National Conference
Ethics and Governance in Management
December 29-30, 2015
National Conference
Ethics and Governance in Management

December 29-30, 2015
Asia, with India and China as main growth engines, is growing faster than the rest of the world. There are indications that 21st century may well be the “Asian Age”. Presumably as a part of this emerging Asian Age, B-Schools in many parts of the Asian continent are rising in esteem by providing what is aptly termed as responsible management education. The young beneficiaries of this education, by and large, remain open to their surroundings with a deep sense of universal citizenship. They are called upon to maintain polymorphous profiles and handle significant issues of ethics and governance in globalized societies. Such demands have implications for what students need to be exposed in various functional areas of management. Functional areas like as marketing, finance and HR have to be rejigged to reflect such demands. In the light of these realities, the Justice K. S. Hegde Institute of Management (JKSHIM), NMAMIT, Nitte is organizing a two-day National Conference on Ethics and Governance in Management on December 29-30, 2015 at Nitte.

Some comments on Management education in the context of India are relevant. The Working Group on Management, New Delhi set up by The Knowledge Commission of India in its report (2007) did not mince words when it declared that Management Education while strengthening itself in meeting its myriad objectives, should also understand and reflect on India’s diversity and preserve the age-old Vedantic wisdom that holds our society. The challenges of today’s turbulent and imbalanced social environment can be effectively addressed by the teachings of ancient Indian wisdom. This is expected to give ethical direction to the modern managers and create a league of extraordinary leaders in diverse fields. These leaders should be able to guide the society towards having a healthy and thriving business sector while not adversely impacting peace and harmony vis-a-vis nature and other fellow beings. Ethics, needless to say, is much more than simply being told what is good or bad. Business Ethics calls for holistic-cum-analytical reasoning because business organizations here have the big task of managing both competition and cooperation with global dimensions.

There are implications for various functional areas of management. For instance, responsible investments with a high rate of return in the present scenario should be linked to professionalism and ethics in financial advising. Innovations in marketing are expected to meet the requirements of the changing society without disregarding ethical and moral considerations. ICT tools for an effective and efficient governance have to serve the larger
interest of the society. The scope for Human Resource Management (HRM) is indeed very large for it refers to a set of programs, functions and activities designed and carried out in order to maximize organizational effectiveness in an environment of changing work ethics.

To discuss all these variegated issues with contemporary relevance, JKSHIM has chosen the theme for the **Sixth National Conference: Ethics and Governance in Management**. The sub-themes for the Conference are listed as follows:

1. **General Management**: Co-Convener: *Dr. Vanishree Joseph* (vanishree@nitte.edu.in, +91 9994892780)
   - Economic/ Social/ Environmental Sustainability
   - Ethical Leadership/ Leadership by Consciousness
   - Managing Competition and Cooperation – New Ecology of Business Organizations/ Networking
   - Changing Dimensions of Corporate Social Responsibility
   - Corporate Governance in Modern Business
   - Gendering Organizational Discourse
   - Any other related issues

2. **Finance**: Co-Convener: *Prof. Rakesh Shetty* (rakeshshetty@nitte.edu.in, +91 9743286455)
   - Responsible Investments
   - Non-Financial Disclosures
   - Global Reporting Standards like GRI and Triple Bottom Line reporting
   - Professionalism and Ethics in Financial Advising
   - Any other related issues

3. **Marketing**: Co-Convener: *Prof. Sandhya Rao* (sandhyarao@nitte.edu.in, +91 9845631754)
   - Role of Marketing Overseers in Business Planning
   - Corporate marketing governance
   - Social Marketing, Communications and Media
   - Product Market Competition and Challenges to Traditional Marketing theory
   - The Ethics of Marketing: the Citizen, the Market and the Law
   - Green & Sustainable Marketing
4. **Information Technology:** Co-Convener: *Prof. Sheetal Kumar*  
(sheetalkumar@nitte.edu.in, +91 9740275628)  
- E-Governance for Social Upliftment  
- Social Media as a Tool for Public Participation in Governance  
- Citizen Service in a Smart City – New Paradigm  
- ICT tools for Efficient Public Administration  
- Any other related issues

5. **Human Resource Management:** Co-Convener: *Dr. Krishna Kumar*  
(krishnakumar@nitte.edu.in, +91 9845133813)  
- Post-Industrial Work Place  
- Changing Work Ethics  
- Organizational Democracy  
- Decentralization of Ownership and ESOPs  
- Trend towards Flattening of Organizations  
- Decentralized Work Place and Flexibilities  
- Transformational Work Place  
- Any other related issues

**Important Dates**

- Last date for submitting full papers (including abstracts): 25th September, 2015  
- Communication of selection of papers: 30th September, 2015  
- Last date for registration: 30th October, 2015  
- Conference dates: 29-30 December, 2015

**Note:** Full paper (with abstract) is to be mailed to the respective Co-Conveners. The concerned authors after mailing, are requested to intimate the Co-Conveners on Phone.

**Guidelines to authors:**

The research papers should be in the range of 5,000 - 7,500 words and abstract should be about 200 words. The submission should be in Microsoft Word format only, written in A4 single column format, 1.5 line spacing, using Times New Roman font, 12 point font size and normal margins. Keep the layout of the text as simple as possible. References cited in the text

Quality papers (full papers) may be considered for publication in the JKSHIM journal *Nitte Management Review*. Guidelines to authors interested in making contributions to this journal are available in the link http://www.nmrjournal.in/index.php/nmr/pages/view/ag

**Registration Fees**

<table>
<thead>
<tr>
<th>Role</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper Presenters</td>
<td>Rs. 700</td>
</tr>
<tr>
<td>Delegates</td>
<td>Rs. 500</td>
</tr>
</tbody>
</table>

Registration fee entitles the participants to the conference kit, conference materials, accommodation in the campus for three nights, local hospitality (all meals included during the conference). Companion registration is permitted at Rs.700/- per person. Excellent papers may be considered for full travel reimbursement.

**How to reach Nitte:**

Air: The nearest airport is Mangalore International Airport (35 Kms). All the major carriers like Air India, Jet Airways, Spice Jet have daily flights from Dubai, Abu-Dhabi, Mumbai, Bangalore, Delhi, Cochin, Hyderabad and Chennai. The drive from the airport is approximately 40 minutes and pre-paid taxis are also available.

Railways: The nearest railway stations are Udupi (30 Kms) and Mangalore (50kms). All the trains arriving from Northern India proceeds through Udupi and all the trains from Southern India proceeds through Mangalore.

Road: Nitte is 19 kms from NH-66 connecting Cochin (Kerala) and Panvel (Mumbai) and 7 Kms from NH-169 connecting Mangalore and Solapur (Maharastra).

**Accommodation**

The Institute has limited accommodation in the campus. The free-of-cost accommodation is available to the presenters and participants on first-come- first-serve basis.

**Places of Interest**

There are many places of tourist interest around Nitte. The Institute itself is situated in beautiful lush green campus at the foothills of western ghats. Some of the places which could be visited by the participants are the following:
Karkala:
Karkala, situated just 10 km from Nitte is renowned for the 42 feet of monolithic granite statue of Bahubali. Next only to Shravanabelagola in renown, it was built and consecrated in the 15th century.

St. Lawrence Church Attur:
Located 5 km from Nitte St. Lawrence Church Wikipedia characterizes the place as follows: “...amidst placid greenery, the Attur-Karkala parish has a rich history with its origin tracing back to 1759. Moreover it is known for its miraculous history... miracle, history, beauty, social activities, all bundled into one.”

St. Aloysius Church:
It is situated in Mangalore and around 45 kms from Nitte. The walls and roofs of the chapel are covered with the paintings of the artists Antonio Moscheni S.J. of Italy. This chapel was built in the year 1899.

Pilikula Nisargadhama:
Legend has that there was a place in Dakshina Kannada where tigers used to play. It is at this mythical spot that Pilikula Nisargadhama is situated. “Pilikula” literally means “Pond of the Tigers” in local languages of Mangalore. Located just 10 kms from Mangalore and 50 kms from Nitte, is an integrated nature park that offers a delightful variety of attractions to the eco-tourist and nature lover.

Kaup Beach:
Situated about 25 kms towards the North of Nitte, on the coastal belt that passes through the NH 17, Kaup has a lovely beach and an old 100 ft. Light house.

Udupi Krishna Mutt:
This town is 30 kms away from Nitte on the way to Malpe. This town is known for the ‘Udupi hotel
restaurants’ all over the world. The town has the world - famous Lord Krishna Temple. The Ashtamathas founded by sage Madhawacharya, are located in the Car Street, surrounding the Sri Krishna Temple.

St. Mary’s Island :
This beautiful Island on the Arabian Sea is about 50kms to the North of Nitte. A group of small Islands lying a little to the north of the port of Malpe are called St. Mary’s Islands, St. Mary’s Islands are known for their famous basalt rocks, which have crystallized into column and spilt into hexagonal mosaic.

Maravanthe Beach :
About 90 kms from Nitte, this is a unique place where the Arabian Sea and the river is separated by a narrow road.

Bekal Fort :
The unique Bekal Fort stands amidst the roaming but heartening music of the seas along with the eternal note of the unending waves, carrying the thrilling memories of a bygone era. This foremost souvenir of the ‘Gods own Country’ remains unchanged over the ages as a silent witness to centuries of eventful yester years. The Bekal Fort has been a source of attraction for historians, tourists and nature lovers for centuries since it embodies memories of a glorious past.

Jain Basadis, Moodbidri :
An hour’s drive from Nitte lies Moodbidri, set amidst a countryside of hills, woods and fertile fields. The village is steeped in antiquity with its 18 Jain ‘Basadis’ (abodes of God) - all granite wonders, veritable treasure troves of ancient inscriptions and carvings of which Thousands Pillared Temple of Chandranatha is the major attraction of Moodabidri. It is the ‘Jain Kashi’ of the South.
Goa:
The most exciting tourist destination of India, which is known for its beautiful golden beaches, is at a distance of 400 kms from the venue the conference. It is well connected by air, rail and road.

Working Committee:
*Sri N. V. Hegde*, Chancellor, Nitte University
*Dr. Ramananda Shetty*, Vice Chancellor, Nitte University
*Dr. M. S. Moodithaya*, Registrar, Nitte University
*Dr. N. K. Thingalaya*, Chairman, Academic Council, JKSHIM
*Dr. N. S. Shetty*, Professor Emeritus, JKSHIM
*Dr. K. Sankaran*, Director, JKSHIM
*Dr. G. V. Joshi*, Professor, JKSHIM
*Dr. Krishna Kumar*, Professor, JKSHIM
*Dr. Vanishree Joseph*, Associate Professor, JKSHIM
*Prof. Sandhya Rao*, Associate Professor, JKSHIM
*Prof. Rakesh Shetty*, Assistant Professor, JKSHIM
*Prof. Sheetal Kumar*, Assistant Professor, JKSHIM

For any queries please contact:
1. Dr. Vanishree Joseph (vanishree@nitte.edu.in, +91 9994892780)
2. Prof. Rakesh Shetty (rakeshshetty@nitte.edu.in, +91 9743286455)
3. Prof. Sandhya Rao (sandhyarao@nitte.edu.in, +91 9845631754)
4. Prof. Sheetal Kumar (sheetalkumar@nitte.edu.in, +91 9740275628)
5. Dr. Krishna Kumar (krishnakumar@nitte.edu.in, +91 9845133813)

The Institute phone number +91-8258-281465/281466; Fax: +91 8258-281678
website : http://www.nitte.edu.in/jkshim