

"ETHICAL DIMENSIONS IN BUSINESS & MANAGEMENT:  
CONCEPTUAL V/S REALITY"

**GUIDELINES TO AUTHORS**

- The first page of the submission will be the title page and should contain Title, Author's details (Name, Affiliation, Designation, Contact details, e-mail ID)
- The second page should contain the Title, Abstract and Keywords.
- The abstract should be about 500 words along with 5 key words.
- The full paper is expected to be between 3000-5000 words.
- All submission should be in word document and references in APA format.
- The Paper should be typed in Times New Roman Style, with font size 12, 1.5 line spaces between lines and the 1 inch margin on all sides in A4 size.
- Authors should give a declaration that the article is original and has never been published in any form and in any journal.
- All the papers accepted will be published in electronic platform with ISBN.
- Articles should be mailed to : vvpgec.seminar@gmail.com

**IMPORTANT DATES**

Last date for sending Abstract	20 <sup>th</sup> February, 2020
Notification of Acceptance of Abstract	22 <sup>nd</sup> February, 2020
Beginning of Registration Process	24 <sup>th</sup> February, 2020
Last date for sending full papers	02 <sup>nd</sup> March, 2020

**REGISTRATION FEES (Without accommodation)**

Category of Participation	Registration Fee* (in Rupees)
Professionals	750
Academicians	500
Research Scholars	400
Students	200

\* It includes Seminar kit, lunch, tea/ coffee along with Seminar Certificate  
NOTE: Delegates are required to make accommodation arrangements on their own.

**PAYMENT PROCEDURE:**

Option I: Payment may be made in the form of DD/Cheque drawn in favor of "Secretary, Seminar 2020, Vidyavardhaka First Grade College, PG Centre" payable at Mysuru.  
Option II: National Electronic Fund Transfer (NEFT) at the following account numbers:

Account Name : M/S VIDYAVARDHAKA FGC CONFERENCE  
Account Number : SB A/C 133401011005743  
Bank : Vijaya Bank  
Branch : Sayaji Rao Road Branch, Mysuru.  
IFSC Code : VIJB0001334

Submit duly-filled Registration Form along with the payment details.

**ORGANISING COMMITTEE**

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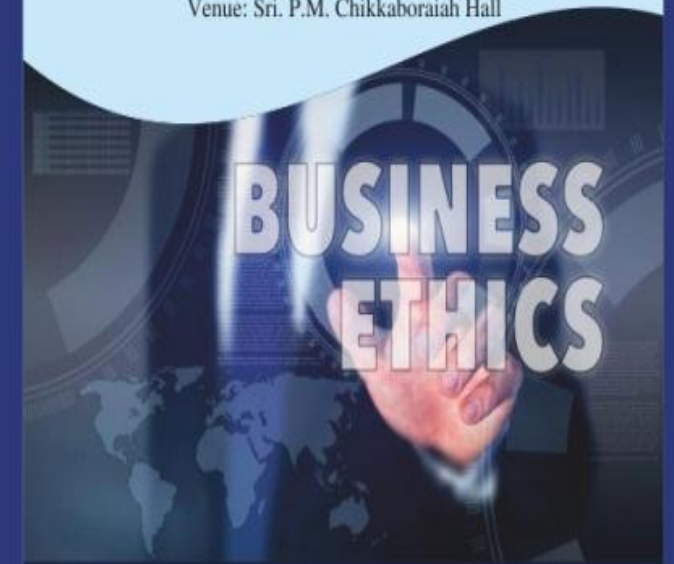
**PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE  
& IQAC**

**ORGANISE**

**ONE-DAY NATIONAL LEVEL SEMINAR  
ON**

**"ETHICAL DIMENSIONS IN  
BUSINESS & MANAGEMENT:  
CONCEPTUAL Vs REALITY"**

On 07<sup>th</sup> March 2020  
Venue: Sri. P.M. Chikkaboraiah Hall



### ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R) Mysuru was established by great visionaries and philanthropists namely Late Sri Sahukhar Chennaiah & Late Sri K Puttaswamy (former minister of Karnataka), to impart unparalleled education to all sections of society. The Vision of Vidyavardhaka Sangha is to provide excellent education to the people of all caste, creed and religion. Vidyavardhaka Sangha located in the heart of the city of Mysore stands as a synonym for quality education. There are ten educational institutions starting from Nursery to Engineering colleges under the aegis of Vidyavardhaka Sangha. At present, Vidyavardhaka Sangha is under the able guidance and leadership of Sri Gundappa Gowda, President and Sri P.Vishwanath, Hon. Secretary.

### VIDYAVARDHAKA FIRST GRADE COLLEGE

Starting from one Commerce teacher with 37 students in 1978 it has now grown in to a huge and reputed institution offering B.Com, B.B.M, and B.A courses with more than 1000 students and 50 faculty members. The College is accredited with NAAC 'B' Grade in the year 2018. The college is regularly bagging number of distinctions in all the courses. The college is affiliated to University of Mysore and is also covered under Sec 12(B) & Sec 2(F) of UGC & is recognized by the Government of Karnataka.

### PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE

Vidyavardhaka First Grade College Post Graduate Centre, housed in Vidyavardhaka First Grade college campus, was started in the year 2011 with M.Com course and is affiliated to the University of Mysore. The Department has highly qualified and committed teaching faculty who are actively engaged in research activities. The academic progress of the department is in par with excellence since it has to its credit of obtaining Ranks, Gold Medals and Cash prizes continuously from the very inception of the course. The Department also provides campus placement opportunities to its students. The Department is attached to Vidyavardhaka Research Foundation which is the only recognized Research Centre of the affiliated Colleges of the University of Mysore. The Research centre is facilitating research work leading to Ph.D. degrees in Commerce and Management.

### ABOUT MYSURU

Mysuru is the second largest city of Karnataka. It is known world over for its exotic sandalwood and rich silks. Its grand and imposing palaces, majestic temples, gardens leave an ever-lasting impression on the visitor. Situated 770m above sea level, Mysuru has a warm and cool climate throughout the year. Mysuru is also bestowed with the 6th oldest university in India by name University of Mysore which is also the oldest in the state of Karnataka. The Mysuru city is also recognized as Heritage City by the Government of India

because of its Heritage culture, Heritage Buildings and important tourist destinations like Mysore Palace, Sri Chamarajendra Zoological Gardens, KRS dam, Chamundi Hills, Ranganathittu Birds Sanctuary, etc.

### HOW TO REACH

The Vidyavardhaka First Grade College, Post Graduate Centre is situated in the heart of the Mysuru city, next to Railway Station and very near to the private bus stand, and also one kilometer away from City Bus stand and suburban Bus stand.

### ABOUT THE SEMINAR

System of moral and ethical beliefs that guides the values, behaviors and decisions of a business organization and the individuals within that organization is profoundly termed as business ethics. Business ethics is social responsiveness of a firm and a tool that companies use to act responsibly in various business situations. Tracking of ethical guidelines in various functional segments of an organization helps to develop trust between the employees and management, as well as the public and the organization. The ethical management of human resources is complex and yet the ethical dimensions of the strategic HRM paradigm and the role of HRM in operation focusing ethics in the workplace have received a greater consideration. Business ethics leads to a more productive workplace. Recent scams, particularly in the accounting field, might suggest that business and professions are resorting to more unethical conduct in today's age compared to previous decades. However, experts attribute this to new business situations and the resulting problems that are more complex but Ethical Accounting makes sound practical sense because an accurate set of books will give useful information than pure fiction. The role of ethics in financial management is legal, practical and moral. Using a moral compass in accounting and financial decision-making is vital. In the same way it is important that the industry itself does not become stigmatized as an unethical one, something that could potentially harm business for all accounting firms. Failure to provide ethical accounting can have consequences for business owners, stakeholders and tax reporting agencies. Ethics has been perceived as one of the most important factors in establishing good corporate governance too. Ethics in information technology is important because it creates a culture of trust, responsibility, integrity and excellence in the use of resources. Critically, Ethics also promotes privacy, confidentiality of information and unauthorized access to computer networks, helping to prevent conflict and dishonesty in Business & Management. In this milieu the Department of Studies in Commerce of Vidyavardhaka First Grade College, PG Centre, Mysuru is creating a platform to deliberate and comprehend about “ETHICAL DIMENSIONS IN BUSINESS & MANAGEMENT : CONCEPTUAL V/S REALITY” through conducting One Day National Level Seminar.

### OBJECTIVES OF THE SEMINAR

- To have a critical purview of challenges associated with ethical dimensions in Business & Management.
- To contrast ethics in conceptual dimension versus reality.
- To analyze the ethical practices in the present Business & Management scenario.
- To provide a platform for Academicians, Research Scholars, Professionals and students to realize magnitude of Ethicalities.

### THEME OF THE SEMINAR

“ETHICAL DIMENSIONS IN BUSINESS & MANAGEMENT:  
CONCEPTUAL V/S REALITY”

### SUB-THEMES

- Ethics in Business Management
- Ethics in Accounting
- Creative Accounting and Ethics
- Social Justice and Financial Inclusion
- Business Ethics in People Management
- Values and Ethical Issues in Recruitment & Selection
- Ethical issues in Performance Appraisal
- Gender Diversity & Gender equity – An Ethical approach
- Work life Balance & Well-being – upholding Ethics
- Creating a 'Happy' Organisation
- Ethics in Marketing & Distribution
- Ethicalities in Customer Relationship Management practices
- Ethical Issues in Information Technology
- Ethical Advertising
- Ethics in Business Research

### CALL FOR PAPERS

Research papers are invited for presentation in the Seminar on the theme/subthemes. The papers will be blindly reviewed by the technical committee formed for this purpose and the committee decision will be final with the acceptance or rejection of the paper. Accepted papers are eligible for presentation. If more than one author for the paper then the registration is to be obtained by the all the authors individually then only the certificates will be issued.

### PUBLICATION OF SELECTED RESEARCH PAPERS/ARTICLES

The papers presented in the Seminar will be sent for peer review. The selected papers from the peer review committee are published in the Seminar proceedings with ISBN. The decision of the peer review committee with regard to the publication is final.