



REVISED NOTIFICATION International Conference

**on
Innovation and Emerging Trends in
Business Management and Information Technology
September 25-27, 2016**



**School of Commerce and Business Studies
Jiwaji University, City Center, Gwalior (M.P.)
(NAAC Re- Accredited "A" Grade)**

Jiwaji University

Jiwaji University Gwalior came into existence on May 23, 1964 through M.P. Govt. Ordinance no. 15 of 1963. Late Dr. Sarvapalli Radhakrishnan, the then President of India, laid the foundation stone on 11th December 1964 at a sprawling campus of over 225 acres of land. Jiwaji University aims to lead the nation in research and education. We seek to do this in ways which benefit society on a national and a global scale. University strives to create knowledge, to open the minds of students to that knowledge, and to enable students to take best advantage of their educational opportunities. Jiwaji University embodies the spirit of excellence in teaching and research. Value creation through economic, social, and environmental development targeted to an increasingly global and multicultural world.



It is about five decade that University has witnessed a logarithmic phase of growth. It has also seen the strides that can parallel to any other national/ international academic institutions. Recently university has NAAC Re-accredited “A” Grade. The university has appreciated by approach of inter-disciplinary teaching, extra-curricular activities, health and public awareness programs, healthy student-teacher relations, transparent admission procedure, cosmopolitan student profile, judicious use of resources and quality of research.

School of Commerce and Business Studies

The School of Commerce and Business Studies was established in 1980 with the aim of producing excellent students and researcher in the field of Commerce and Business Management. The department is running Post-Graduate and Doctoral Level programs.

About Gwalior



Gwalior occupies a strategic location in the central region of India. The city offers the visitors a unique style of architecture. The great Rajput clans of the Pratiharas, Kachwahas and Tomars have left ineffaceable marks of their rule in this city of palaces, temples and monuments. The majestic fort, considered as one of the best in the world, located at the heart of Gwalior was built by Raja Man Singh Tomar, of the Tomar dynasty. Gwalior is a well acknowledged place of art, associated with historic as well as contemporary evidence. Gwalior is famous for its contribution to classical music and known for Gwalior Gharana. It is the birth place of classical Music Maestro Miya Tansen. The Gwalior Trade Fair takes place every year in the month of

December-January, which is the true representation of art, culture and heritage of different states of India. Great places to visit in city are Gwalior Fort, Jai Vilas Palace Museum, Samadhi of Rani Lakshmi Bai, Sun Temple and Shivpuri Madhav National Park.

Gwalior has emerged as an important tourist attraction in central India as well as many industries and administrative office came up within the city. The city is surrounded by industrial and commercial zones of neighboring districts (Malanpur-Bhind, Banmor-Morena) on all here main directions which have several national and multinational manufacturing companies like Cadbury, Godrej, JK Tyre, SRF etc. Gwalior is one of the largest cite of central India. Gwalior can be visited from late October to early March without much discomfort. Gwalior is extremely well linked by a good network of transportation to all major cities of India. It is well linked with Agra (118 km), Delhi (321 km), Jaipur (350 km), Bhopal (423 km), Lucknow (352 Km), Khajuraho (275 km), Jhansi (101 km), Indore (486km) and Ujjain (455km).

Overview of the Conference

The field of business management and information technology continues to impact more organizations worldwide. The melting of barriers among nations and their increasing interconnectedness, accelerated by technology, has led to a change in the world order that has had a profound impact on global business. If the

current wave of globalization has been the driving force behind the most far-reaching and powerful changes in business, then information technology has indisputably been the facilitator.

In such endlessly evolving business environment organizations face exceptional challenges- global competition, economic uncertainty and constant, rapid and unpredictable changes. New ideas and new thinking are today's currency and are required to tackle the increasing complexities in our workplace.

Innovative excellence is the instrument for the growth of prosperity and competitiveness. The innovative process is not complete until that it could benefit have acknowledge and accepted the new object or concept

International Conference is designed to provide knowledge related to the latest trends and challenges dealing with all aspects of Business management and Information Technology. The conference is for those who consider creativity as a necessity to excel in the field of innovation to make the world a better place to live.

Who Should Attend the Conference?

- Academicians, Faculty Members, Research Scholars and student
- International Business Professionals, Senior Level Managers, Executives
- Practitioners in Business and Non-Profit Organizations
- Policy Makers, Entrepreneurs, Enterprising Youth, Industrialists, Consultants

Technical Sessions and Topics

Original papers in different areas are invited on the following sub themes:

Track 1: Business Management

- Innovation in Global Marketing, Creativity and Innovation Management of Global Brands
- Innovation and Entrepreneurship, Small Business Management, Women Entrepreneurship
- Optimization Practices, Total Quality Management
- Intellectual Property Rights
- Strategic Issues in HR Management, Innovative HR Practices, Work Culture
- Leadership Styles, Leadership and Spirit of Sustainability and Human Values and
- Cross Culture Issues in Global Environment, Quality in Work Life, Change Management, Business Ethics & Corporate Performance, Social Audit, Creative Compensation Practices
- Organizational Dynamics, Commerce and E-Procurement
- Supply Chain Performance Measurement, Supply Chain Visibility, Supply Chain Network Design, Demand Chain Management
- Consumer Behavior and Designing Innovative Tool
- Social Marketing, Online Marketing
- Creative Packaging as a Marketing Tool
- Innovation in Rural and Agricultural Marketing
- Green Marketing, Green Manufacturing
- Make in India, Startup India and Standup India
- CRM and Retail Marketing Strategies, Bottom of Pyramid Marketing Challenges in Rural Marketing and International Marketing
- Environmental Management System, Environmental Research
- Talent Management & Employee Engagement
- Management of Public Enterprises, Innovative Organizational Development Practices
- Emerging trends and issues in Education
- Any other topic in the area of Business Management

Track 2: Accounting and Finance

- Financial Forecasting, Financial Inclusion, Innovation and Financial Intelligence
- Innovative Banking Practices in Rural Market
- Debt Management and Fiscal Sustainability
- Stock Market Strategies and Stock Valuation Models
- Green Finance, Socially Responsible Investing
- Forensic Accounting and Fraud Management, Creative Accounting, Strategic Accounting, Carbon Credit Accounting, Social Accounting, Environment Accounting, Human Resource Accounting, Ethical Accounting

- Tax Accounting - GST & DTC, Internal and Statutory Audit Financial Innovation & Financial Engineering
- Green Banking, Corporate Governance, Financial Disclosure and Reporting-Corporate Social Responsibility Reporting, Segment Reporting, Financial Reporting Standards
- Handling Financial Crises, Financial Risk Modelling
- Foreign Direct Investment ,Project Financing & Venture Capital, Infrastructure Financial Models including Public Private Partnership
- Any other topic in the area of Accounting and Finance

Track 3: Innovation in Global and Indian Economy

- Free Trade and Fair Trade, International Strategic Alliances
- Implications of Multinational Production Facilities for MNC's
- Green Economy for Sustainable Development, Inclusive Economic Growth and Equity Equitable and Inclusive Globalization
- Smart City Planning, Technological learning and Innovation Capacity, Cross Cutting Issues for Inclusive Development
- Climate Finance, Climate Adaptation and Water-Food-Energy Nexus, Energy for Future
- Millennium Development Goals for 2016-17, Ethics of Economics Systems Global Business Law
- Market Micro Structure, Financial Market Models, Complexity & Market Dynamics
- Fiscal Policy, Labour Market-Organized and Unorganized, International Trade, Monetary Economics
- Any other topic in the area of Global and Indian Economy

Track 4: Information Technology

- Advanced Computer Networks, Innovative Approaches for Programming Skill Development
- Destination Marketing, Information Technology in Tourism, Tourism Education, Event Management & Capacity Building, Authenticity and Commodification
- Big Data Analytics, E-commerce and M-Business, Cloud Computing, Green Computing
- Multimedia and Its Applications, Digital India & Its Status, Fuzzy Technologies
- Market Expansion through Social Networking & Its Impact on Industry, Cybercrime, Advances in Wireless Networks & Security, Future Trends in Computing & Communication Technology
- Innovation in ICT, ICT initiatives in Agriculture in India, Role of ICT in Communication, Entertainment & Social Connectivity
- Interactive Information Dissemination System, IT in Business Security, Web Mining, Data Mining, Web Service, Data Base
- Any other topic in the area of Information Technology

Guidelines to Contributors for Conference Paper(s)

An abstract not more than 300 words should be sent latest by **August 20, 2016**. Notification of the acceptance of abstract will be given within a week. The full length paper not more than 3000-3500 words should be sent not later than **August 30, 2016**.

All papers will be evaluated through a double blind review process by experts drawn from reputed Universities / Organizations / Institutions in and outside India. The abstract and full text of the paper is to be submitted in MS Word format. Times New Roman characters should be followed with 12 point font-size and 1.5 line spacing. The page set up should be in A4 size with 1" margin on all sides. References, tables and graphs should be in standard APA format.

The participants are requested to forward the abstract and full paper(s) (mentioning the relevant Track) via soft copy at the following email ID **jwaji.internationalconference@gmail.com** Simultaneously hardcopy of the Abstract and Full paper has to be sent at our postal address by speed post: **Prof. K.S. Thakur, Head and Organizing Secretary, School of Commerce and Business Studies, Jiwaji University, City Center, Gwalior (MP)**.

Final paper submission must accompany a certificate by the author(s) that the paper is an original piece of work and has neither been published nor submitted for publication elsewhere. The cover page of the paper should contain (i) Title of the paper (ii) Track in which paper to be included (iii) Name of the author(s) with their designation and professional affiliation(iv) Complete postal Address with their email Ids and contact number(s). For presentation of the paper(s) in the conference, the contributors are requested to prepare power point presentation. LCD Projectors/Laptop will be provided for the presentation. Authors will be given sufficient time to paper Presentation.

Best paper Award

Two Papers will be selected for the '**BEST PAPER AWARD**'. Such Authors and delegates whose papers are shortlisted for the Best Paper Award will be given a cash prize during the valedictory session of the conference. The first best paper award will be Rs 11000/- and second best paper award will be Rs 5000/-.The best papers will be selected on the basis of the quality of the research paper and the decision will lie with the jury consisting of eminent experts.

Paper Publication

The papers selected for the 'Best Paper Award' in the tracks and other good empirical papers selected on the basis of the quality of research by the eminent experts will be published in Conference Proceedings Volume (Edited Book).

Important Dates

- Last date for submission of Abstract **August 20, 2016**
- Last date for submission of Full Paper **August 30, 2016**
- Last date for registration **September 10, 2016**

Conference Schedule

Day1- September 25, 2016

- Inaugural Session
- Track 1

Day2- September 26, 2016

- Track 2
- Track 3
- Track 4

Day3- September 27, 2016

- Valedictory Session

Registration Detail

All Participants have to register themselves well in advance as per the conference schedule. Registration fee includes - Conference Kit and Boarding and Lodging.

Delegate Category	Until 10 September, 2016	After 10 September, 2016
Foreign Delegates	USD 50	USD 60
Academicians, Faculty Members, Policy Makers, Entrepreneurs, Business Executives, Industrialist and Consultants.	INR 1500	INR 2000
Research Scholar and Students	INR 1000	INR 1500

The Registration can be paid through

Cash Payment	Demand Draft	Online Bank Transfer (NEFT/SWIFT)
Cash Payment at School of Commerce and Business Studies, Jiwaji University, Gwalior (MP)	Demand Draft drawn in favour of the "Registrar, Jiwaji University, Gwalior" payable at Gwalior	Account Name : Registrar, Jiwaji University Bank Name : Central Bank of India Branch Name : Jiwaji Vishwavidyalaya, Gwalior Account Number : 1813358364 IFSC Code : CBIN0283189 MICR Code : 474016012 SWIFT Code : CBININBBSIY

The duly filled registration form along with online transfer receipt or cash receipt or crossed demand draft should be sent by Speed Post to:

Prof. K.S. Thakur
Head and Organizing Secretary
School of Commerce and Business Studies,
Jiwaji University, City Center, Gwalior (MP)

Registration Rules

- In case of multi authors, desirous of certificates, all authors will have to separately register themselves.
- No TA/DA will be paid to any delegate coming to participate in the Conference
- Accommodation - However we are providing accommodation at university guest house, Hostels etc. Accommodation is limited for outside participants. However registration fee does not include airport / railway station transfers.

International Advisory Committee

- Prof. Suneel Maheshwari, Professor, Indiana University of Pennsylvania, USA
- Dr. Shyam S. Lodha, Chairman, Southern Connecticut State University, New Haven, USA
- Dr. Justin Paul, Faculty Member at the University of Washington Foster School of Business, USA
- Dilip K. Pithadia, Chairman, Pithadia Foundation, Texas, USA
- Jay S. Matadeen, Associate Professor, University of Mauritius, Mauritius
- Dr. Naresh K. Malhotra, Regents' Professor Emeritus, Georgia Institute of Technology, USA
- Mahender S. Khari, International Chartered Accountant, Khari and Co., London
- Prof. Pratap S. Chauhan, Vice Chancellor, Saurashtra University, Rajkot
- Prof. D.P.S. Verma, Former Professor, University of Delhi, Delhi
- Prof. K.R. Sharma, Former Professor, MLS University, Udaipur
- Prof. Shroff Firdos Temurasp, University of Pune, Pune
- Prof. P.K. Sharma, Vardhaman Mahaveer Open University, Kota
- Prof. Ravindra K. Jain, Vikram University, Ujjain
- Dr. S.S. Bhakar, Director, Prestige Institute of Management, Gwalior

Organizing Committee of Conference

Chief Patron : Prof. Sangeeta Shukla Hon'ble Vice-Chancellor Jiwaji University, Gwalior (MP)	Patron : Prof. R. J. Rao Rector Prof. Anand Mishra Registrar Jiwaji University, Gwalior (MP)	Organizing Secretary : Prof. K.S. Thakur Head School of Commerce and Business Studies, Jiwaji University, Gwalior (MP)
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Members of Organizing Committee

- | | | |
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| • Prof. A.K. Singh | • Prof. Y.K. Jaiswal | • Prof. Hemant Sharma |
| • Prof. O.P. Mishra | • Prof. U.P. Verma | • Dr. Rajendra K. Khatik |

Conference Venue

Inaugural and Valedictory Session	Galav Sabahgar Jiwaji University, Gwalior (MP)
Technical Sessions	Conference Hall, Paryatan Bhawan School of Studies in Tourism and Travel Management Jiwaji University, Gwalior (MP)

School of Commerce and Business Studies, Jiwaji University, City Centre, Gwalior (MP)
Website: www.jiwaji.edu, E-mail: jiwaji.internationalconference@gmail.com
Phone No. (s): 0751-2442606, +919826983862, +919425337353, +919009185775

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Registration Form

1. Full Name: _____
 2. Designation: _____
 3. Institute / Company / Organization _____
 4. Mailing Address: _____

5. Mobile: _____ (Office) _____
 6. E-mail: _____

7. Registration Category:

- Foreign Delegate
- Academician, Faculty Member, Policy Makes, Entrepreneur, Business Executive, Industrialist and Consultant
- Research Scholar (Attach evidence with Registration form)

8. Participant Category:

- Paper Presenter
- Participant Only

9. Title of the paper _____

10. Track in which paper Submitted

11. Accommodation required (Only for Outside Delegates):

- Yes
- No

12. Payment Details:

- Amount
- Cash Receipt No.
- Demand Draft No. and Bank Name
- Online Bank Transfer ID and Bank Name
- Amount Date

Registration Fee			
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Date: _____

Signature of Participant

If required this form may be photocopied.



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**If undelivered, please return to:
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