

Synthesize: An Interdisciplinary Conference on Management and Social Sciences, seeks to widen the understanding on research and to address the challenges facing industries, while strengthening the research capacity of the scholars. This conference is intended for faculty members in liberal sciences, who intend to conduct research using technology and its applications.

Quite frequently people talk of research both in academic institutions as well as in the industry. The need for innovation and the surge of demand for the same is a major push factor for the initiation of research studies, but very often little attention is paid to several important and intricate dimensions relating to research. The significance of research lies in quality, so researchers have to be diligent in adhering to the appropriate methodology in view of developing and improving the quality of their research. Research in the field of liberal sciences is fast advancing given the fact that the industry is relatively young. But in spite of this, the liberal sciences segment is growing in leap and bounds.

The research conference will bring together research communities and leading experts to develop a deeper understanding in the spectrum of research, and will redefine the changing paradigm of academia in building a sound community. The conference will also focus on the qualitative and quantitative approaches in research using an interdisciplinary approach, working towards helping scholars, graduates, students and professionals to learn more about the current developments in various areas of research methods and techniques, relevant to the liberal sciences sectors. This year the conference will have a mix of academicians, industry practitioners and other professionals who will discuss the various dimensions of liberal sciences.



Christ University, School of Business Studies and Social Sciences, Bannerghatta Road Campus is a unique body of interdisciplinary academic pursuit deeply rooted in the vision statement of Christ University, *Excellence and Service* with a focus to enable students to branch out into the realms of different disciplines to receive blended learning by primarily concentrating on the roots of the main discipline under study. In accordance with this, the School of Business Studies and Social Sciences is organizing a two day National Conference on "Synthesize: An Interdisciplinary Conference on Management and Social Sciences" on March 10 and 11, 2017.

The conference intends to uncover research that is vital for the success of liberal science endeavors. Not only will the research studies be able to lay the foundation for program development and policies within the preview of the various disciplines under discussion, but the interdisciplinary nature of the research studies presented in the conference will allow for synthesis of ideas and the synthesis of characteristics from the varied disciplines, thus keeping the doors open to diverse career paths in liberal science research.

The conference will lend the knowledge and the vocabulary to understand other disciplines, and at the same time will also help to develop important, transferable skills. These skills, such as critical thinking, communication and analysis will be important and will continuously aid in developing research methodologies in future research initiatives. The conference sincerely hopes to develop a learning system of thought that will enable and encourage research students to build their own interdisciplinary pathway in the years to come. This approach is sure to foster a love of learning, ignite a spark of enthusiasm and address learning differences across disciplines.

School of Business Studies & Social Sciences



Synthesize: An Interdisciplinary Conference on Management & Social Sciences

March 10 & 11, 2017
www.christuniversity.in/nc2017

National Conference
2017

TOPICS FOR DISCUSSION

HR AND PSYCHOLOGY

Humanizing and HRM
Psychology in Organizational Excellence
Organizational Cognition
HR Analytics

FINANCE AND ECONOMICS

Behavioral Finance
Financial Inclusion & Economic Development
Financial Analytics including Cloud Accounting
Qualitative Modelling in Financial Markets

TOURISM AND HOSPITALITY

Sustainable Tourism Development
Destination Management
Hospitality & Business
Technology & Tourism

STRATEGIC MANAGEMENT

Service & Product Management
Enterprise Management & Tactics
Behavioural Theory and Strategy between Enterprises
Strategies in an uncertain world

MARKETING

Co-creation and Digital marketing
Behavioral Marketing
Relationship Marketing
Marketing Analytics

LITERATURE

Literature and Culture
Post Modernism
Discourse Analysis
Digital Humanities

MEDIA

Media and Visual Literacy
Citizen Journalism and Social Media
Digital Film making & Transformation in the Film Industry
Reality Television & it's audience

HISTORY AND POLITICAL SCIENCE

Intersection of Caste and Gender
Gender and Caste
Politics of Patriarchy
Deconstructing Power

Guidelines for Paper Submission and Participation

- Fees for Academicians/Researchers: INR 1500
- Fee for Students/Research Scholars: INR 500
- Fee for Industry researchers: INR 2000
- Fee with accomodation: INR 3000
- Delegate fee should be sent in the form of a DD favoring Christ University, Bengaluru, Payable at Bengaluru
- Last date of sending the abstract is January 25, 2017
- Last date of sending DD and the full papers is March 6, 2017
- Paper submitted to the conference must not have been presented previously in any other conference, seminar, etc
- Papers must be original and unpublished, and the length of the full paper should be about 3000 words abstract of 300 words. The write-up should be of 12 font size. Times New Roman font on MS Word with 2 line spacing. Tables, illustrations, charts, figures, etc. Should be serially numbered and duly acknowledged.
- Source of data needs to be provided below respective tables. Only those references that are actually utilized should be included in the reference list, and it should be alphabetically arranged.
- Specify the sub-theme for which your paper is intended.
- Papers submitted are subjected to blind review. Hence, authors are requested to furnish the author's name, address, etc. and the title should be specified on the cover page. The title of the paper should appear at the top of the first page followed by the abstract and the text of the paper. The authors of the paper that are cleared by the reviewers will be intimated separately.
- The soft copy of the paper in the above mentioned format should be e-mailed to synthesize.conference@christuniversity.in
- Selected papers will be published in the academic journal of Christ University.



CHRIST
UNIVERSITY
BENGALURU, INDIA

Declared as Deemed to be University under Section 3 of UGC Act 1956

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National Conference
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For further details please contact

Dr Sunita Kumar Conference Co-ordinator Assistant Professor
Dr Bindi Varghese Conference Co-ordinator Associate Professor
Dr Jyothi Kumar Conference Convener Associate Dean

School of Business Studies & Social Sciences
E-Mail: synthesize.conference@christuniversity.in
Call: +91-94489-74661, +91-903516-1133, +91-80-46551353
Fax: +91-80-40129000