

Two Day National Seminar

On

**Changing Scenario of Global Management, International Business
and Information Technology**

October 31- November 01, 2015



Organized by:

School of Commerce and Business Studies

Jiwaji University, Gwalior – 474002(M.P)

(NAAC Accredited “A” Grade)

Dear Friends,

It gives me immense pleasure to inform you that the School of Commerce and Business Studies, Jiwaji University, Gwalior is organizing a Two Day National Seminar on "**Changing Scenario of Global Management, International Business and Information Technology**" during the month of **October 31-November 01, 2015**. As the global economy struggles to overcome the recent economic crisis, it is clear that there has to be major overhaul in the traditional thinking in business management. The integration of the global business markets and resultant systematic risks, international standards and effectiveness of domestic and international regulatory structures are some of the current issues that need to be dealt by both academicians and practitioners. New approaches and policies have to be developed in developing and developed business markets alike. The Seminar is aimed to discuss the strategic commands, which can be implemented by the global as well as domestic business markets to compete with the multinationals in the wake of liberalized economy.

WHO SHOULD ATTEND THE SEMINAR?

This Seminar would be attended by a large number of Academicians, Policy Makers, Industrial executives, Innovative leaders, Researchers, Students as well as Professionals from various corporate bodies.

CALL FOR PAPERS

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

Track-1: Global Management

- ❖ Impact on Global Economy
- ❖ Financial Forecasting
- ❖ Innovation and Financial Intelligence
- ❖ Innovative Banking Practices in Rural Market
- ❖ Financial Inclusion
- ❖ Supply Chain Management
- ❖ Leadership Styles.
- ❖ Innovative Work Culture
- ❖ Strategic Issues in HR Management
- ❖ Cross Culture Issues in Global Environment
- ❖ Creative Compensation Practices
- ❖ Global Green Marketing

- ❖ Consumer Behavior and Designing Innovative Tools
- ❖ Social Marketing
- ❖ Creative Marketing Approaches for Tourism
- ❖ Creative Packaging as a Marketing Tools
- ❖ Online Marketing
- ❖ Innovations in Rural and Agriculture Marketing
- ❖ All others topics related to Emerging Issues in Global Management

Track-2: International Business

- ❖ Distribution, Warehousing and Transportation
- ❖ Global Supply Chain Strategies
- ❖ International Pricing
- ❖ Transfer Pricing Issues
- ❖ International Retailing
- ❖ Innovations in Global Marketing
- ❖ Creativity and Innovation Management of Global Brands
- ❖ Free Trade and Fair Trade
- ❖ International Strategic Alliances
- ❖ Implications of Multinational production Facilities for MNC's
- ❖ International Channel and Physical Distribution Management
- ❖ All others topics related to Emerging Issues in International Business

Track-3: Information Technology

- ❖ Business Information Systems, E-commerce and E-Banking, E-Business, E-Security, E-Governance – Challenges and Opportunities
- ❖ Soft Computing
- ❖ Data Mining and its Application
- ❖ Social networking
- ❖ Internet and web-services
- ❖ Role of ICT in Communication
- ❖ Ethical and Social Issues in IT
- ❖ Advanced Computer Networks
- ❖ Innovative Approaches for Programming Skill Development
- ❖ MIS and ERP
- ❖ Cloud Computing
- ❖ All others topics related to Emerging Issues in Information Technology

OUR UNIVERSITY

Jiwaji University came into existence on May 23, 1964 through M.P. Government Ordinance number **15** of **1963**. The foundation stone was laid on the campus of over 225 Acres of Naulakha Parade Ground by the then President of India, Dr. Sarvapalli Radhakrishnan on December 11, 1964. The University territorial jurisdiction extends over the districts of Gwalior, Bhind, Morena,

Sheopurkalan, Datia, Shivpuri, Guna & Ashoknagar and covers more than 400 affiliated colleges. The University volunteered for assessment and accreditation by NAAC of UGC and has been accredited with “A” **Grade** status.

THE SCHOOL OF COMMERCE AND BUSINESS STUDIES

The Department 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.

SEMINAR PAPERS

Papers on the above mentioned various sub themes are invited from academicians, professionals, researchers and students. The paper must be an original work of the participant and must not have been presented or published elsewhere before this seminar.

GUIDELINES FOR CONTRIBUTOR

Original papers are invited from Academicians, professional, Researchers and students engaged in the field of Management, Commerce, Economic, Tourism, International Business and Information Technology. The Participants interested in presenting papers in technical session must submit the abstract of paper (200 Words) in English. The abstract must be accompanied with the author name(s), affiliations, full postal address, e-mail id and telephone/mobile number along with the title of the paper on the front page.

Full text of the paper is to be submitted in MS word using Times New Roman, font size 12 on A-4 size paper in double spacing (Not more than 20 Printed Pages) and the soft copy of the paper e-mailed to **jiwajinationalseminar2015@gmail.com** The paper must be accompanied with the author's name(s), affiliations, full postal address, and email id and telephone/mobile number along with the title of the paper on the front page. Full research papers will be published in the form of book in near future. For presentation of the paper(s) in conference, the contributors are requested to prepare power point presentation. LCD Projectors/Laptop will be provided for the presentation.

An abstract should be sent by 15th Oct, 2015. Notification of the acceptance of paper will be done within one week from the date of submission of the Abstract and the full text paper should be sent by 26th Oct, 2015.

REGISTRATION AND ACCOMMODATION

The Registration fee is Rs. 500/- which includes expenses towards delegate kit, breakfast and lunch. Dinner arrangement is only for accommodated delegates.

The accommodation will be provided by the University. The delegates are advised to send a request stating their willingness for accommodation. The duly filled registration form along with University cash receipt or crossed demand draft of Rs.500/- drawn in favour of the “Registrar, Jiwaji University, Gwalior” payable at Gwalior should be sent by post to **Prof. K.S. Thakur**, Organizing Secretary - National Seminar on "**Changing Scenario of Global Management, International Business and Information Technology**" School of Commerce and Business Studies, Jiwaji University, Gwalior – 474 002 (MP) latest by **October 26, 2015**. It is expected that the delegates will arrange finance for TA/DA etc. from their own Universities/Institutes.

ORGANISING COMMITTEE

Chief Patron : Prof. Sangeeta Shukla
Hon'ble Vice-Chancellor
Jiwaji University, Gwalior (MP)

Patron : Prof. R. J. Rao
Rector
Jiwaji University, Gwalior (MP)

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

Members :

Prof. O.P. Agarwal	Prof. R.A. Sharma	Prof. Renu Jain
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Prof. A.K. Singh	Prof. Vivek Bapat	Dr. Navneet Garud
Prof. Rajeev Jain	Prof. A.K. Sharma	Dr. Sapan Patel

SEMINAR VENUE

PARYATAN BHAWAN
Jiwaji University, City Centre, Gwalior – 474 002 (MP)

ORGANISING SECRETARY

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On
"Changing Scenario of Global Management, International Business and
Information Technology"
October 31- November 01, 2015**

REGISTRATION FORM

I would like to participate in the seminar as a local/outside delegate.

Name : _____

Designation : _____

Address : _____

Phone : (Off.) _____ (Res.) _____

e-mail : _____ (Mob.) _____

Are you presenting a paper : **Yes / No**

Accommodation required : **Yes / No**

Registration Category : Academics/Industry/Delegate/ Professionals/Research Scholar/Students.

Demand Draft No./ Cash Receipt no. _____ Dated _____

Date and Time of Arrival: _____ Departure: _____

Date:

**Signature
Seminar Participant**

If required this form may be photocopied.