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Manipal Academy of Higher Education

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About Manipal Academy of Higher Education - A Leader in Higher Education

Manipal Academy of Higher Education (MAHE) is known globally for the high-quality professional education it imparts. It is among the top educational institutions of higher learning in the country with a global acceptance. MAHE has created some of the country's best institutes/schools across 24 diverse streams like medicine, dentistry, management, nursing, engineering, pharmacy, hotel management, allied health, with nearly 300 courses.

About the School of Management

Established in 1999, School of Management, a constituent institution of Manipal Academy of Higher Education is a highly respected B-school in South India. The School offers a two-year full-time program in Master of Business Administration (MBA), MBA (Global Business) and MBA (Healthcare Management).

About the Centre for Advanced Research in Financial Inclusion

The Centre for Advanced Research in Financial Inclusion was established in School of Management with an aim to develop and disseminate knowledge by advanced research, extension activities and awareness campaigns through a mutually beneficial approach to the promotion of financial inclusion.

Conference Chair

Dr. Raveendranath Nayak
Director, School of Management

Convener

Dr. Savitha Shelley
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Convener
FIFI-2018
Centre for Advanced Research in Financial Inclusion
School of Management
Management Academic Block, MIT Campus
Manipal Academy of Higher Education
Manipal, Karnataka, India-576104



SCHOOL OF MANAGEMENT
MANIPAL
A constituent unit of MAHE, Manipal

International Conference on

Fostering Innovation in Financial Inclusion

Strengthening Responsible Finance
in the Digital Economy

FIFI - 2018

Friday, 16 February 2018

Organised by

Centre for Advanced Research in Financial Inclusion
School of Management

Manipal Academy of Higher Education
Manipal, Karnataka - 576104, India



0820-2925312, 0820-2571924



fifi.carfi@manipal.edu



<https://conference.manipal.edu/fifi>

About the Conference

The digital economy has expanded the scope for greater financial inclusion through digital financial services which leverage information and communication technologies and digital ecosystem. The opportunities of digital finance, however, come with new risks making the financially excluded most vulnerable. Responsible finance focussing on client protection, customer service, and product innovation to address the diverse needs of the customers ensures the offering of financial services in an accountable, transparent and ethical manner. Besides providing an opportunity to researchers to share their research findings, this conference will organize keynote sessions from eminent practitioners from reputed financial institutions and banks, developmental agencies, and governmental bodies on responsible finance in the digital economy. The conference focuses on the following themes: **i)** trends in digital financial inclusion; issues and challenges for reaching the financially excluded **ii)** innovative digital business models and disruptive technologies that support inclusive digital finance, and **iii)** responsible finance practices. Themes of the conference shall include the revolutionary approach in the following areas, but not limited to:

Finance

- Supervision and regulation of digital financial services
- Trends, Challenges & Opportunities for Financial Inclusion in a digital ecosystem
- Cyber-security: payment gateway security
- Financial Inclusion through a digital ecosystem- Products, Processes & People
- Digitizing government-to-person (g2p) payments
- Microfinance in a technology-enabled world
- Technological advancement in banking
- Different government schemes for social security
- Blockchain technology
- Trickle-up banking
- Cost and value of digital finance
- Financial literacy
- Mobile financial services
- Future of banking
- Fintech and regulatory environment
- Innovations in financial capability
- Responsible finance and way forward
- Digital currency

Marketing

- Business enhancement: e-marketing and innovative product design
- Customer-centricity for financial inclusion
- Balancing Client vs. Provider vs. Investor interests
- Customer acquisition and relationship management
- Market assessment and development
- Perspectives on consumer protection and emerging risks in digital finance
- Digital marketing of financial services
- Keeping up with market development
- Delivery channels
- Measuring client outcomes
- Marketing communication

Human Resource

- Embracing innovation- capacity building and HR management
- HR strategies and policies for the growth of financial inclusion
- New contractual relationships between financial institutions and third parties
- Training and motivation and compensation of employees
- Building a digital HR organization

Call for Papers

Prospective authors are invited to submit full-length manuscripts reporting original, unpublished research and recent developments in the topics related to the conference. The authors should prepare the manuscript in the standard format (double space, 12-point Times New Roman font) in MS-Word. An abstract not exceeding 250 words including title, keywords and author affiliation with an email address should be uploaded on the conference website or sent to fifi.carfi@manipal.edu before 31 December 2017. Soft copy of the complete paper not exceeding 5000 words or 12 pages that includes figures, should also be submitted. All the references used in the article should be alphabetically listed using APA style.

Important Dates

Last date for abstract submission **31 December 2017**

Last date for final paper submission and registration **1 February 2018**

To submit the abstract and full-paper and register for the conference, please visit

<https://conference.manipal.edu/fifi>

Registration Fees

For Delegates within India	On or before January 15th	After January 15th
Academicians	₹ 2,250/	₹ 2,500/
Delegates from Industry/Government Agencies	₹ 2,700/	₹ 3,000/
Students/Research Scholars	₹ 600/	₹ 750/
For Delegates outside India		
Academicians	USD 125	USD 150
Students/Research Scholars	USD 50	USD 75

(Inclusive of taxes)

The conference registration fee includes conference kit, conference program, certificate of participation, refreshments and lunch. Filled registration forms are to be submitted along with registration fee by either demand draft drawn in favour of "Manipal Academy of Higher Education Conference/Workshop" payable at Manipal OR a scanned copy of the RTGS/NEFT receipt bearing the Unique Transaction Reference number to the organizers by 1 February 2018. No withdrawals are permitted after the registration. At least one author has to register for the conference to be eligible for the inclusion of the paper in the conference proceedings and programme.

Bank account details for RTGS or NEFT

Beneficiary name	Manipal University Conference/Workshop
Bank account number (SB)	33508958510
Name of the bank	State Bank of India, Manipal Branch
IFSC code	SBIN004426
MICR code	576002006
SWIFT code	SBININBB770

Publication Opportunity

The organizers are publishing all the papers in the conference proceedings with ISBN.