

काशी हिन्दू  
विश्वविद्यालय



BANARAS HINDU  
UNIVERSITY

Established by BANARAS HINDU UNIVERSITY ACT XVI of 1915

**National Conference**  
**on**  
**Innovations in Business Practices**

(March 2<sup>nd</sup>, 2019)

**KEY DATES:**

Submission of Abstract (Word limit 300):	<b>February 10, 2019</b>
Acceptance of Abstract:	<b>February 14, 2019</b>
Submission of the full length papers (Word limit: 5000) :	<b>February 20, 2019</b>

**Organized by**



*Celebrating 50 Golden Years of  
Nurturing Managerial Minds*

**imBHU**

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

*In Association with*

**AIC – Mahamana Foundation for Innovation & Entrepreneurship – IM-BHU**

Institute of Management Studies, Banaras Hindu University, Varanasi-221005  
Mb.: +91 9795833041 +91 8004926090 +91 9415651214 +91 9450164975 | Email: [ncibp@fmsbhu.ac.in](mailto:ncibp@fmsbhu.ac.in)  
Website: [www.bhu.ac.in/fms](http://www.bhu.ac.in/fms)

## Framework:

In the globalized economy, every market, i.e., local, regional, national and global have become highly competitive. Competition has incremented due to wider access to new technologies and the incremented trading and erudition-sharing opportunities offered by the means of the cyber world. Every commercial enterprise wishes to capture the opportunities for greater funding from investors, the growth of business and increased profitability. More funding from investors and expansion of business in a competitive age is now not an easy mission but is a sizably voluminous challenge for the business. The way-out to surmount the challenge is to be competitive. An acknowledged fact is that the business houses with innovative business practices have a competitive advantage. Hence, in order to create synergy, strengthen competitive advantage, build a sense of relationship, or simply for the sake of ease, companies either innovates or imports business ideas. Innovations in business are imperative due to the fact it provides an edge to enter and perform in the market more expeditious and also provides better connectivity with the market, which can lead to more immensely massive opportunities. It additionally improves the processes, brings incipient and improved products and services to market, enhances its competence and, most importantly, improves the business profitability. In order to exhibit the prosperous innovations and new ideas in business practice, this conference will strive to introduce a extensive outlook of innovation as innovative methods of engendering value, researches on modern processes, organizational practices, and other method that are similar to functions of Marketing, Finance, Human Resource, Information Technology and Production.

## 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 Innovations in 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)

Innovations in Financial Practices	Innovations in Human Resource Practices
<ul style="list-style-type: none"><li>▪ Financial inclusion</li><li>▪ Microfinance</li><li>▪ Corporate Governance</li><li>▪ Foreign Exchange</li><li>▪ Insurance &amp; Risk Management</li><li>▪ Banking and Financial Services</li><li>▪ Derivatives</li><li>▪ Goods and Service Tax</li><li>▪ Financial Literacy</li><li>▪ Behavioural Finance</li><li>▪ e-Finance</li></ul>	<ul style="list-style-type: none"><li>▪ Culture and change management</li><li>▪ Employee Development</li><li>▪ Innovative Work behaviour</li><li>▪ Intellectual Capital Management</li><li>▪ Knowledge Management</li><li>▪ Leadership</li><li>▪ Strategic HRM</li><li>▪ Talent Management</li><li>▪ Green HRM</li><li>▪ Corporate Social Responsibility</li><li>▪ Values &amp; Ethics</li></ul>
Innovations in Marketing Practices	Innovations in IT & Operational Practices
<ul style="list-style-type: none"><li>▪ Brand Management</li><li>▪ Customer Relationship Management</li><li>▪ Supply Chain Management</li><li>▪ Sales and Advertising</li><li>▪ Industrial Marketing</li><li>▪ Green Marketing</li><li>▪ Rural marketing</li><li>▪ Social Marketing</li><li>▪ Digital Marketing</li><li>▪ Cause related marketing</li></ul>	<ul style="list-style-type: none"><li>• Logistics</li><li>• Inventory Management</li><li>• Enterprise Resource Planning &amp; TQM</li><li>• Strategic Information Management</li><li>• Human Resource Information Management System</li><li>• e-CRM</li><li>• Decision Support System</li><li>• Data Mining</li><li>• Big Data Analysis</li><li>• Artificial Intelligence</li></ul>
Innovations in International Business Practices:	Innovations and Business Idea Incubation
<ul style="list-style-type: none"><li>• Forex Market</li><li>• Foreign Trade Policy</li><li>• Foreign Direct Investment</li><li>• Indo-China Trade</li><li>• Geopolitical Environment</li><li>• Regional Economic alliances</li><li>• Special Economic Zones</li><li>• Financial Dynamics of MNC's</li><li>• Cross Cultural Management</li></ul>	<ul style="list-style-type: none"><li>• Start-up Entrepreneurship</li><li>• Business Planning</li><li>• Venture Capital</li><li>• Idea Incubation and Process</li><li>• Linkages for technologies &amp; up scaling,</li><li>• Mentoring &amp; Guidance</li><li>• Access to networking and pitching events</li><li>• Institutional Support</li></ul>

## 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:

March 2<sup>nd</sup>, 2019 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 five 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: [ncibp@fmsbhu.ac.in](mailto:ncibp@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)	February 10, 2019
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All electronic submissions should be sent to: [ncibp@fmsbhu.ac.in](mailto:ncibp@fmsbhu.ac.in)

## Registration fee:

Category:	
(a) Institutional / Corporate	Rs. 2500.00
(b) Academician	Rs. 1500.00
(c) Research Scholar	Rs. 1200.00
(d) Students	Rs. 1000.00

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 may be provided to the out station candidates for accommodation on request in nearby hotels. For accommodation assistance, Student Coordinator Mr. Vibhav Pratap Singh may be contacted (+91 9410040191)

## Organizing Committee :

**Chief Patron :** Prof. Rakesh Bhatnagar, Vice-Chancellor, BHU

**Patrons :** Prof. S. K. Dubey, Director, Institute of Management Studies, BHU  
Prof. P. S. Tripathi, Dean, Institute of Management Studies, BHU

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## Contacts :

### The Organizing Secretary,

National Conference on Innovations in Business Practices (March 2<sup>nd</sup>, 2019)

Institute of Management Studies (Faculty of Management Studies), Banaras Hindu University, Varanasi – 221005 (UP) India.

Mb.: +91 9450164975, +91 9453264903, | Email: ncibp@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 5 Institutes, 15 Faculties, 130 Departments, a Mahila Mahavidyalaya 4 Inter disciplinary Center, 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.

**AIC – Mahamana Foundation for Innovation & Entrepreneurship – IM-BHU:** Atal Innovation Center is one of the flagship project of Atal Innovation Mission under the aegis of NITI Aayog, Government of India. The Center was inaugurated by **Hon'ble Prime Minister** in the University on **18/09/2018**. The Center aim to ignite ideas and Innovation, nurture them, provide test bed and incubate them, house and groom start-ups, help to build capacity and scale, provide mentorship, assist in getting resources - knowledge, human resource and seed-funding.

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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

Date:

Signature

(Signature of the Forwarding Authority)

(Photocopies of the Registration Form may be used)