

## Registration Fees

Academicians and Corporate Delegates	: Rs. 1000.
Research Scholars (Including fees for publication)	: Rs. 800.
Students (Does not include publication fees)	: Rs. 300.

Note: Delegates are advised to make their own travel and accommodation arrangements

## Organizing Team

<i>Chief Patron</i> <b>Sri. CA. A. Raghavendra Rao</b> President A.Shama Rao Foundation Mangaluru	<i>Patron</i> <b>Dr. A. Srinivas Rao</b> Vice President A.Shama Rao Foundation Mangaluru	<i>Patron</i> <b>Smt. Mitra S. Rao</b> Secretary A.Shama Rao Foundation Mangaluru.
<i>Conference Chairperson</i> <b>Dr. P. S. Aithal</b> Principal	<i>Conference Convener</i> <b>Prof Amith D. Menezes</b>	

## Organizing Committee

Dr. Shailashri V. T. Associate Professor	Dr. Prasanna Kumar. Associate Professor	Prof. Keerthanraj Assistant Professor
Prof. Anumesh Kariappa Assistant Professor	Prof. Varun Shenoy Assistant Professor	Prof. Sagar Srinivas Assistant Professor
Prof. Sreepathy Rangabhatta Assistant Professor		

**All communications should be addressed to**

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One Day National Conference on

# Advances in Management, IT, Education, Social Sciences



# MANEGMA- 2019

## 13 April 2019

Organized by  
**College of Management and Commerce**  
**Srinivas University**

City Campus - Pandeshwar, Mangaluru – 575001  
Karnataka State, India

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## About Us

Srinivas University, Mangalore, is a Private Research University in Mangalore, Karnataka, India established in 2013 by Karnataka State Act. Srinivas University is the flagship of 18 Srinivas Group of Institutions started by A. Shama Rao Foundation, Mangalore, India, a private Charitable Trust founded in 1988 by an Eminent Chartered Accountant A. Raghavendra Rao. A. Shama Rao Foundation has started many professional colleges in Mangalore which include Srinivas Institute of Medical Sciences and Research Center, Srinivas Institute of Dental Sciences, Srinivas Institute of Technology, Srinivas College of Pharmacy, Srinivas Institute of Nursing Sciences, A Shama Rao Nursing School, Srinivas Integrated Campus, Srinivas College of Hotel Management, Vijayalakshmi Institute of Hospitality Sciences, Srinivas First Grade College, Srinivas School of Engineering, Srinivas Institute of Management Studies, Srinivas College of Physiotherapy, Srinivas School of Business, Srinivas School of Management, Srinivas College of Education, Srinivas Institute of Social Work.

## About the Conference

MANEGMA series of conferences organised by Srinivas University is a premier multidisciplinary conference that addresses contemporary developments in the field of Business Management, Social Sciences Informational Technology, Computer Science, and other related disciplines of academic study and research. MANEGMA 2019 is the 16<sup>th</sup> National Conference in MANEGMA series of Conferences and will address on Advances in Management, IT, Education and Social Sciences

## Call for Papers

MANEGMA 2019 seeks to provide a platform to address and deliberate on various issues and concerns in the fields of Management, Information Technology, Computer Sciences, and Social Sciences. We invite Research papers, Case Studies and Articles from various fields of Management, Information Technology, Computer sciences, and Social Sciences that address the theme of the conference.

CONFERENCE THEME: Advances in Management, IT, Education &  
Social Sciences

Conference TRACKS:

TRACK 1: MANAGEMENT

TRACK 2: IT AND COMMUNICATION

TRACK 3: GENERAL STUDIES AND SOCIAL SCIENCE

TRACK 4: STUDENT PRESENTATIONS

## Target Audience

This conference is mainly intended for faculty members, Students and research scholars in Management, Commerce, Computer Science, Social Work, Sociology, economics and other Social Sciences. The executives, consultants, policy makers and other professionals are also invited for their participation of their views/ research findings on the theme.

## Guidelines for Paper Submission

Original unpublished manuscripts, relevant to the conference theme, are invited on the theme of the conference from academicians, researchers, students and practitioners. Abstract should be in about 300 words including 5-6 keywords. Full paper should be in MS Word, Times New Roman 12 point, with 1.5 line spacing fully justified and should not exceed 4500 words. The front page of the paper should provide details of author's name, affiliation, organization, email address and telephone number. All tables and figures should be numbered and should appear in the corresponding text with captions. Source should be explicitly mentioned at the bottom of the table/figure. Kindly avoid using footnotes. APA Citation style must be followed for references. All correspondence will be addressed to the first author only.

Full paper should be submitted electronically to- [mailmanegma@gmail.com](mailto:mailmanegma@gmail.com)

For further details visit [srinivasuniversity.edu.in/conferences-2018](http://srinivasuniversity.edu.in/conferences-2018) and look for Conferences and Workshops under Srinivas University.

## Publication Opportunity

All papers will be published in conference proceedings with ISBN No.: and also selected papers will be published in peer reviewed journal with ISSN Number.

## Important Dates

Last Date for submission of full paper : 6<sup>th</sup> April, 2019  
Intimation of paper Acceptance Last : 8<sup>th</sup> April, 2019  
Conference Date : 13<sup>th</sup> April, 2019

*We encourage the researchers to submit the papers early to facilitate the review process and publication.*

*Authors are kindly requested to specify clearly the track under which their peer should be listed.*