

Important Dates

Full paper submission	20 th January, 2016
Notification of acceptance	25 th January, 2016
Final paper submission and author's registration	30 th January, 2016
Conference date	13 th February, 2016

Registration Details

Academicians	₹. 1000/-
Research Scholars	₹. 800/-
Students	₹. 500/-
Spot Registration	₹. 1250/-

ORGANISING COMMITTEE

DR. DEBAJIT N. SARKAR	CHAIRPERSON
MRS. RADHA M. IYER	CONVENER
MR. ASHISH R. SHAH	CO-CONVENER
DR. VIDYA HANCHINAL	MEMBER
MRS. FOZIYA KADRI	MEMBER
MS. AAYESHA ANSARI	MEMBER

ADVISORY COMMITTEE

SHRI. BHARAT SHAH	TREASURER, SKM
SHRI. PARESH SHETH	MEMBER, SKM
DR. DEBAJIT N. SARKAR	PRINCIPAL, JMPC
DR. RICHA JAIN	B.M.S COORDINATOR, THAKUR COLLEGE
DR. POONAM KAKKAD	B.M.S COORDINATOR, NIRMALA COLLEGE
SHRI. HIREN DAND	B. Sc I.T. COORDINATOR, MULUND COLLEGE OF COMMERCE

Contact Persons

Mr. Ashish R. Shah (M):07666111516	Mrs. Radha M. Iyer (M): 09819351609
Mrs. Foziya Kadri (M):09892420846	Ms. Aayesha Ansari (M): 09819577721



Sanskardham Kelavani Mandal's

JASHBHAI MAGANBHAI PATEL COLLEGE OF COMMERCE

Reaccredited by NAAC: Grade-B, CGPA 2.79

**B.M.S & B.Sc (I.T)
UNDER THE GUIDANCE OF IQAC
ORGANISES**

NATIONAL LEVEL CONFERENCE 2016

**“MILLENNIUM : HONOURING THE PAST,
TREASURING THE PRESENT AND
SHAPING THE FUTURE”**

from the PAST



**DATE: SATURDAY,
13TH FEBRUARY 2016**

to the FUTURE

off M. G. Road, Near Azad Maidan, Goregaon (West), Mumbai – 400 090.
Tel: 022 – 2873 7858, Website: www.jmpcollege.org, Email: jmpcollege@gmail.com

❖ About S.K.M.'s JMPC

The Sanskardham Kelavani Mandal was instituted in the year 1969 by men of vision with an acute sense of social responsibility. Today the campus boasts of 5 Educational Institutes which undertake the noble task of imparting knowledge to about 4000 students. The J. M. Patel College of Commerce (JMPC), one of these educational institutes founded in the academic year 1988-89 by the S. K. M., is permanently affiliated to the University of Mumbai. Some salient features of the College are:

1. It is recognised under Section 2 (f) & 12 (B) of the UGC Act 1956.
2. It has been reaccredited with CGPA of 2.79, Grade B by the National Assessment & Accreditation Council (NAAC) in January 2011.
3. The College offers three year integrated programmes in B. Com, B. Sc (I. T.), B. M. S and two year programme in M. Com, Advanced Accountancy.

The College gives top priority to academic performance, as any centre of learning should. The College holds the view that no education is complete until the students are imbued with the spirit of social commitment.

❖ ABOUT THE CONFERENCE

JMPC's B.M.S and B. Sc I.T. Department through its first conference on **"Millennium: Honouring the Past, Treasuring the Present and Shaping the Future"** aims to bring together academicians, students and research scholars to exchange and share their experience and research results about all fields of Management and Information Technology. It also provides premier interdisciplinary forum for researchers, practitioners and educators to present and discuss the most recent innovations, trends and concerns, practical challenges encountered and the solutions adopted in the field of Management and Information Technology.

Technology has changed beyond all recognition in this decade. From niche applications, it has become a central concern across industries and major topics for researchers across disciplines. The impact of technology has been far-reaching, transforming the lives of practitioners, professionals, students and consumers in both developed and developing nations. Gaming, news, music, online selling and other media have been caught up in its transformation along with mobile operators, handset manufacturers, computer industry etc. While major new competitors have emerged and staked out impressive territories in e-commerce, e-business, and m-commerce. The turmoil continues apace as once dominant players scramble up to catch up again as yet more technologies, ecosystems and business models strive to redefine industry trajectories and the locus of power.

We invite papers that will make a lasting contribution in defining research in the fields of e-commerce, e-business and m-commerce. This year's conference builds the theme **"Millennium: Honouring the past, Treasuring the present and Shaping the Future"** to be organised on **Saturday, 13th February, 2016**. The primary goal is to foster the creation and dissemination of knowledge in what promises to become one of the most challenging and rewarding areas of research for the next decade. This includes the development of new technical foundations as well as insightful empirical research.

Call for Research Paper

High quality research contributions describing original and unpublished results of conceptual, constructive, empirical, experimental or theoretical work that address the theme and sub-themes of the conference, are cordially invited for presentation at the conference.

Conference Proceedings

All submitted papers will be reviewed by competent and conference proceedings bearing ISBN : 978-81-928786-5-2 will be published.

1. E-Commerce

- a. E- Business
- b. E-Agriculture
- c. E-Government
- d. Digital Banking

3. Information Technology

- a. Cloud Computing
- b. Embedded System
- c. Security in e-commerce and m- commerce
- d. Mobile Payment Systems

5. Finance

- a. Growth of Capital Markets
- b. Global Derivative Markets
- c. Portfolio Analysis
- d. Opportunities in Insurance Sector

2. Marketing

- a. Online Marketing and Communication
- b. Consumer Behaviour and Mobile Social Media
- c. Digital Marketing
- d. Mystery Shopping

4. Human Resource Management

- a. Transformational Leadership
- b. Transparency in companies HR policies and Procedures
- c. Employee Grievance Redressal
- d. Spirituality at Workplace

6. General Management

- a. Corporate Governance
- b. Ethical Leadership
- c. Promotion of Entrepreneurship
- d. Logistics and Supply Chain Management

Author Guidelines

- Each paper should be limited to 2000 words, (6 pages) including tables, references, analysis and results.
- Abstract of 250 words must be included.
- Paper should be in MSWORD form in "Times New Roman" font size 12 & title font size 14.
- The paper should be in word file with 1 inch margin on left/top/bottom and ½ inch in right.
- Cover page will not be considered as part of the paper.
- The title page must contain Title, Author's Name, Institute's Name, E-mail ID & contact number. These details should not be mentioned on other pages.
- References should be given at the end of the paper in APA format only.
- Authors should submit duly filled in the copy right form.
- The paper must be submitted in the form of soft copy and sent at **email-ID : conf2016@jmpcoc.org**

Sanskardham Kelavani Mandal's
**JASHBHAI MAGANBHAI PATEL
COLLEGE OF COMMERCE**

Reaccredited by NAAC: Grade-B, CGPA 2.79

off M. G. Road, Near Azad Maidan, Goregaon (West), Mumbai – 400 090.
Tel : 022 - 2873 7858, Website : www.jmpcollege.org, Email : jmpcollege@gmail.com

REGISTRATION FORM

NATIONAL LEVEL CONFERENCE 2016

**“MILLENNIUM: HONOURING THE PAST, TREASURING THE PRESENT
AND SHAPING THE FUTURE”**

Date: Saturday 13th February, 2016, Time: 9.00 a.m. to 5.00 p.m.

NAME (in block letters) to appear on Certificate	
Designation	
Name of the College	
Postal Address	
Mobile / Phone No.	
Email ID	
Delegate fee paid by Cash / DD	
DD No.	Name of the bank

The Demand Draft should be drawn in favor of, "PRINCIPAL,
J.M. PATEL COLLEGE OF COMMERCE, payable at Mumbai

Date : _____ Signature of the participant _____

Seal & Signature of the Principal

This form can also be downloaded from college website-www.jmpcollege.org
Registration may be send on email : conf2016@jmpcoc.org.