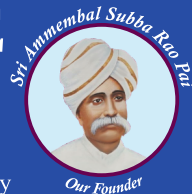




# CANARA COLLEGE

Mahatma Gandhi Road, Kodialbail  
Mangaluru – 575 003, DK District, Karnataka  
Tel : 0824-2492366 | Web : [www.canaracollege.com](http://www.canaracollege.com)

Managed by Canara High School Association, Mangaluru  
Re-accredited by NAAC and Affiliated to Mangalore University



*Educating for Righteous Life*

## *Sankalp 2019*

*“A Call to Reawakening”*

*One Day National Conclave  
on*

*“Rejuvenating Vision to transform  
Indian Management Education in the Global Context”*

*Organized by  
The Department of Business Administration*



*In association with  
Mangalore Management Association ® (MMA)  
&*

*Forum of Business Management Teachers ® (FOBMAT)*



*On  
Monday, 25<sup>th</sup> February 2019*

*Venue  
Smt. Ratna S. Shenoy  
Memorial Seminar Hall  
Canara College, Mangaluru.*



*“Share your dream to envision your vision.  
Participate, Pledge and Plant the seed of your Sankalp!”*

## *Greetings and Welcome*

With immense pleasure, the Department of Business Administration of Canara College, Mangaluru., in association with MMA ® and FOBMAT ®, cordially invites you to participate in one day National Conclave on **“Rejuvenating Vision to transform Indian Management Education in the Global Context”**, scheduled to be held in our College Seminar Hall on Monday, 25<sup>th</sup> February 2019. Looking forward for your presence and participation.

## *Profile of the Institute*

Canara College with its noble vision to prepare educationally empowered and culturally vibrant students; is a prestigious institute for higher learning, well acclaimed to have its deep rooted existence since 1973 with its moral ideals, rich core values and fusion of cultural ethos. It has a glorious history and legacy in the field of imparting value-based, character building education to its aspirants. True to its philosophy of commitment towards offering quality education at affordable cost, it is located centrally in the coastal educational hub of Mangaluru city. The institution is a Konkani Linguistic Minority Institution, pioneered by a great visionary and philanthropist our revered founder Late Sri Ammembal Subba Rao Pai.

It offers undergraduate programs in Commerce, Science, Computer Application and Business Administration and a post graduate program in Commerce.

## *Profile of the Partnering Associates*

**Mangalore Management Association ® (MMA)** was instituted in 1979 by founder President Late Sri K. N. Basri, the then Chairman of Karnataka Bank Ltd. Since then MMA has taken long strides over the decades, to become a major propelling power in the field of management. It is an exclusive association of practising and teaching professionals of management education. It is affiliated to All India Management Association (AIMA), New Delhi., which is the national apex body of the management profession in the country. MMA organizes regular lecture meetings, workshops and training programmes for the benefit of its members and public at large. Besides this, every year MMA confers “Best Manager Award” to its recipients in recognition of their notable contributions in the undivided South Kanara.

**Forum of Business Management Teachers ® (FOBMAT)** was registered in 2011, is a professional association of Business Management academicians affiliated under the jurisdiction of Mangalore University. It was incepted to instill leadership, develop professional learning programs and above all safeguard the interests of Business Management educators. The strenuous effort of FOBMAT in restructuring the curriculum of Business Management / Administration for enhancing the managerial skills and core competencies of future business leaders is praiseworthy. It strives to strengthen teaching community through networking events and establishing industry-academic linkages.



*“Dream and dream until your vision transform into an action!”*

## About Sankalp 2019

“Sankalp” is a call to reawakening of intellect with a fine blend of heartfelt intense desire, affirmed with willful commitment to resolve and explore prolific ideas by reminding us the power to reset, rethink and redefine our goals to go beyond milestones. So is “Sankalp” which calls upon its distinct stakeholders to converge, share their vision, initiate apt actions and thereby equip with eagerness, willingness and preparedness to respond towards giant transformation.

## Preamble and Overview of Conclave Theme

Management education is more than a buzzword in today’s context. With proper management any country, organization and entrepreneurial ventures can be run successfully. We are now passing through the exciting times of the Fourth Industry Revolution that is sweeping the world. The Nation being in a transition stage is witnessing an unprecedented change that can perhaps be compared to the 1991 reforms. The global businesses and competitive world today needs administrators, managers and leaders who think and act differently from their 20<sup>th</sup> century peers.

Management education today in the complex and challenging threshold of 21<sup>st</sup> century in particular has been the most sought after prestigious post graduate program due to its rewarding career, promising opportunities and handsome scope to explore and excel.

Business practices over the world are rapidly undergoing metamorphosis and so does it timely demand our management education too. Therefore, the right time has come to rethink, reimagine, redefine, reinvent and redevelop a vision, heralding a new era in Indian management education and thus proudly re-emerge as global destination for management education, making India a “Vishwaguru”.

## Objectives of the Conclave

“Sankalp 2019” is a determined effort aiming to offer a premier platform for the fellow stakeholders in management education to exchange novel ideas, share their valuable experiences, present recent advancements with research results and discuss hands-on challenges encountered with solutions to be adopted thereon. It also elicits to foresee, explore and analyze the possible prospects leaping forward by envisioning and rejuvenating vision to transform Indian management education and put it on new trajectory in the global scenario.

The proposed theme also endeavors to acknowledge the giant luminaries, galaxies of intellectuals, thinkers, and Management Gurus for their remarkable contributions in the arena of management education globally.



*“Where there is no strategic vision, there is no hope!”*



### *Critical thinking and time to transform*

We cannot look at the future through the eyes of past, not even through the eyes of present, but need to look at the future by having a realistic dream of what future will be, and those who realize such dream will excel. The real successful managers and global leaders of the next century will be characterized not by how they can acquire mere knowledge, but by how they apply the most relevant knowledge and thus differentiate it from the masses of outdated ones. The challenges and issues encountered by B-Schools in India are not different from global B-Schools. Such shortcomings need to be understood and tackled at a faster pace than other countries, as India is poised to become the world's youngest country accounting for relatively greater share in the world's workforce.

These bubbling issues ponder over how to bring about significant changes in Indian management education so as to streamline with the global standards and relevance.

### *Key Areas to Explore*

The Conclave seeks to explore the theme through a holistic approach. The framework of Conclave theme includes the following sub-themes from different perspectives.

- ◆ Indian Management Education : Past, Present and Future
- ◆ Moving towards Global scenario : Booming scope of Management Education
- ◆ Management Education : Educating future managers in the modern era
- ◆ Global context, Indian perspective of Management Education
- ◆ Impact of Globalization on Management Education
- ◆ Shaping the Future : Sustainability and Value creation in Management Education
- ◆ Good Governance and Regulatory Framework in Management Education
- ◆ Transforming Indian Management Education for the next generation
- ◆ Changing role of Management Education in building Nation's core competencies
- ◆ Management Education : Issues, Challenges, Prospects and Recent trends
- ◆ Industry 4.0 : Future of work and desired competencies from Management graduates
- ◆ Effective Industry-Institute-Interface and Engagement
- ◆ Research in Management Education : New trends and experiences
- ◆ Faculty Development : Foster talent to develop talent
- ◆ Curriculum Development : Responding to Industry and Student expectations
- ◆ Fostering creativity and innovation : Pedagogy for developing job competencies
- ◆ Nurturing young Leaders : Strategies for enhancing the value of Indian MBA
- ◆ Survival of the fittest : Accreditation and Quality in Management Education
- ◆ Churning out the Gems : Roadblocks in addressing Employability Gaps
- ◆ Essence of Values, Ethics and Ethos : Its relevance in Management Education
- ◆ Global Alliances and Collaborations : Opportunities and Challenges for Indian B-Schools
- ◆ Role of B-Schools in making future Business leaders, Management professionals and budding Entrepreneurs
- ◆ Digitalization in Executive Education : Paradigm shift in Teaching, Learning and Evaluation process
- ◆ PPPP- People, Public, Private Partnership Model & Stakeholder's role in Management Education
- ◆ Management Education Crisis : Is BBA / MBA degree losing its sheen?



*"Dreams are the seedlings of realities; and to make it a reality, you must have the willingness, eagerness and preparedness to strive for it!"*



### *Think Tank : Call for Research Proposals*

Your contribution in the Conclave towards envisioning a rejuvenated vision to transform Indian Management Education matters! “Sankalp 2019” invites and provides an opportunity to the fellow stakeholders in Management education to formally put down their research findings systematically in black and white. Contributing apt research proposal covering new programs, innovative strategies and trailblazing ideas to meet the future of global management education is solicited. Original, qualitative, unpublished contributions in the form of Proposals on the above mentioned tracks are invited from the Academicians, Research Scholars, Practitioners as well as the Students. The stated list is indicative and not exhaustive.

### *Guidelines for Abstract and full Proposal Submission*

Abstract	Not exceeding 300 words
Full Proposal	Not exceeding 3000 words
Key words	Not exceeding 5 words
Format and Pattern	MS Word, A4 Size Paper, Font Style Times New Roman, Font Size 12, 1.5 Line Spacing, 1 inch margin on all sides, Page numbers inserted.
Cover / Title Page Details	Title of the Proposal, Contributor's name(s), Designation, Affiliation(s), Full Postal Address, E-mail ID, Contact Number(s).
Authentication and validation of the Originality of the Work	A 'Declaration Certificate' stating that it is the original work, and the Proposal has neither been published / presented nor sent for publication anywhere else is to be enclosed.
Referencing / Bibliography	APA style of referencing sorted alphabetically at the end as prescribed by American Psychological Association. ( <a href="http://www.apa.style.org">http://www.apa.style.org</a> )
Online Submission	Soft copy of the abstract and full Proposal must be mailed to <b>cansankalp@gmail.com</b>
Review Process and Intimation	The Conclave Committee on scrutiny and review of these Proposals will intimate the Contributor(s) about its acceptance and the selected ones will be considered for Publications.

### *Conclave Publications*

The knowledge and ideas shared during the Conclave will be disseminated to the wider community of academics and practitioners through publication of Conclave proceedings in the publication titled “Sankalp 2019”, published by the organizers.



*“Having sight but no vision is no worse than being blind!”*

### *Proposal Contest and Award*

The Conclave committee will select the Best Research Proposal in two categories i.e., Non-Student and Student Research Proposal. These contributor(s) of outstanding proposal will be honored and awarded in the Valedictory Ceremony.

### *Best Practices and Initiatives Contest*

Innovate, Inspire, and Impact... Sankalp 2019 appeals the B-Schools to nominate their successful initiatives and best practices initiated at their institutes to offer better teaching learning experiences. The nomination is to be made with appropriate documentation supporting your initiative(s). The best initiative(s) of the winning institute will be shared in the Conclave and recognized by conferring the award. The last date to forward your nomination is **18<sup>th</sup> February 2019**.

### *Key Timelines at Glance*

<i>Particulars</i>	<i>Dates</i>
Last date for submitting Abstract and full Proposal	11/02/2019
Intimation of acceptance of Abstract and full Proposal	13/02/2019
Last date for Early Bird Registration***	15/02/2019
Last date to forward nominations for Best Practices and Initiatives Contest	18/02/2019
<b>Sankalp 2019 : Conclave date</b>	<b>25/02/2019</b>

### *Conclave Schedule*

<i>Time</i>	<i>Particulars of the Programme</i>
08:30 – 09:30 AM	Registration and Refreshments
09:30 – 10:45 AM	Inauguration and Key Note Address
10:45 – 11:00 AM	Networking Tea
11:00 – 12:00 Noon	Plenary Session I
12:00 – 01:00 PM	Plenary Session II
01:00 – 02:00 PM	Networking Lunch
02:00 – 03:00 PM	Plenary Session III
03:00 – 04:15 PM	Panel Discussion
04:15 – 04:30 PM	Networking High Tea
04:30 – 05:30 PM	Valedictory & Certificate Distribution



*“Having the vision is the ability to see the invisible;  
if you can see the invisible, you can achieve the impossible!”*

### *Who should attend Sankalp 2019 and Why?*

“Sankalp 2019” extends a warm welcome to its participating delegates with a hope of offering them with a feast of knowledge, a professionally elevating experience of thinking the unthinkable; thus making their participation worthwhile and a memorable event for us. The participating category of delegates may include the following :

- Academicians
- Administrators
- Management Thinkers
- Management Consultants
- Government Representatives
- Research Scholars
- Potential Policy Makers
- Professionals
- Entrepreneurs
- Potential aspirants of Management education
- Students
- Educationists
- Practitioners
- Industrialists

### *Registration Fees*

<i>Delegate Category</i>	<i>Fees (₹)</i>	<i>Early Bird Fees (₹)***</i>
Student Delegates	300	200
Research Scholars	500	400
Academicians / Faculty	600	500
Entrepreneurs / Business Executives / Corporate / Government / Professionals / Others	1000	750

### *Important Note*

- In case of jointly contributed Proposal, registration by the joint contributor(s) is mandatory.
- Confirm your participation in advance and avail the exclusive benefit of Early Bird Registration Scheme.\*\*\*
- Delegate Fees may be remitted by following ways :
  1. Cash remittance in person at the College Office.
  2. Demand Draft may be drawn in favour of “The Principal, Canara College, Mangaluru”, payable at Mangaluru.
  3. Electronic Fund Transfer (EFT) using the **Account Number : 2858101004129**, Canara Bank, Mangaluru., **IFSC Code : CNRB0002858**.

Scanned copy of the Registration Form in the prescribed form (i.e., enclosed) along with Bank Challan may be mailed to Conference E-mail ID.



*“Have a vision that enables survival of the fittest,  
lesson from the best and aspires you to be the ultimate!”*



## Co-ordination Committee

**Conclave Patrons :** **Sri C A S. S. Kamath**  
President, CHS Association, Mangaluru.

**Sri M. Annappa Pai**  
Vice-President, CHS Association, Mangaluru.

**Sri M. Ranganath Bhat**  
Hon. Secretary, CHS Association, Mangaluru.

**Sri Maroor Sudhir Pai**  
Correspondent, Canara College Mangaluru.

**Conclave Chair : Dr. K. V. Malini**  
Principal, Canara College, Mangaluru.

**Conclave Advisors : Mr. Marcel Monteiro**  
President, MMA.

**Prof. Dawn Prakash**  
Secretary, MMA & Asst. Professor, SDM MBA, Mangaluru.

**Prof. Vidyadhara Hegde S.**  
President, FOBMAT & Asst. Professor  
MPM Govt. First Grade College, Karkala.

**Prof. Prakash B.**  
Secretary, FOBMAT & Asst. Professor  
Dr. NSAM First Grade College, Nitte.

**International Associate & Advisor : Dr. Amitabh Anand**  
Asst. Professor, Dept. of Business Administration  
SKEMA Business School, France.

**Conclave Conveners: Prof. Pushpalatha** (+91 9980312987)  
Faculty & Head, Dept. of Business Administration

**Mr. Hardik P. Chauhan** (+91 7411626909)  
Faculty, Dept. of Business Administration

**Faculty Facilitators : • Mrs. Dhanyashree • Mrs. Laxmi Hegde • Ms. Priyanka**

**Student Convener : Mr. Vaishno Prasad N.**



*"A vision without a goal and plan is just a wish.  
Contribute small inputs to initiate big change!"*