

Invitation and Call for Papers
2nd National Conference

on
**Emerging Trends in Innovations and
Sustainable Business Practices**

Organised by

SCHOOL OF MANAGEMENT STUDIES



September 8, 2016 Thursday

**Sustainable
Business Practices**



Baddi University of Emerging Sciences & Technology

Makhnumajra, Baddi, Distt. Solan, H.P.-173 205

Ph: 01795-247353, Fax: 01795-247352, baddiuniv.ac.in

About the National Conference

The contemporary organizations today are facing complex, ever changing challenges and opportunities and have come to realize that constant innovation and creativity are essential tools to stay ahead of the competition to gain sustainable competitive advantage. Keeping in mind the above realities the School of Management Studies is organizing the 2nd one day National Conference on the theme '**Emerging Trends in Innovations and Sustainable Business Practices**' on **September 8, 2016**. National Conference 2016 seeks to represent the most leading-edge insights and scholarly discussions related to innovative and creativity-driven business solutions that may have a high impact on the business of tomorrow.

It is an opportunity to Industry and Academia for sharing best practices and perspectives with each other. This conference is designed to facilitate exchange of new ideas, research outputs and understanding innovative business practices adopted by organizations to sustain in turbulent economic scenario.

Conference Objectives

The conference aims to bring together leading academicians, researchers and research scholars to exchange and share their experiences and research results on all aspects of industrial applications and innovations. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of business applications and innovations.

Conference Topics

The conference would focus on innovations in business and sustainable business practices. Original research papers, articles, case studies are invited on the following themes. These themes are only indicative and not exhaustive. The contributors can include any other topic falling under the broad scope of the main theme.

- Innovations in Marketing Practices
- Contemporary Issues in Management
- Women Entrepreneurs education and development
- Rural Entrepreneurship
- Innovative strategies for markets
- Perspectives and challenges in global market
- Strategies for coping with the challenges of global assignments
- Make in India- A step towards sustainable growth
- Innovative and creative solutions in business
- Innovation and creativity management
- Innovative and creative business management models and approaches.
- The role of governments and policymakers in providing innovative business solutions.
- Global e-Commerce as a creative business solution
- Creative and innovative marketing, branding and business communication approaches
- Digitalization of India- A step towards innovative business solutions
- Innovations and opportunities of digitalization in India
- Emerging trends in banking and insurance
- Global financial engineering
- Financial inclusion: role of Indian banks in coming years
- Changing scenario of micro financing in India
- Merger and Acquisitions in India
- Price discovery mechanism in financial markets
- Risk management and derivatives securities.
- Financial Markets and Institutions
- Financial risk management
- Forecasting Financial Markets
- Impact of brand equity on corporate restructuring
- Financial Globalisation and Crisis
- Innovations in HR Practices
- Innovative Practices in Tourism & Hospitality Industry
- Corporate and Commercial Law
- Human Rights Law and Social Justice
- Reward Management
- Talent Management
- Digital HRM
- Employee Engagement
- Retention and Turnover

Participants

Academicians, Corporate Executives, Entrepreneurs, Research Scholars, Practitioners

Guidelines for Conference Paper /Case Studies Submission

- Only original work should be submitted for the national conference.
- Authors are invited to submit an abstract, which should not exceed 300 words.
- Length of the full paper should not exceed 3000 words; the paper should be typed on A4 size paper in Times New Roman font, 12 font sizes with 1.5 line space.
- Tables, illustrations, chart, figures should be numbered and the source of the same should be mentioned below. The references that are actually utilized should only be mentioned in the reference list.
- The first page of the manuscript should have the title of the paper, with Subject line as National Conference on ‘**Emerging Trends in Innovations and Sustainable Business Practices**’.
- Names of author(s), their complete postal addresses, email id, and phone/fax numbers.
- The electronic submissions can be mailed to email-id, ncimssg@baddiuniv.ac.in with Subject line as National Conference on “**Emerging Trends in Innovations and Sustainable Business Practices**”.
- LCD Projectors will be available for the presentation

Important Dates

Last Date for Submission of Abstract (< 300 words) 10th August 2016.

Confirmation of Acceptance of Abstract 10th Aug 2016.

Last Date for Submission of Full Paper (< 3000 words) 12th August 2016.

Spot Registration 8th September 2016

Registration Details

The registration form complete in all respect should reach the convener at the given address on or before 8th September 2016. For multiple entries photocopies of the registration form can be used. The registration fee is payable through Demand Draft in favour of Baddi University of Emerging Sciences & Technology, payable at Baddi

Conference Fees

Conference’s fees include admission to conference’s sessions, lunch, proceedings and registration materials

STUDENTS(PHD/MBA)	ACADEMICIANS	INDUSTRIAL DELEGATES
500/- Before (26/8/2016)	700/- Before (26/8/2016)	1400/- Before
800/- After (26/8/2016)	900/- After (26/8/2016)	1500/- After (26/8/2016)

For Electronic transfers

Bank Name: Punjab National Bank, Baddi

Account Name: Baddi University of Emerging Sciences & Technology

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About Baddi University of Emerging Sciences and Technology (BUEST)

Baddi University of Emerging Sciences and Technology (BUEST), formerly Institute of Engineering and Emerging Technology (IEET), is a private technical and professional higher education university located at Baddi, Himachal Pradesh, India. BUEST is commonly referred to as Baddi University. Baddi University of Emerging Sciences & Technology was established under Act No.21 of 2009 of Himachal Pradesh Government vide gazette notification No.EDN-A-Gha(8)-14/2006 dated 15 October, 2009. The university campus is spread over 40 acres of picturesque slopes in the midst of Shivalik Hills at Baddi in Solan district of Himachal Pradesh. It was promoted by the society named Centre for Advanced Studies in Engineering (CASE). The university has the legacy for excellent academic performance and placement of students in top companies. BUEST is known for its academic excellence and total commitment to superiority in technical and management education with holistic concern for quality of life, environment, society and ethics. The mission of the university is to serve the society and improve quality of life by imparting quality education in the areas of Engineering, Management, Pharmacy, Sciences and other professional courses, and to disseminate knowledge through research and consultancy.

About School of Management Studies

The School of Management Studies (SMS) holds the vision of shaping leaders for exigent corporate houses the world over. Since its inception, the school has set standards to help in shaping proficient management students to reach the supreme echelons in the professional world. Its innovative teaching methodology helps students get better acquainted with the dynamics of the challenging world of business, along with imbibing a fine blend of traditional Indian ethics and values. The courses have been designed to empower students to get familiar with innovation, entrepreneurship and benchmarked management techniques.

SMS aims to create an environment in which students undergo the process of empirical learning through exposure to a range of real world practical problems and utilizing opportunities to apply learned skills in diverse business situations. The project-based learning combined with lectures, case studies, role plays, industrial visits, business games etc. help in learning activities that are long-term, interdisciplinary, and integrated with real world issues and practices. Students are encouraged to work with people of different backgrounds which helps in the refinement of skills, and gives them an edge over others at the time of summer training and final placements.

The proximity of the institute with Baddi, the industrial hub of India, serves as an added advantage. This translates into the symbiotic affiliation with the corporate magnets, equipping the students with business acumen to become tomorrow's leaders.



For any query call us:

Dr. Poonam Bassi, Assistant Professor, M: 9418039595

Dr. Nisha Chanana, Assistant Professor, M: 7834077474