All papers will go through a review process and plagiarism check. Only selected and accepted research papers will be published in the Journal.

Participants Profile

- Academicians
- Research Scholars
- Corporate Professionals
- Entrepreneurs
- Policy makers
- Post Graduate students



**BEST
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Best four papers
will get
cash prize of
Rs. 5000/- each



PUBLICATION

**UGC Journal
with high
Impact factor**

Guidelines for Paper Submission

- An abstract not more than 500 words and five keywords.
- The paper should be based on original research work, not exceeding 5000-6000 words and not yet sent for publication.
- Abstract with full paper should be sent in word document format only (.doc or .docx format) to conf.bschool@cms.ac.in
- The paper must include the title, author's name, designation, mailing address, mobile number and email address.
- Softcopy must be submitted in A4 page, portrait layout in MS Word document form using only Times New Roman font with heading in 14 font size, remaining text in 12 font size and 1.5-line spacing.
- The submitted papers will undergo the review process and plagiarism check.
- The authors of the selected paper will be notified by email.
- All co-authors/participants of the selected papers must register. One of the author should present the paper.
- Certificate of participation / presentation will be awarded to the participant only if he/she is present and has registered by paying the fee.
- Outstation presenters may opt for virtual presentation.

Important Dates

Full paper submission Deadline	:	20 th July 2019
Acceptance of Full Paper	:	30 th July 2019
Registration Deadline	:	10 th August 2019
Conference Date	:	24 th August 2019

Registration Fee

The registration fee is payable by both author and co-authors of the papers detailed below:

Industry Delegates	:	₹ 3000/-	
Academic Delegates	:	₹ 2000/-	
Research Scholars (M Phil/PhD)	:	₹ 1500/-	
PG Students	:	₹ 500/-	} Participation only
Academic Attendees	:	₹ 500/-	

Note : Registration fee is non-refundable. However, one-time change in nomination will be considered.

Payment Procedure

Registration fee must be paid by Demand Draft/NEFT in favour of “Jain University” payable at Bengaluru.

Online Transfer / Bank Transfer

Bank Name	:	Karur Vysya Bank
Branch	:	Jayanagar, Bengaluru
Account Name	:	Jain University
Account Number	:	1315155000038088
IFSC Code	:	KVBL0001315

Schedule

08:30 – 09:30	:	Registration
09:30 – 10:30	:	Inauguration
10:30 – 11:15	:	Expert Session
11:15 – 11.30	:	Tea Break
11:30 – 01:15	:	Technical Session - 1 (All Tracks)
01:15 – 02:00	:	Lunch Break
02:00 – 03:00	:	Panel Discussion
03:00 – 04:30	:	Technical Session - 2 (All Tracks)
04:30 – 05:00	:	Valedictory

Advisory Board

Dr. Dinesh Nilkant

Director, CMS Business School, Jain (Deemed-to-be University)

Dr. Harold Andrew Patrick

Dean, CMS Business School, Jain (Deemed-to-be University)

Dr. N Chandrasekhar

Dean, Executive Education, Jain (Deemed-to-be University)

Conference Board

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CMS BUSINESS
SCHOOL

REGISTRATION FORM

National Conference on REVISITING INDUSTRY-ACADEMIA COLLABORATION : EXPLORING NEW PARADIGMS IN VALUE CREATION

Saturday, 24th August 2019

Delegate / Student details

Name of the delegate / student _____

Designation _____

Qualification _____

Institution / Organisation _____

Address for communication _____

Phone No. _____ Email _____

Paper presentation details

Whether presenting a paper in the conference Yes No

Title of the paper (if applicable) _____

Payment details

The payment of registration fee must be made online or by demand draft drawn in favour of "Jain University" payable at "Bengaluru."

Demand Draft No. _____ Date _____

Signature _____ Date _____

Note: Please fill up the registration form in CAPITAL letters. The softcopy of the same (either filled in Microsoft Word format or scanned copy) may be sent to conf.bschool@cms.ac.in