



National Conference on Strengthening Indian Economy and Business: Challenges, Initiatives and Strategies

12-13 October 2018

**Organized by
Department of Management
Human Resource Management & International Business
&
Advertising & Brand Management
Faculty of Commerce & Management**

Accredited by NAAC



(deemed to be

IIS

UNIVERSITY)

**SFS, Gurukul Marg, Mansarovar, Jaipur-302020
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Dear Colleagues

On behalf of the organizing committee, it is an honour to invite you to attend the **National Conference on Strengthening Indian Economy and Business: Challenges, Initiatives and Strategies** to be held on 12-13 October, 2018.

THE CONFERENCE

Disruptions to consumption and business activity due to the recent withdrawal of high-denomination banknotes from circulation has resulted in slowing down of the growth of our economy. Also, with the implementation of Goods and Service Tax (GST), business today has become extremely challenging. These and many other developments have resulted into various challenges in the Indian business environment leading to many new initiatives by the Government and development of many new strategies by the business leaders. Thus, the theme of this proposed conference focuses on the challenges, initiatives and strategies for strengthening the Indian Economy and Business. The idea is to understand and put forth the challenges undiscovered and develop strategies to negate their burning effects.

In the past, the Department of Management-HRM & IB has organized a National Conference on Sustainable Growth of Business: Strategies and Challenges in 2015 at The IIS University, Jaipur.

OBJECTIVES

This two day conference aims to provide a forum to various participants from academia, industry, government and non-government organizations, to discuss and dialogue on the various challenges, initiatives and strategies for strengthening the Indian Economy and Business. More specifically, objectives are-

- ✖ To discuss the challenges of economic and business reforms
- ✖ To assess and ascertain India's sustainable economic progression
- ✖ To explore the new models and strategies for growth of all sectors
- ✖ To critically evaluate present initiatives taken by government towards achieving the targeted growth

SUB-THEMES

Technical Session I: Challenges and Strategic Initiatives in Finance

- ✖ Merger and Acquisitions
- ✖ Strategic Financial Management in MNC's
- ✖ Risk Diversification Strategies
- ✖ Move toward Cashless Society
- ✖ Financial Inclusion through new schemes
- ✖ Management of FDI and FII's
- ✖ Management of Current Account Deficit and Fiscal Deficit
- ✖ Managing Inflation and GDP Growth
- ✖ Management of Non-Performing Assets (NPA) in banks
- ✖ Micro Financing and Insurance
- ✖ Role and Responsibility of Regulatory Bodies
- ✖ Venture Capital and Private Equity Funding
- ✖ Strengthening Indian Capital Market
- ✖ Impact of Goods and Services Tax

Technical Session II : Challenges and Strategic Initiatives in HRM

- ✖ Managing Family business
- ✖ Knowledge Management
- ✖ Competency Mapping
- ✖ Diversity Management
- ✖ Talent Acquisition and Retention
- ✖ Performance Management
- ✖ Team Management
- ✖ Organizational Citizenship Behavior (OCB)
- ✖ Welfare Issues at Workplace

- ✖ Succession Planning

Technical Session III : Challenges and Strategic Initiatives in Marketing

- ✖ Innovations in Marketing Practices
- ✖ Managing Brand for Sustainability
- ✖ 'Go Green' Practices in Marketing
- ✖ New Horizons in Rural Marketing
- ✖ Emerging International Marketing Practices
- ✖ New Vistas in Advertising
- ✖ Managing Service Quality
- ✖ Entrepreneurial Marketing Models (EMM)
- ✖ Consumer Behaviour across culture
- ✖ Ethnic and Minority Marketing
- ✖ Social Media Marketing
- ✖ Branding in the Digital Era

Technical Session IV: Challenges and Strategic Initiatives in Information Technology Management

- ✖ User Management strategies and techniques
- ✖ Management of Green Technology
- ✖ Use of IT in Rural Reconstruction
- ✖ Branchless Banking
- ✖ E-Governance
- ✖ Big Data Analysis
- ✖ Real Time Data Analysis
- ✖ Data Visualization Analytics
- ✖ Reverse Engineering and Business Process Re Engineering

ABOUT JAIPUR

Jaipur, the Pink City of India, is the starting point for the visitors of Rajasthan. The Capital of Rajasthan, Jaipur, casts an unusual spell on the travellers with its royal palaces, forts and monuments, revealing a historic past of chivalrous warriors, aristocratic royal ladies, art & craft, literature & science. Moreover handicrafts like miniature paintings, textiles, blue pottery and jewellery make it a shopper's paradise.

IIS (deemed-to-be-UNIVERSITY)

IIS (deemed-to-be-UNIVERSITY) is an exceptionally cosmopolitan and vibrant university based in one of the country's most exciting and ethnically rich cities – the Pink City. It is known for the excellence in the student centered learning and is dedicated and equally qualified to prepare the students to become the World's next generation of creative leadership.

Amongst the thirty eight deemed to be universities in India placed in the category 'A' by Ministry of Human Resource Development, Government of India, it is a progressive institution that has blazed trails since its inception almost two decades ago as the International College for Girls (ICG). Within a short span of being granted an autonomous status by UGC in 2007, the college was declared deemed to be a university in 2009. IIS(deemed-to-be-UNIVERSITY) has also been accredited by NAAC and included u/s 12B by the UGC. The university is committed to promote quality education, research and innovation. The University offers a wide array of semester based undergraduate, post graduate and research programmes which make for a robust academic environment. Our motto is the three Es: Efficiency, Excellence and Effectiveness.

SUBMISSION OF ABSTRACT

An abstract of about 500 words including the title, author (s) and address typed in MS Word in single spacing should be submitted online through e-mail by 31 August 2018 at sieb@iisuniv.ac.in.

- ☐ Title MS Word in Times New Roman (Size 16 Points) in single spacing
- ☐ Authors MS Word in Times New Roman (Size 12 Points)
- ☐ Affiliation MS Word in Times New Roman (Size 14 points)
- ☐ Abstract MS Word in Times New Roman (Size 12 points) in single spacing
- ☐ Keywords MS Word in Times New Roman (Size 12 Points)



The abstract should include the title of sub theme at the bottom of the page and a brief note about: Statement of Problem, Methodology, Analysis, Findings and Keywords (4-5). **Paper presentation in the conference will be permitted only when the participant has registered for the conference and submitted the full paper. On spot papers will not be accepted.**

ORAL PRESENTATION

- ☐ Ten minutes time will be given to each speaker.
- ☐ Presentation to be prepared in MS Power Point and brought in a CD or USB memory stick.
- ☐ LCD projector facility will be provided by the organizers.

POSTER PRESENTATION

- ☐ Size of the poster should be 1x1 meter
- ☐ Pins and stand will be provided by the organization
- ☐ Poster should be legible enough to be viewed from a distance of 4 feet.

AWARDS (Research Scholar / Student Category)

- ☐ Best oral presentation for each technical session
- ☐ Three best Poster Presentations

REGISTRATION

Registration Fee

| Participant-Category | Registration up to 05 Sept'18 | Registration after 5 Sept'18 / Spot Registration |
|------------------------------------|----------------------------------|--|
| • Students | Rs. 800/- | Rs. 1000/- |
| • Research Scholars | Rs. 1000/- | Rs. 1500/- |
| • Faculty Members/Industry Experts | Rs. 1500/- | Rs. 2000/- |

A request for registration, in the prescribed form along with the registration fee may be sent to The IIS University on or before 31 Aug'18.

The registration fee is payable either by DD in favour of "The IIS University, Jaipur" or in cash or online. No Cheques or money order will be accepted.

- ☐ Registration fee includes Delegate kit, Lunch and High Tea.
- ☐ Photocopy of the registration form may be used.
- ☐ The registration form can also be downloaded from the University website www.iisuniv.ac.in.
- ☐ Acceptance of form is subject to remittance of registration fee.

For Online Payment

You can directly transfer the fund in our account. The details are follows:

- ☐ A/c Holder The IIS University
- ☐ Branch SFS, ICG Campus, Mansarovar, Jaipur
- ☐ A/c No. 09871450000152
- ☐ IFSC HDFC0000987

Note: Please also send an email giving us the details of the online payment made

IMPORTANT DATES

- ☐ Last date for Submission of Abstract 31/08/2018
- ☐ Communication of Acceptance of Abstract 03/09/2018
- ☐ Last date of Submission of Registration Fee 05/09/2018
- ☐ Last date of Submission of Full Paper 15/09/2018

TRAVEL & ACCOMMODATION

- ☐ No travel reimbursement will be made by the organizers.
- ☐ Accommodation can be booked on request. The payment for the same will be borne by the participants

ORGANIZING COMMITTEE

CONFERENCE CHAIRMAN

Dr. Ashok Gupta
Vice Chancellor
IIS (Deemed to be University), Jaipur

CONFERENCE COUNSELLORS

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IIS (Deemed to be University), Jaipur

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Dean, Faculty of Commerce & Management
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