

Important dates for submission

Last date for Submission of Research Summary:
10th March, 2017
Acceptance: 17th March, 2017

Contact Details

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Registration Fees for Participant

Presenters- Rs. 1500/-
Participants- Rs.1000/-
Registration includes Conference Kit, Lunch &
Tea.

Fees can be paid through

DD in favor of "PES UNIVERSITY" payable at
Bangalore, India.

Online payment through

- ☎ Union Bank of India, PESIT
Branch, Bangalore 560085
- ☎ Beneficiary Name: PES University
- ☎ Account Number: 589301010050057
- ☎ IFSC code: UBIN0558931

Last date for Registration: 24th March 2017

Contact for submission of presentations
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(Established under Karnataka Act No.16 of 2013)

Faculty of Management Studies
DEPARTMENT OF BBA

Organizes

INQUEST

Annual Doctoral Research Presentation



Date: 24th March, 2017

Venue: Tech-Park Seminar Hall,
PES University, Bengaluru, India.

100ft Ring Road, BSK III Stage,
Bengaluru – 560085, Karnataka, India
Phone: 080 26729559, Fax: 080 26722549
website: www.pes.edu

About the University

PES University, Bangalore

PES University (formerly PESIT) came into existence as a Karnataka State Private University on November 19, 2013 under Karnataka Act No. 16 of 2013 with a vision to create professionally superior and ethically strong global workforce.

PESU combines years of experience in education with a unique curriculum, world-class infrastructure and a committed, responsive faculty. Processes at PES cover all aspects that build synergy between education and industry, and ensure that the programs are synchronous with contemporary economic context.

Presently, the University offers programs in Faculty of Management, Engineering, Design and Architecture. The University attracts students every year through top quality competitive entrance examinations. PES University has already been in the forefront in the state in terms of quality of education and research.

About the Department

Department of BBM was established in 1994 and renamed as Department of Bachelor of Business Administration (BBA) under PES University in 2014. The department boasts of state of art infrastructure and well qualified faculty members. The department also encourages various co-curricular and extracurricular activities by forming clubs namely Kraya (Marketing), Bulls & Bears (Finance), Tantra (HR), Athkrida (Sports) and Alma Fiesta (Cultural). The Department promotes and nurtures active domain specific research culture in varied areas of topics ranging from Best HR Practices of MSMES, IT Adoption in SMES, E-Governance, Digital Transformation on Performance of BFSI Industry, Pester Power, Consumer Socialization of children, Impact of Cultural Factors on Consumer Buying Behavior, Mobile Wallets and the like. This gives us great pride as a young and emerging university in taking this research culture ahead of its academic partners.

Objective of the Event

INQUEST is an ideal platform offered by BBA, PES University to encourage doctoral scholars to share their

research progress and present it to an expert panel and participants to improve their scholarly progression. The session will enable scholars to fine tune their research pursuit in their specific domain of research.

INQUEST provides an opportunity for scholars, academicians and industry practitioners to discuss their doctoral research topic, research plan and research methodologies in a supportive environment with peers in the community. The feedback, advice and guidance will be valuable to participants in supporting their current and future research.

Outcome of Event

Improve research rigor through doctoral presentations for scholars pursuing their PhD.

Area for presentation

1. General Management
2. Finance
3. Marketing
4. Information Science
5. Human Resource
6. Commerce
7. Social Sciences
8. Humanities

Guidelines for Authors

The participants are requested to send a summary of 200 words about their research progress to the given email-id. The research progress should include the following: Title of your research, your name, name of institution and address, extended abstract, maximum of five key words, research questions, objectives, hypotheses if any, main theories used, and adopted research methodology.

The duration of the presentation will be 15 minutes (10 minutes for presentation 5 minutes for Discussion).

PRIZES

The top three presentation will be awarded cash prize of Rs. 2000/-, Rs. 1500/ and Rs. 1000/- respectively. All participants will be awarded with certificate.



PES UNIVERSITY
Faculty of Management Studies
Department of BBA

INQUEST
24th MARCH 2017



REGISTRATION FORM

NAME : _____

ORGANIZATION : _____

DESIGNATION : _____

DOCTORAL TOPIC : _____

CONTACT NUMBER : _____

E-MAIL ID : _____

MODE OF PAYMENT : CASH/ DD/ ONLINE.

NOTE*:

The DD should be attached to the fully filled registration form and sent by post to the address mentioned in the registration form.

Spot Registrations are Accepted for Participants only.

Kindly mention the electronic transfer details on the registration form and mail the completed form to bbainquest@pes.edu

CONTACT ADDRESS:

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I acknowledge that the details furnished are true to my knowledge and I confirm my presence.

SIGNATURE