



NEW HORIZON COLLEGE

The Trust is a Recipient of Prestigious Rajyotsava State Award 2012 Conferred by
The Government of Karnataka

Ring Road, Near Marathalli, Bangalore- 560103.

ONE DAY STATE LEVEL CONFERENCE ON

T O R C H

(Trends, Opportunities, Risks, Challenges, Hopes)

TO DISCOVER NEW BIZ INDIA- PRACTICES & PROSPECTS

10th APRIL 2015

Organised by
New Horizon College

Venue:
Chanakya Seminar Hall,
Shaheed Hemu Kalani Block
New Horizon College
Outer Ring Road, Marathalli

About NHEI

NEW HORIZON EDUCATIONAL INSTITUTIONS (NHEI) established in 1970, is one of the premier educational institutions located in Bangalore, the IT capital of India with eight high performing institutions under its banner. NHEI has an imposing history of imparting holistic education and constantly striving towards the fulfillment of its motto *In Pursuit of Excellence*. Dedicated towards creditable performance, committed training, honing of skills, manifestations of talents, nurturing of character and development of a holistic personality, it has left an indomitable mark in the history of education.

About NHC-M

NEW HORIZON COLLEGE (NHC), Marathahalli Campus affiliated to Bangalore University, Karnataka under the banner of NHEI is devoted towards providing excellent education and over all grooming to aspiring leaders in the field of management studies. Its mission is to create world class professionals, competent in both national and international platforms. The college offers Bachelor of Business Administration (BBA), Bachelor of Commerce (B.Com) and Bachelor of Computer Applications (BCA).

ABOUT THE CONFERENCE

Business in India is getting finely tuned with the business in the west as well as the magnificent counterparts which exist across the globe. In such a heightened state, where Indian market has opened all its corridors to foreign investors and is striving to be at par with its various counterparts of the globe, it becomes essential to examine and re-assess the ***Trends, Opportunities, Risks, Challenges and Hopes (TORCH)*** involved in business to perk up the current practices and construct prospective and prosperous ways to reinforce its pedigree for an upliftment of the country's economy. India's economy is subject to inconceivable and unplumbed risks. Challenges crop up every hour. Simultaneous requirement of new measures as well as supportive methods to save the existing one has become the need of the hour.

OBJECTIVES OF THE CONFERENCE

- TORCH aims to focus on such ways and methods to safeguard the legacy of “Biz India” highlighting the fact that India has to provide a platform of exchange for innovative trends and accept the challenges and risks involved in it.
- The conference looks forward to provide a platform of exchange to innovative ideas and their successful implementation both in the market as well as in academics to create more goal oriented individuals.

- The presentations are expected to materialise the concepts of business in a manner that would benefit the economy at large.
- To foster the development of a scholarly and research based approach towards the new trends, opportunities, risks and challenges of new business India.

THEME OF THE CONFERENCE

THE **TORCH** TO DISCOVER NEW BIZ INDIA: PRACTICES & PROSPECTS

SUGGESTED TOPICS

1. Financial Inclusion
2. Behavioural Finance
3. Relationship Marketing
4. Social Media Marketing
5. Cloud computing
6. Green Marketing.
7. Competency Mapping.

Trends and opportunities grow every moment with respect to the *challenges and risks* and can never be restricted to a few; therefore, we encourage papers **relevant to the theme even though they do not fall under any of the specific sub categories** mentioned above.

Selected Research Papers will be published in a multidisciplinary Journal with **ISSN. Best Paper Award** will be announced on the day of the conference

PARTICIPANTS

- Academicians/Research Scholars
- General/Industry Professional
- Students(final year-UG/PG)

PAPER SUBMISSION GUIDELINES

- Papers must be send to eventsnhc@gmail.com
- Times New Roman, Font Size 12, Heading 14, 1.25 Spacing
- Abstract should be of minimum 200-250 words excluding a minimum of 5 key words.
- The maximum length of the paper should be 8 A4 sheets.
- Authors/co-authors name, email ID, address and phone number should be given below the title of the paper.
- APA format must be followed.

DATES

Abstract Submission:	MARCH 16 th , 2015
Full Paper Submission:	MARCH 28 th , 2015
Last Date of Payment:	MARCH 30 th , 2015
Intimation regarding Accommodation:	APRIL 4 th , 2015

REGISTRATION FEES

Students(final year UG/PG)	Rs. 250.00
Academicians/Research Scholars	Rs. 750.00
Industry Professional/General	Rs. 1000.00
*Participation fee (without presenting)	Rs. 300.00

(Participants who are interested in **only participating** should let us know by **April 4th, 2015.**)

*Co-authors should register separately

*The payment for participation alone may be done **in cash** once the participants reach the venue.

Registration Fees include the conference kit/Lunch/Tea/Snacks and publication.

Fees can be paid by DD in favour of **The PRINCIPAL, NEW HORIZON COLLEGE** payable at **Bangalore.**

Chief Patrons

Dr. Mohan Manghnani
Chairman, NHEI

Smt. Renuka Manghnani
Executive Director,NHEI

Patrons

Dr. R.Bodhisatvan - Principal, NHC
Ms. Prasanna Prakash - HOD, NHC
Dr. K. Purushothaman - Co-ordinator, MBA

Core Committee

Ms. Padma Nandan (Conference Co-ordinator)
Mr. Arun Raghu Babu
Ms. Greeshma Francis
Ms. Sowmya. J
Ms. Shilpa Joshi

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