

## About Coimbatore

Coimbatore also known as Kovai is a major industrial city in India and the second largest city in the state of Tamil Nadu. It is the administrative headquarters of Coimbatore district. It is known as Manchester of South India. It is also a part of Kongunadu region of Tamil Nadu. Coimbatore is known for its textile industries, engineering firms, automobile spare parts manufacturers, health care facilities and educational institutions. It is also known for its pleasant weather, hospitality and its Kongu Tamil. Coimbatore's name comes after the name of the local tribe called Kosars and the place was called Kosampathur.



DIGITAL INDIA



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### Department of Commerce SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous College Affiliated to Bharathiar University  
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SRI KRISHNA  
INSTITUTIONS  
COIMBATORE



# International Conference on Crowdfunding 2016

*Power of the Crowd -  
A Revolutionary Charity*

7<sup>th</sup> and 8<sup>th</sup> January, 2016

**CROWD  
FUNDING**



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# International Conference on Crowdfunding

## International Conference on Crowdfunding

Crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of people, typically via the internet. Crowdfunding is a form of alternative finance, which has emerged outside the traditional financial system. The Crowdfunding model is fueled by three types of actors: the project initiator who proposes the idea and/or project to be funded; individuals or groups who support the idea; and a moderating organization that brings the parties together to launch the idea. Crowdfunding is being experimented with as a funding mechanism for creative work such as blogging journalism, music, independent film and for funding start-up companies. In 2013, the crowdfunding industry grew to be over \$5.1 billion worldwide. During March 2014, 442 Crowdfunding campaigns were launched globally on a daily basis.

The inputs of the individuals in the crowd triggers the crowdfunding process and influence the ultimate value of the offerings or outcomes of the process. Each individual acts as an agent of the offering, selecting and promoting the projects in which they believe. They will sometimes play a donor role oriented towards providing help on social projects. In some cases they will become shareholders and contribute to the development and growth of the offering. Individuals disseminate information about projects they support in their online communities, generating further support.

Instead of traditional investors, crowdfunding campaigns are funded by the general public. Typically, most successful projects receive about 25-40% of their revenue from their first, second and third degree of connections. This could include friends, family, work acquaintances, or anyone that the owner is connected to, including their second and third degree connections. These businesses may be interested in expanding their product range and reverse engineering the investment could be a good idea, not to mention the excitement they can generate before the launch. Crowdfunding has proven itself as a great asset in sourcing potential customers and growing audience.

Finance revolution is currently changing the way we borrow, lend and give money; a method that's radically transforming our relationship with finance providers by giving alternatives. With the flexibility that comes with it, alternative financing has quickly become the first destination of choice for capital raising amongst a new generation of start-ups looking to leverage the 'power of the crowd' to fund new innovations and ideas from entrepreneurs. There are more opportunities than ever for start-ups to secure funding whether it is traditional bank loans, angel investors, government grants and other fund raising options have its pros and cons. Many start-ups and even more established businesses are taking matters into their own hands and looking at Crowdfunding options.



*Papers on the other areas of finance related to Crowdfunding are also invited. We have identified following themes of Crowdfunding for paper presentations. An exclusive session will be organized for each theme.*

Themes
• Equity Crowdfunding
• Crowdfunding business experts and consultants
• Crowdsourcing Service Providers (CSPs)
• Crowdfunding associations
• Entrepreneurs and leaders in Crowdfunding
• Real estate Crowdfunding
• Crowdfunding applications
• Risks and Barriers of Crowdfunding
• Debt-based Crowdfunding
• Rewards Crowdfunding
• Financial Services
• Financial Investment

### Nexus Partners:

- Clayton State University, Atlanta, USA.
- State Street HCL, India.



## Crowdfunding - Is it a Digital Dream Investment...?



### About the Host Institutions

**Sri Krishna Arts and Science College** (Autonomous) was established by the VLB Trust in the year 1997. It is situated in a serene and calm atmosphere surrounded by hillocks conducive for peaceful learning. The College has been accredited by NAAC with "A" Grade. The mission of the College is to prepare both boys and girls for the global challenges of tomorrow keeping in mind the need to shape and mould a generation of young men and women with knowledge, character, true and genuinely cultivated spirit of service and far reaching imagination.

### The Department

The Department of Commerce envisages the life time value of students by inspiring the value for education, entrepreneurial skills, business traits, leadership qualities, research eccentricity and ethics among students. Based upon the objectives, the COMMERCE CHAMBER (Students' Association) activities are prone to different clusters of students. The department offers B.Com, B.Com (CA), B.Com (IT), B.Com (PA), B.Com (BPS), B.Com (CM), B.Com (A&F), M.Com, MIB, M.Phil and Ph.D programmes. The Department is having tie-up with Tata Consultancy Services and Bombay Stock Exchange.

### CONFERENCE ORGANISERS

<b>Chief Patron</b>	<b>Smt. S. Malarvizhi</b> Chairperson and Managing Trustee Sri Krishna Institutions	<b>Conference Secretary</b>	<b>Dr. N. Sumathy</b> Head, Department of Commerce (CA)
<b>Patron</b>	<b>Dr. K. Sundararaman</b> CEO, Sri Krishna Institutions	<b>Conveners</b>	<b>Dr. S. Anbumalar</b> Head, Department of Commerce
<b>Co-Patron</b>	<b>Dr. K. Palaniappan</b> , Secretary		<b>Mrs. M. Shanthanalakshmi</b> Head, Department of Commerce (ABC)
<b>Conference Chairman</b>	<b>Dr. P. Baba Gnanakumar</b> Principal		<b>Mrs. J. Vijimol</b> Head, Department of Commerce (IT & PA)

### INTERNATIONAL PARTNERS

<b>Dr. Thomas J. Hynes</b> President Clayton State University	<b>Dr. Kevin Demmitt</b> Provost and Vice President for Academic Affairs Clayton State University	<b>Dr. Avinandan Mukherjee</b> Dean, College of Business Clayton State University, Atlanta, USA
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### Abstracts, Paper Submission and Deadlines

Detailed abstracts of about 500 words should be submitted not later than 20<sup>th</sup> November 2015. All abstracts should show the name of the authors, their institutional affiliation (where appropriate), contact details (including full address, telephone and fax numbers and e-mail address). The abstracts should be presented in MS Word format and should also include not more than 5 keywords with JEL classification. By submitting an abstract, the author(s) makes a commitment to present his/her paper at the Conference. Full paper must be submitted on or before 10<sup>th</sup> December 2015. The paper should be presented in APA format. Selected papers will be published in a book with ISBN number. Notification of accepted papers will be sent within 5 days from the receiving date. All abstracts will be peer reviewed. At least, one of the authors must register for the Conference by the registration deadline (20<sup>th</sup> December 2015) to ensure the inclusion of their paper in the Conference.

Registration Fees	
Students	: Rs. 750
Delegates	: Rs. 1000
Research Scholar	: Rs. 800
Non-Resident	: \$ 300

Registration fee should be paid in cash at the conference venue

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