

Academic Output/ Publication

The abstracts of the papers selected for presentation will be included in the Conference Souvenir.

Full length papers shall be published in an edited book/journal with an ISBN/ISSN number of authors interested in publication

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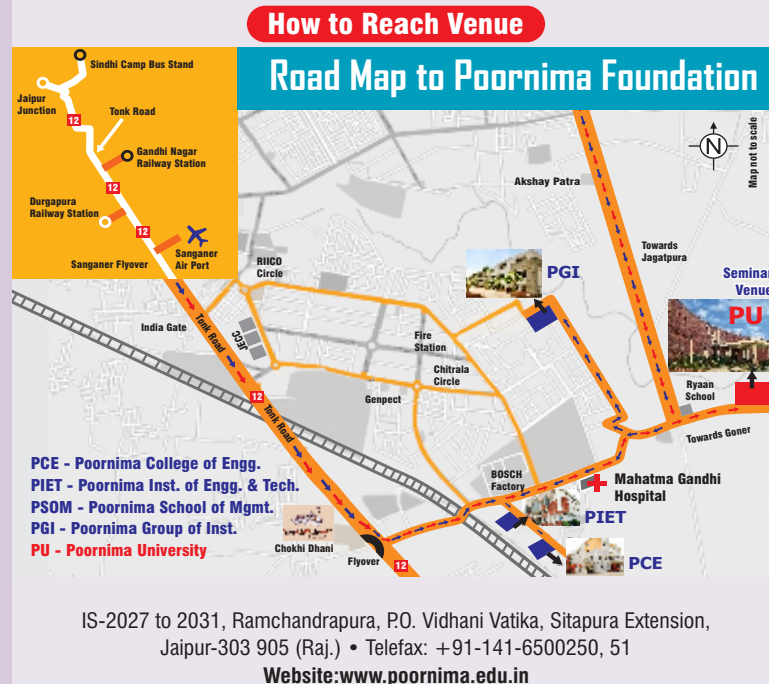
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INTERNATIONAL CONFERENCE

*Sustainable Development and Innovation in
Business, Economy, Management
and Technology: Prospects in Emerging Markets*

February 23 – 24, 2018

Organized by



**School of Management,
Poornima University, Jaipur**

In collaboration with



Supported by



Indian Green Building Council

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About Jaipur – the City hosting the Conference

The famous city of Jaipur (India) is the capital of Rajasthan State and known as the "Pink City" with beautiful palaces, havelis and forts. Jaipur was built in year 1727 and is 262 km from Delhi. The city is well connected by air, rail and road. Jaipur is predominantly known for its musicians, artisans, craftsmen and fairs and festivals. It has attractive monuments where one can breathe the fragrance of history. Comfortable and luxurious hotels, once the pride of kings, parks, gardens, and excursions of nearby places of interest, make Jaipur a tourist's paradise.

About Poornima University

The University established in 2012, aims to achieve world class excellence in imparting knowledge, research and teaching, making invaluable contributions to the social, educational and economic development of the nation. The state of the art research facilities and modern amenities like well stocked libraries along with project centers create a conducive environment for teaching learning process. Poornima University is committed to bring about perceptible change in society with its innovative and equitable practices and systems.

About the Conference

The present decade of 21st century, is characterized by intense competition and dynamic changes in the business world. The global economy continues to face complex challenges and resolute policy action is needed to restore confidence and put the economic recovery onto a sustainable growth path. To ensure that growth is sustainable over the long-term, countries need to confront and implement solutions to rising environmental challenges.

Understanding the nature of global trends has never been more important ever before. Volatility, inflationary trends, growing inequalities among and within the countries and the slowing down of employment growth are some of the challenges. Business concerns and companies across the world are attempting to grapple with the changing business environment and it is realized that executing an existing strategy may no longer be enough. Businesses and economies need to think more deeply about the opportunities and risks presented by evolving trends and chart a roadmap to success.

Global economies are so interdependent and interconnected that companies, governments and industries are compelled to cooperate in the ways that could not have been imagined a few years ago. We now see the emerging markets becoming hotbeds of innovation and serving as the world's economic growth engine especially in efforts to reach the growing middle class and low-income consumers around the globe. The far-reaching effects of their spectacular rise will continue to influence business environment all over the world.

Rapid population growth, demand for sustainable economic development, a growing middle class, cut throat competition, easy access to credit, demanding customers, internal and external liberalization, macroeconomic stabilization, restructuring of banking and finance, growing MSME sector, opening to the world and economic integration are making many companies look at their functioning in a whole new way.

In the face of continually evolving situations, business leaders need to keep their organizational strategies updated, ensure that their organizations continue to look ahead, and use strategies to improve overall performance. Leaders need to plan for a range of scenarios, abandoning assumptions about where competition and risk could come from, and not be afraid to look beyond long-

established models. Organizations will also need to keep their employees' skills up-to-date and balance the potential benefits of emerging trends with the risks they sometimes pose.

The theme of the conference 'Sustainable Development and Innovation in Business, Economy, Management and Technology: Prospects in Emerging Markets' has been divided into sub-themes those have been identified taking into consideration related issues of human resource, finance, marketing, entrepreneurship, technology, production and operations. This has been done with the hope that management education and research would be able to provide fresh thinking. Through discussion and dialogue, the endeavor will be to create a platform that connects East and West, with the aim of educating and preparing the next generation.

The conference is being organized by the School of Management, Poornima University, Jaipur in collaboration with Hanyang University Business School, Seoul, South Korea, Asian Institute of Technology, Bangkok and Northumbria University, Newcastle, UK.

Objectives of the Conference

- To bring academicians, researchers and others from the international and national community on a common platform to explore and examine the diverse facets of business, economy, management and technology, and their prospects in emerging markets across management disciplines and various sub-themes there under;

- To bridge the gap between industry and academia and develop an understanding of the sustainable development and innovation in business and economy in the emerging markets; and

- To expose the young students of management, who are the potential leaders of the future, to ideas and practices that will equip them with relevant background to meet the emerging trends across the globe.

Theme and Sub-Themes of the Conference

The main theme '**Sustainable Development and Innovation in Business, Economy, Management and Technology: Prospects in Emerging Markets'** will cover the various sub-themes under the following areas :

Human Resource

- Employment Generation, Training and Skill Development
- Talent Management and Employee Engagement
- Gender and Leadership Issues
- Social Security and Welfare Schemes
- Change Management – Transforming the World of HR

Finance

- Behavioural Finance and Financial Innovation
- Micro Finance, Financial Literacy and Inclusion
- Demonetisation and Cashless Economy
- Forex and Risk Management
- Mergers, Acquisitions and Takeovers

Marketing

- Consumer Behaviour and Customer Relationship Management
- Green Marketing and Environmental Marketing
- Branding, Customer Engagement and Establishing Market Identity
- Social Inclusion and Rural Marketing
- Hospitality, Tourism and Service Marketing

Entrepreneurship, Technology, Production and Operations

- Start Up and Small Business Entrepreneurship

- Digital Economy and Promotion of IT Use
- Logistics and Supply Chain Management
- Product Standards and Total Quality Management
- Technological Advances and Quality Upgradation

Submission and Selection of Papers

Abstracts of papers on the conference theme must be submitted by 31 December, 2017. Papers will be invited on the basis of abstracts submitted by the authors. The abstract should not exceed 400 words and should summarize the objectives, methodology and main results of the study.

Review and Selection for Presentation

Submitted research papers will be subjected to blind review by experts and the short listed papers will be accepted for presentation in each of the technical sessions.

Important Dates

Last date for submission of abstract	Decembers 31, 2017	
Acceptance of short-listed abstracts	January 10, 2018	
Full paper submission	January 31, 2018	
Intimation for presentation of papers	February 05, 2018	
Last date for registration	For Paper Presenters	Within 5 days of the acceptance of full paper
	Other Participants	February 20, 2018

Guidelines for Contributors

The abstracts as well as the accepted papers should provide on the cover page, the title of the paper, name of author (s), institutional/professional affiliation, address, contact number and email Id for communication. The full paper, not exceeding 5000 words, adhering to APA style, should be submitted in duplicate along with a CD to the Conference Secretariat. Papers should be typed on A-4 format with 1.5 spacing, left-aligned, with a one and a half inch margin and typed in 12-point font (Times New Roman) in MS Word. PDF format would not be accepted. Graphs or pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word. Abstracts/papers can also be submitted as email attachments.

Participants/audience will include, besides the contributors of research papers and guests, industry delegates, academicians, research scholars and management students.

Registration

Participants/delegates should send the registration form in the format appended along with requisite registration fee by way of **Demand Draft** in favour of '**Poornima University'** payable at **Jaipur**. The registration fee (that includes the conference kit, lunch and tea) is:

Category	With Conference Souvenir (including abstracts)	With an edited book/journal with an ISBN/ISSN number (including full paper)
Industry Delegates	INR 1500	INR 2000
Academicians	INR 1000	INR 1500
Research Scholars	INR 800	INR 1300
Student Delegates	INR 500	INR 1000
Foreign Delegates	USD 50	USD 75

The participants/delegates are requested to make their own arrangements for travel. Assistance for boarding and lodging, if required, will be provided by the conference organizers based on availability.



Poornima University
(School of Management)

***International Conference on
'Sustainable Development and Innovation in Business, Economy, Management and Technology :
Prospects in Emerging Markets'***

February 23–24, 2018

REGISTRATION FORM

Name of participant/delegate : _____

Designation : _____

Category (tick as applicable) :

Foreign delegates	<input type="checkbox"/>	Industry delegates	<input type="checkbox"/>
Academicians	<input type="checkbox"/>	Research scholars	<input type="checkbox"/>
Student delegates	<input type="checkbox"/>		

Name and Address of the Organization/Academic Institution :

Phone (with STD code) : _____ Mobile No. : _____

Email : _____

Title of the Paper (if desired to be presented) :

Payment Details :

Demand Draft no. _____ dated _____ for Rs. _____ drawn in favour of
'Poornima University, Jaipur' payable at Jaipur (attached).

Date : _____

Signature of participant

Filled registration form along with demand draft may be sent to :

Dr. Swati Jain/ Ms. Arpita Mehta (Conference Conveners), School of Management (Poornima University) Plot No. IS-2027-2031, Ramchandrapura, P.O. Vidhani Vatika, Sitapura, Extension, Jaipur, Rajasthan 303905