

AVANT-GARDE 2014



Seshadripuram Educational Trust
SESHADRIPURAM FIRST GRADE COLLEGE

Yelahanka New Town, Bangalore - 560 064

In association with

**Bangalore University Teachers' Council of
Commerce and Management**

presents

INTERNATIONAL CONFERENCE

on

Global Paradigm Shifts

in

Management, Information & Communication Technology (ICT)
English Language Teaching (ELT) and Higher Education (HE)

19th March 2014

SESHADRIPURAM EDUCATIONAL TRUST



SET made a humble beginning in 1930 in its journey of higher education to empower every individual with knowledge and selfconfidence. It represents a cluster of 26 vibrant educational establishments providing quality education at affordable cost to students from all strata of society.

SESHADRIPURAM FIRST GRADE COLLEGE



SFGC, a premier educational institution founded in 1992, is an academic fraternity of individuals dedicated to the motto of commitment to excellence. We strive to reach perfection through our earnest academic pursuit for excellence. The college offers undergraduate courses in Arts, Science, Commerce and Management and a postgraduate course in Management (MBA).



AVANT-GARDE / ಅವಃ ಗಾರ್ / ಆಂವಾ ಗಾ / ævɑ̃ɡɑː /

'AVANT-GARDE': This French expression means, literally, advance guard/vanguard/fore guard/an advance group in any field; the people and ideas that are ahead of their time, innovative, experimental and fresh. *AVANT-GARDE* which began as a movement in the cultural realm morphed gradually as the hallmark of modernism, epitomizing ideas, styles, and methods that are very original, pushing disciplinary boundaries, innovating and applying new concepts and techniques beyond the mainstream status quo.

About the Conference

A paradigm is defined as an overriding viewpoint that shapes ideas and actions in a particular field. A paradigm shift is a radical change of paradigm, a significant departure from an accepted point of view, a metamorphosis. The third millennium is witnessing frantically accelerated paradigm shifts in every discipline. *Avant-Garde 2014* sets out to explore the new gestalt in four major areas – Management, Information and Communication Technology (ICT), English Language Teaching (ELT) and Higher Education (HE) - where new perspectives are deconstructing old orthodoxies. At *Avant-Garde 2014*, we will be asking: What constitutes these paradigm shifts? What are their ramifications? We will map the new territories, explore the fields, gauge the shifts, critique old paradigms and interrogate new assumptions. Boundaries are breaking down, barriers are vanishing, and aspirations are running high. Can the paradigm shifts meet the new challenges?

It is against this backdrop that we invite Academics, Professionals, Researchers and Students to present, share, debate and discuss their take on the paradigm shifts in the conference themes, at *Avant-Garde 2014*.

Themes and Sub-themes

Theme 1: Management

Sub-theme 1. Human Resource

- Compensation Linked to Competence
- Cross-Cultural Management
- Reverse Mentoring: An Innovation in Workforce Management
- Innovations in Employee Engagement

Sub-theme 2. Marketing

- Child Consumer as a Market Segment
- Customer Engagement through Innovative Social Media
- Brand Transition
- Bottom of the Pyramid: A Neglected Indian Market Segment/Harnessing the Bottom of the Pyramid Segment in India
- Marketing Ethics for Emerging and Growing Industries
- Relevance of Ethical Global Marketing

Sub-theme 3. Accounting and Finance

- Cross-Border Accounting Systems
- International Financial Governance
- Policy Regime Changes in International Financial Framework and Investment Flows
- Current Account Deficit : Corrective Measures and Strategies
- Inclusive Growth through Venture Capital
- Green / Environmental Auditing

Sub-theme 4. Entrepreneurship

- Entrepreneurship and Value-Chain Creation
- Born-Global Entities
- Innovative Financial Solutions for Startups
- Life Cycle of Entrepreneurial Venture

Theme 2: Information and Communication Technology (ICT)

- Human Computer Interaction
- Security and Cryptography on WWW.
- Mobile Applications in Business
- High Performance Knowledge bases and Big Data Analytics
- Health Informatics
- Software Metrics and Models
- Open Source Technology

Theme 3: English Language Teaching(ELT)

Sub-themes:

- Computer Assisted Language Learning (CALL)
- Technology in Teaching English as L2
- Technology in Multi-lingual Classroom
- Technology for Teacher Development

Theme 4: Higher Education(HE)

Sub-themes:

- Emotional Intelligence among Teaching Fraternity
- Entrepreneurship Education and its influence on Career Intention of Students
- HE: Global Standards v/s Local Dimensions
- Autonomy in Higher Education
- Global Strategic Alliances in HE

Theme 5: Students' Track

- On Above mentioned themes

GUIDELINES FOR SUBMISSION

A. ABSTRACTS:

- Submit an abstract of your paper in not more than 300 words.
- Last date for submission of abstract: 20.02.2014
- Email your abstract to: avantgarde2014@sfgc.ac.in

B. FULL PAPERS:

- Papers for presentation must be original and unpublished.
- Mention the relevant theme and sub-theme of the paper.
- Last date for submission of full papers along with a passport size photo of the author: 05.03.2014
- Email papers to: avantgarde2014@sfgc.ac.in

C. POSTER PRESENTATIONS:

- Papers in Poster Format are welcome.
- Posters must be typed (not pasted from any other format) on MS-WORD.
- Font style: TIMES NEW ROMAN
- Font size: 18 for Body of Text and 22 for Headings.
- Maximum number of Posters allowed for a presenter: 5 (A3 SIZE).
- Last date for submission of Posters: 05.03.2014
- Email Posters to: avantgarde2014@sfgc.ac.in

PARTICIPATION FEE:

➤ CORPORATES:	₹ 3000/-	➤ STUDENTS:	₹ 500/-
➤ ACADEMICS/RESEARCH SCHOLARS:	₹ 1000/-	➤ FOREIGN DELEGATES:	\$100/-
		➤ POSTER PRESENTATION:	₹ 250/-

- Fee includes cost of Conference Kit, Lunch and a copy of publication with ISBN number.
- Registration fee can be paid in cash or by Demand Draft (DD) favoring “Seshadripuram First Grade College” and payable at **Bangalore**.

REGISTRATION FORM

Download the registration form from the Conference website &
Email registration to: avantgarde2014@sfgc.ac.in or www.sfgc.ac.in/avantgarde

Papers received on or before 05-03-2014 will be peer reviewed, edited and considered for publication with ISBN number.



Dr. C. Rangarajan

Chairman, Economic Advisory Council to the Prime Minister, and formerly Governor, Reserve Bank of India, will inaugurate the Conference and deliver the Keynote Address.

Dr. (Smt.) Haripriya Rangarajan

will inaugurate the Poster Presentation.

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