



# IIS

(deemed to be UNIVERSITY)

Gurukul Marg, SFS, Mansarovar  
Jaipur 302 020 (India)

T. : +91 141 2400160, 2397906-07

M. : 70733 53330, 70733 53331

F. : +91 141 2395494

E. : iisuniversity@iisuniv.ac.in

## NATIONAL CONFERENCE ON CONTEMPORARY TRENDS & CHALLENGES IN GLOBAL BUSINESS MANAGEMENT



SEPTEMBER  
27 -28, 2019

ORGANIZED BY  
DEPT. OF COMMERCE (BUSINESS STUDIES)  
IIS (DEEMED TO BE UNIVERSITY), JAIPUR



## DEAR COLLEAGUES

On behalf of the organizing committee, it is an honour to invite you to attend the National Conference on Contemporary Trends & Challenges in Global Business Management to be held on 27-28 September, 2019.

# BUSINESS AND MANAGEMENT



## ABOUT THE CONFERENCE

Changing global landscapes are impacting the way business is conducted in countries around the world. These changes are experienced in cultural, social, political, business and technological spheres as well. The prime focus of the conference is to identify multiple ways to manage these changes across the globe. Also, with the implementation of the Goods and Service Tax (GST), business today has become extremely challenging. These and many other developments have resulted in various challenges being faced in the Indian Business Environment. Therefore, the theme of the proposed conference is to focus on the various trends and challenges in the area of global business management. In the past, the Department has organized National and International Conferences on the themes of Marketing and Indian Business world.

# OBJECTIVES

The Conference is dedicated to discussing issues, exchanging of ideas and views towards the advancement of theory and practices in the field of Commerce and Management. All technical sessions will predominantly be related to Finance and Economics, Sales and Marketing, Human Resource and General Management. The objectives have been outlined as under :

- ☐ To provide a robust platform for expression of interest & cognitive thoughts and promote research among all the active participants in the conference.
- ☐ To provide an opportunity to enhance knowledge and skills required to solve business problems and to meet the challenges of the dynamic decision making in business environment.
- ☐ To discuss the challenges of economic and business reforms.
- ☐ To provide an opportunity to participants to upgrade their knowledge in context of global business .

## SUB-THEMES

### TECHNICAL SESSION I

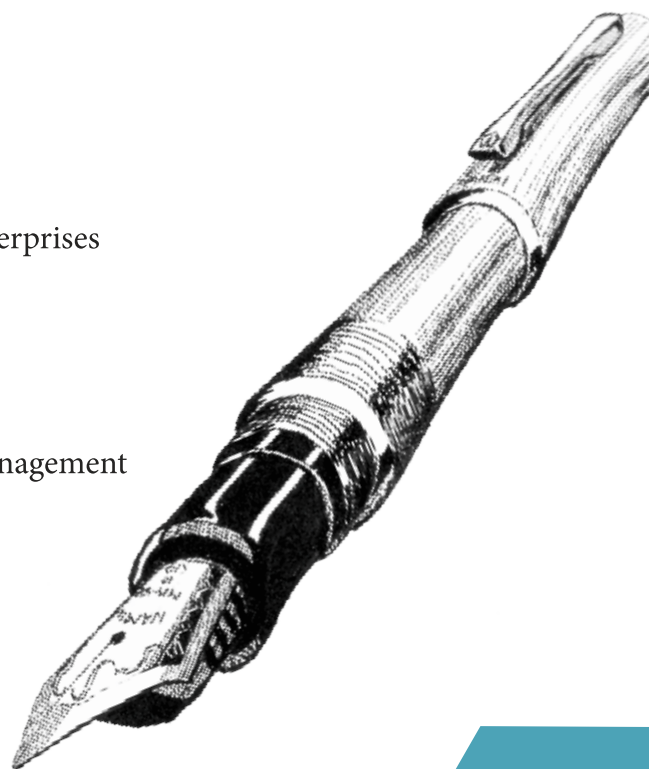
#### Trends and Challenges in General Management

- ☐ Emerging Role of Private Sector in India
- ☐ Challenges and Opportunities in Small and Medium Enterprises
- ☐ Leadership in Organizational Settings
- ☐ Organizational Development and Change Management
- ☐ Corporate Governance
- ☐ CSR and Business Ethics
- ☐ Entrepreneurship Development and Family Business Management
- ☐ Conflict Management
- ☐ Dynamics of Globalization
- ☐ Waste Management

### TECHNICAL SESSION II

#### Trends and Challenges in Financial Management

- ☐ Contemporary Issues in Financial Management
- ☐ Economic Reforms in Indian Economy in Recent Years
- ☐ Effects of Demonetization on Indian Economy
- ☐ Micro Finance and Micro Credit System in India
- ☐ Stock Market Volatility and Liquidity Issues
- ☐ Foreign Direct Investment
- ☐ Social Accounting and Green Accounting Practices in India
- ☐ Digitalization
- ☐ Economic Policies for Trade Facilitation
- ☐ Venture Capital and Private Equity Funding
- ☐ Financial Inclusion through New Schemes
- ☐ Impact of Goods and Services Tax
- ☐ Management of Non Performing Assets(NPA) in Banks



## TECHNICAL SESSION III

### Trends and Challenges in Marketing Management

- ☐ Consumer Behavior
- ☐ Customer Relationship Management
- ☐ Retail Scenario in India
- ☐ Services Marketing
- ☐ Go Green' Practices in Marketing
- ☐ E-Commerce
- ☐ Dynamics in Advertising
- ☐ Social Media Marketing
- ☐ New Horizons in Rural Marketing
- ☐ Tourism and Hospitality
- ☐ Branding in the Digital Era
- ☐ Managing Service Quality
- ☐ Digital Marketing

## TECHNICAL SESSION IV

### Trends and Challenges in Human Resource Management

- ☐ Human Capital
- ☐ Performance Management
- ☐ Work Life balance
- ☐ Industrial Relations : Culture and Diversity
- ☐ Human Resource Information System
- ☐ Technology Interface in HR
- ☐ Competency Mapping
- ☐ HR Audit and HR Research
- ☐ Compensation Management
- ☐ Green HRM







## 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.



## ABOUT THE UNIVERSITY

IIS (Deemed to be University), Jaipur is among the pioneers in Rajasthan in imparting high quality education to women in different streams. It is known for excellence in delivering value-based education to students and encourages them to think innovatively in different walks of life. It particularly focuses on preparing students to become world ready citizens, who are abreast to take any professional and social challenges with an educated and empowered mind. With over 5000 students and more than 233 staff members, the University offers UG, PG and Doctoral programmes in Arts, Science, Commerce, Home Science, Management and Computer Science & IT. Established in 1995 as the International College for Girls, affiliated to the University of Rajasthan, the college has crossed significant milestones in its journey towards excellence in higher education. Besides receiving numerous other accolades, it was accredited by NAAC of UGC, recognized as a college with potential for Excellence (CPE) by the UGC and selected as a model college by the state government. With the grant of memberships of the Association of Indian Universities (AIU), the Association of Commonwealth Universities (ACU) and the Association of Universities of Asia and the Pacific (AUAP) along with the grant of 12-B Status by the UGC, accreditation by NAAC-UGC in 2014, the University is committed to achieving even higher standards in the field of higher education.

## 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 21 August 2019 at [ctc@iisuniv.ac.in](mailto:ctc@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 USB memory stick.
- ☐ LCD projector facility will be provided by the organizers.
- ☐ Certificate of paper presentation would be only awarded to the participants who will present the paper in the respective session.

## 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 26 Aug'19	Registration after 26 Aug'19 (Spot Registration)
<input type="checkbox"/> Students	₹ 800/-	₹ 1000/-
<input type="checkbox"/> Research Scholars	₹ 1000/-	₹ 1200/-
<input type="checkbox"/> Faculty Members/Industry Experts	₹ 1200/-	₹ 1500/-



- ☐ A request for registration, in the prescribed form along with the registration fee may be sent to IIS (deemed to be University), Jaipur on or before 31 Aug'19.
- ☐ The registration fee is payable either by DD in favor of "The IIS University, Jaipur" 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](http://www.iisuniv.ac.in).
- ☐ Acceptance of form is subject to remittance of registration fee.

#### IMPORTANT DATES

- |  |            |
|--|------------|
| <input type="checkbox"/> Last date for Submission of Abstract        | 21/08/2019 |
| <input type="checkbox"/> Communication of Acceptance of Abstract     | 24/08/2019 |
| <input type="checkbox"/> Last date of Submission of Registration Fee | 26/08/2019 |
| <input type="checkbox"/> Last date of Submission of Full Paper       | 10/09/2019 |

For detailed information log on to  
[www.ctc2019.iisuniv.ac.in](http://www.ctc2019.iisuniv.ac.in)

**Online registration with online payment facility is also available at  
[www.ctc2019.iisuniv.ac.in](http://www.ctc2019.iisuniv.ac.in)**

#### 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.



## CONFERENCE CHAIRMAN

**Dr. Ashok Gupta**

Vice Chancellor

IIS(deemed to be University), Jaipur

### Conference Director

**Prof. M.K. Sharma**

Dean, Faculty of Commere & Management  
IIS(deemed to be University), Jaipur

### Conference Counsellor

**Prof. Raakhi Gupta**

Rector & Registrar  
IIS(deemed to be University), Jaipur

### Convenor

**Dr. Aditi Jain**

Head, Dept. of Business Studies  
IIS(deemed to be University), Jaipur

### Organizing Secretary

**Dr. Ruchi Jain**

Associate Professor, Dept. of Business Studies  
IIS(deemed to be University), Jaipur

## MEMBERS

Dr. Aditi R.Khandelwal, Dr. Akshita Jain, Dr. Neha Sharma,  
Dr. Princy Thomas, Dr. Sarabjeet Kaur, Dr.Shilpi Saxena

## CONTACT DETAILS



**Dr. Aditi Jain**  
8003094330

**Dr.Ruchi Jain**  
9783307201

**Dr. Neha Sharma**  
8003095366

Email : [ctc@iisuniv.ac.in](mailto:ctc@iisuniv.ac.in)



(deemed to be

**IIS**  
**UNIVERSITY)**

Gurukul Marg, SFS, Mansarovar  
Jaipur 302 020 (India)  
T. : +91 141 2400160, 2397906-07  
M. : 70733 53330, 70733 53331  
F. : +91 141 2395494  
E. : [iisuniversity@iisuniv.ac.in](mailto:iisuniversity@iisuniv.ac.in) | [ctc@iisuniv.ac.in](mailto:ctc@iisuniv.ac.in)