

Poornima University
(School of Management and Commerce)

International Conference on
'Paradigm Shift in Business and Economy: Challenges, Initiatives and Strategies in Global Context'

April 19 – 20, 2019

REGISTRATION FORM

Name of participant/delegate : _____

Designation : _____

Category (tick as applicable) :

Foreign delegates

Industry delegates

Academicians

Research scholars

Student delegates

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, Associate Professor and Convener, School of Management and Commerce, Poornima University
Address- Plot No. IS-2027-2031, Ramchandrapura, P.O. Vidhani Vatika, Sitapura, Extension, Jaipur, Rajasthan
303905***

Academic Output/Publication

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

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

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Venue
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INTERNATIONAL CONFERENCE

*Paradigm Shift in Business and Economy:
Challenges, Initiatives and Strategies
in Global Context*

April 19 – 20, 2019

Organized by



School of Management & Commerce
Poornima University, Jaipur

In collaboration with

한양대학교
HANYANG UNIVERSITY



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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

In today's business world of chaotic high incidence of competition, managing change is one of the most critical factors for corporate success. 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 shift in the world economy and business has never been more important ever before. Volatility, inflationary trends, growing inequalities and the slowing down of employment growth are some of the challenges. Business concerns and companies across the Globe 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, government and industries in countries are compelled to cooperate in the ways that could not have been imagined a few years ago. 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 'Paradigm Shift in Business and Economy : Challenges, Initiatives and Strategies in Global Context' 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 to disseminate knowledge, with the aim of educating and preparing the next generation.

The conference is being organized by the School of Management and Commerce, 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 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 shift in Indian economy and business; 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 in India.

Theme and Sub-Themes of the Conference

The main theme **'Paradigm Shift in Business and Economy: Challenges, Initiatives and Strategies in Global Context'** will cover the various sub-themes under the following areas :

Human Resource

- 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 Up-gradation

Conference Sessions

Besides the inaugural and valedictory sessions, there will be two 'Plenary Sessions', one on each day, in which the panelists will express their expert views and four 'Technical Sessions', two on the first day and two on the second day, for presentation of short-listed research papers in each area.

Jaipur Darshan

Depending on the number of interested delegates, it is purposed to organize Jaipur Darshan on Sunday Feb. 21, 2019

Submission and Selection of Papers

Abstracts of papers on the conference theme must be submitted by 21 February, 2019. 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.

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 e-mailed to icsmc2019@poornima.edu.in 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.

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

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

Important Dates

Last date for submission of abstract	February 21, 2019	
Acceptance of short-listed abstracts	February 25, 2019	
Full paper submission	March 30, 2019	
Intimation for presentation of papers	April 04, 2019	
Last date for registration	For Paper Presenters	Within 5 days of the acceptance of full paper
	Other Participants	April 05, 2019

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	Registration Fee	
	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 1200	INR 2000
Research Scholars	INR 1000	INR 1500
Student Delegates	INR 500	INR 1000
Foreign Delegates	USD 30	USD 50

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