

काशी हिन्दू
विश्वविद्यालय



BANARAS HINDU
UNIVERSITY

Established by BANARAS HINDU UNIVERSITY ACT XVI of 1915

National Conference
on
Emerging Business Practices
(April 7-8, 2018)

KEY DATES:

Submission of Abstract (Word limit 300):	March 15, 2018
Acceptance of Abstract:	March 18, 2018
Submission of the full length papers (Word limit: 5000) :	March 21, 2018

Organized by



imBHU

प्रबन्ध शास्त्र संस्थान
INSTITUTE OF MANAGEMENT STUDIES
(FACULTY OF MANAGEMENT STUDIES)

Framework:

The contemporary management practices are undergoing incessant evaluation on a very stiff parameter due to the challenges posed in light of current economic conditions. These practices are required to be in tune with the strategic intents of corporate, for that purpose the pertinent issues are required to get focused through the evolution of compatible strategies that are to be in line with the organization's focus areas. An outstanding organization is that which never compromise on its values even at bad times and not only during good times in terms of all the facets of management practices. At this critical juncture of time the National Conference on emerging business practices is an initiative by the **Institute of Management Studies, Banaras Hindu University** to bring together industry representatives, academicians, research scholars and students to disseminate their ideas and contributions that focus on the current issues rose due to the prevailing economic scenario and will try to evolve strategies at the corporate level to combat the ill effects of fluctuating global economy.

Objective:

Objective of the conference is to provide a forum to scholars, Professionals, academicians and other group of society to share knowledge and experience on emerging business practices.

Thematic Clusters:

Following are the indicative themes: (contributions on related issues, within the realms of Economics, Commerce, Management, Trade, Industry and related areas are also acceptable)

Emerging Finance Practices	Emerging Human Resource Practices
<ul style="list-style-type: none">▪ Financial inclusion▪ Microfinance▪ Corporate Governance▪ Foreign Exchange▪ Insurance & Risk Management▪ Banking and Financial Services▪ Derivatives▪ Goods and Service Tax▪ Demonetization▪ Financial literacy▪ Behavioural finance▪ e-Finance	<ul style="list-style-type: none">▪ Culture and change management▪ Employee Development▪ High performance work system▪ Innovative Work behaviour▪ Intellectual Capital Management▪ Knowledge Management▪ Leadership▪ Strategic HRM▪ Talent management▪ Green HRM,▪ Corporate Social Responsibility▪ Values & Ethics
Emerging Marketing Practices	Emerging Operational practices
<ul style="list-style-type: none">▪ Brand Management▪ Customer Relationship Management▪ Supply Chain Management▪ Sales and Advertising▪ Industrial Marketing▪ Green Marketing▪ Rural marketing▪ Social Marketing▪ Digital Marketing▪ Cause related marketing	<ul style="list-style-type: none">• Logistics• Inventory Management• Enterprise Resource Planning• Artificial Intelligence• Total Quality Management• Just in Time• Sequential modelling• Business Process Re-engineering
Emerging International business practices:	Emerging IT Practices
<ul style="list-style-type: none">• Forex market• Foreign Trade Policy• Foreign Direct Investment• Indo-China Trade• Geopolitical Environment• Regional Economic alliances• Special Economic Zones• Financial Dynamics of Multinational Corporations• Cross cultural management	<ul style="list-style-type: none">• Strategic Information Management• Human Resource Information Management System• eCRM• eSCM• Green Channel• Cloud Computing• Decision Support System• Database Marketing• Data mining• Big Data Analysis
Emerging Environmental Practices	
<ul style="list-style-type: none">• Solid Waste Management• Water harvesting• Disaster Management• Energy conversation	<ul style="list-style-type: none">• Climate Change• Environmental Mapping• Namami Ganga• Green Infrastructure

For Whom:

- Policy makers in Government and non-governmental organizations,
- Experts from the Industry and Corporate,
- Academicians and researchers from the related areas

Program Date and Venue:

April 7 & 8, 2018 at Institute of Management Studies, Banaras Hindu University, Varanasi – 221005 UP, India

Call for Papers:

We invite academic scholars, practicing professionals, and management students to participate by sharing their papers on various sub-themes.

Guidelines for Paper Submission:

- Only original and unpublished work is sought. The contributors should certify that manuscript has neither been published anywhere nor is being considered presently anywhere for publication.
- Submission should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address (s), telephone/fax numbers and e-mail address(s), title of the paper and up to four key words that describe the paper. The last sheet of the paper should have a brief autobiography of the author(s) in not more than 100 words.
- For preparation of the manuscript, the author(s) are requested to follow APA Citation Style. An electronic version of the manuscript in MS-Word format should be submitted via e-mail and a hard copy of the same should be sent. (All text should be in single space with 1 inch margin on all the sides on (A4) size paper using a font size of 12 in Times Roman.)
- Few selected papers would be considered for publication in the form of a book to be published on the occasion and/or in the Institute Journal. At least one of the authors must pre-register for the conference and present the paper. A maximum of two papers can be presented by one person.
- Participants can send their abstracts / papers to the Organizing Secretary through email id : ncebp@fmsbhu.ac.in

Conference Proceedings:

Accepted Papers/Articles will be published in the proceedings of the conference in the form of an edited book bearing ISBN no. Published by reputed International / National level publisher.

Key Dates:

Submission of Abstract:	(Word limit 300)	March 15, 2018
Acceptance of Abstract:		March 18, 2018
Submission of the full length papers:	(Word limit: 5000)	March 21, 2018

All electronic submissions should be sent to: ncebp@fmsbhu.ac.in

Registration fee:

Category:	
(a) Institutional / Corporate	Rs. 2500.00
(b) Academician	Rs. 1000.00
(c) Research Scholar	Rs. 750.00
(d) Students	Rs. 500.00

The registration fee will include the participation in the conference and the working lunch and snacks during the conference.

Mode of payment: Registration fee shall be paid through DD in favour of “**The Dean, Faculty of Management Studies, BHU**” payable at **Varanasi (India)** or through electronic transfer at **State Bank of India, Branch Code: 0211, A/c 10654899123**, Bank Swift code No. **SBININBB501**. (A copy of bank transfer details may please be attached with registration form).

Accommodation :

Assistance will be provided to the Out station candidates for accommodation on request (payment basis).

Organizing Committee :

Patron Hon'ble Vice-Chancellor BHU

Conference Director

Prof. Raj Kumar

Conference Convenors

Prof. Ashish Bajpai
Prof. R.K. Lodhwal

Organising Secretary

Dr. Rajkiran Prabhakar

Advisory Committee

Prof. H.C. Chaudhary
Prof. P.S. Tripathi
Prof. Usha Kiran Rai
Prof. H.P. Mathur
Prof. S.C. Singh
Prof. S.K. Dubey
Prof. A.K. Rai
Prof. P.V. Rajeev
Prof. Ashish Singh
Prof. R.K. Pandey
Prof. Deepak Barman
Prof. Rekha Prasad

Jt. Organizing Secretaries

Dr. Amit Gautam
Dr. Ashutosh Mohan
Dr. Subhash Pratap Singh
Dr. Apurba Mukhrjee
Dr. Durgawati Kushwaha

Dr. Anurag Singh
Dr. Shashi Srivastava
Dr. Anindita Chakraborty
Dr. Shivesh
Mr. Manjeet Kumar Verma
Mr. Shantanu Saurabh

Contacts :

The Organizing Secretary,

National Conference on Emerging Business Practices (April 7-8, 2018)
Institute of Management Studies (Faculty of Management Studies), Banaras Hindu University,
Varanasi – 221005 (UP) India.

Mb.: +91 9450164975 +91 9795833041 +91 8004926090 | Email: ncebp@fmsbhu.ac.in | Website: www.bhu.ac.in/fms

About the host Institution

Banaras Hindu University (BHU) founded by Mahamana Pandit Madan Mohan Malviya in 1916, is one of the most prestigious Central Universities in the Country. Being a living embodiment of such visionaries as Mahamana Malaviyaji, Dr. Annie Besant and Dr. S. Radhakrishnan, this seat of learning epitomizes as synthesis of ancient wisdom and modern scientific temper. The University is situated on the western bank of the holy river Ganga in the pious city of Varanasi, the religious capital of India and centre of Oriental Learning. The University comprises 4 Institutes, 15 Faculties, 130 Departments, a Mahila Mahavidyalaya 4 Inter disciplinary Centers, 14 UGC Special Assistance Programs, a Constituent College for Women and 3 Constituent Schools. The 1200-bed (approx.) Sir Sunderlal Hospital of the University is equipped with modern amenities and caters to the healthcare needs of the vast population of eastern UP, parts of Bihar, Madhya Pradesh, Jharkhand, Chattisgarh and adjoining Nepal. The A number of students from abroad including from USA, Europe, Middle East, Asia, Africa etc. get admitted in various academic Programs in the University every year.

Institute of Management Studies (IM) established in 1968, the Faculty of Management Studies is an epitome of vision of the great statesmen, visionary and founder of BHU, Pt. Madan Mohan Malviya. Ever since its establishment the focus of the institution has been to cater to the needs of the business in the emerging world. With over a period of four and a half decades the faculty has produced over more than 4500 management graduates serving India as well as abroad.



काशी हिन्दू
विश्वविद्यालय



BANARAS HINDU
UNIVERSITY

Established by The BANARAS HINDU UNIVERSITY ACT XVI of 1915

imBHU

प्रबन्ध शास्त्र संस्थान
INSTITUTE OF MANAGEMENT STUDIES
(FACULTY OF MANAGEMENT STUDIES)

Celebrating 50 golden Years of Nurturing managerial minds...

National Conference on **Emerging Business Practices** (April 7-8, 2018)

REGISTRATION FORM

Institutional /
Corporate

Academician

Research Scholars

Students

Name :

Designation :

Organization :

Address for Communication :

Phone / Mb.:

Fax

E-mail :

Topic of the Paper (if applicable)

Payment Mode

DD

Cash

Account Transfer
(Provide details below)

Details of the DD (drawn in favour of the Dean, Faculty of Management Studies, BHU payable at Varanasi) / Account Transfer

DD No / Transaction id	Date	Amt.	Name of Bank with Branch

Accommodation required: Yes / No

If yes, from _____ To _____

Date:

Signature

(Signature of the Forwarding Authority)

(Photocopies of the Registration Form may be used)