

Dear Professor/ Researcher

Abstract Submission:

25 January 2017

Greetings!!!

D.A.V Centenary College, Faridabad

Post Graduate Department of Commerce



feels delighted to announce

Call for Papers

for

National Conference on Globalization and Sustainable Growth of Business

Sponsored by: DHE, Haryana, Panchkula

17-18 February 2017

The wave of Globalization hit India at the end of last century and ushered in an era of transition thereby connecting India with the world, offering both, opportunities and challenges. Today, changes in the international markets have a powerful and almost instantaneous impact on our economy. They not only affect economically and financially but also influence sociological and psychological behavior. In current scenario, India is competing to receive a heightened attention of investing community from all over the world. It is therefore essential that our country is ready in all aspects so as to attract this investment and reap the benefits thereof. Sustainable development is to balance our economic, environmental and social needs, allowing prosperity for now and future generations. We need to adapt our policies, enhance our technology, create an investor friendly environment, bring about a change in our work culture and make proactive thinking a habit. All these necessarily seem to be pre requisites for India to become a growth engine for the world.

Our Hon'ble Principal, Dr. Satish Ahuja has great passion for research. Keeping in view his vision, this National Conference is focused on “Globalization and Sustainable Growth of Business”. The conference will witness presentations and deliberations by Eminent Academicians, Practitioners and Researchers.

*The Organizing team invites you to submit research paper/case study to the **National Conference on Globalization and Sustainable Growth of Business.***

Topics covered include, but are not limited to:

- *Global Market and Business Policies*
- *Foreign Investment and Sustainable Development*
- *Globalization, Social Issues and Economic Policies*
- *Globalization, Intellectual Property and International Law*
- *Challenges of Contemporary Global Business*
- *Role of Small Business Entrepreneurship in Foreign Trade*

- *Global Trends in Corporate Finance*
- *Public Finance Sustainability*
- *Financial Market Innovations*
- *Consumers, Cultures and Social Changes*
- *Marketing Across the Borders*
- *Sustainable Transformation and Role of Marketing*
- *Service Marketing: Importance of Innovations*
- *Customer Relationship Management*
- *Market Logistics and its Importance*
- *Green Innovation and Sustainability*
- *Ethics & Corporate Social Responsibility*
- *New Business and Investment Models in the Digital World*
- *Emerging Information Technology and Sustainable Growth*
- *E-Business and E-Commerce*
- *Workforce Diversity and Global Competitiveness*
- *Role of HR in Building Sustainable Enterprise*
- *HRM and the Business Environment*
- *Human Resource Audit and Research*

Best Research Recognition – Best Paper will be given recognition for outstanding contribution.

Publication Opportunities - Quality papers selected by the reviewers will be published in referred (double-blind reviewed) journal of the college “DAVCC’s Advance Management Research: An International Journal (AMRIJ)” bearing RNI and ISSN Number.

Guidelines for Authors

The case study and research paper should preferably be linked to the theme of the conference; however, manuscripts from any related area with interest of academicians or practitioners will also be welcome. Manuscripts should be written and presented in English Language. Kindly send all submissions in word format to: drjyotirana@davccfbd.com

Title Page and Author Information

This should begin with the title of the research paper/case study. Names of the author(s) and their institutions should be placed under the title along with contact details i.e. e-mail Id and phone no. In case of multiple authors, please indicate the corresponding author.

Abstract

***For Research Paper:** A 200-300 word abstract should be on a new page and should include purpose, methodology, findings, contributions and limitations. A list of keywords (maximum of 4) should be given.*

***For Case Study:** A 200-300 word abstract should be on a new page and should include Introduction about the problem, the Case Situation in terms of organization, key business factors and the audience for whom it is meant. A list of keywords (maximum of 4) should be given.*

Format

All submissions should be in Times New Roman 12, line spacing 1.5, with a margin of one inch on all sides. The length of the paper should be maximum 5000 words, excluding references. All lists should be either bulleted or numbered.

Tables, Diagrams and Figures

Tables, diagrams and figures should be embedded within the body of the paper. Table captions should be on top of table and figure captions on the bottom of figure.

References

References should be prepared according to the APA format.

Case Study

The Case study should be of maximum 5000 words. Case Introduction should include brief history, main issues and key areas. Main Body should focus on past and current business performance, conflicts, decision alternatives and solutions. The concluding Paragraph should include short synthesis, questions and issues for readers.

Review Process - All manuscripts will be double blind reviewed and the selected manuscripts will be discussed in the conference. The judgment criteria include the overall quality of content, clarity of presentation, methodology, contribution and implications.

For Case Study publication, authors must have written permission for reproducing tables, figures, graphics, or excerpts of more than 100 words. Anything freely available on a web site does not imply that it is free to be used. The authors must obtain formal written permission to use the copyrighted material.

Important Dates	
Submission of Abstract	January 25, 2017
Communication of Acceptance of Abstract	January 28, 2017
Submission of Full Paper	January 30, 2017
Last date for Conference Registration	February 10, 2017
Conference Inaugural Session	February 17, 2017
Valedictory Session	February 18, 2017

Submit Papers to: drjyotirana@davccfb.com

Guidelines for submission and registration details are attached herewith.

Conference Registration - The registration includes the Conference kit, Conference lunch and coffee. The participants have to submit the registration form duly completed along with the registration fee.

Category	Indian Delegates
Academicians	Rs. 1000
Industry Executives	Rs. 1500
Research Scholars	Rs. 750
Full Time Students	Rs. 500

Mode of Payment - Participants can deposit the fee through Demand Draft in favor of “Principal, DAV Centenary College, Faridabad” payable at Faridabad **or** through Electronic transaction as per the following details:

Name	Principal, DAV Centenary College, Faridabad
Bank Name	Punjab National Bank
Address	NH-3, NIT, Faridabad
Account Type	Savings Bank Account
Account Number	4860000100001136
IFS Code	PUNB0486000

Once the payment is made through Demand Draft or Electronic Wire Transfer, please send a mail to drjyotirana@davccfbfd.com so that we can acknowledge receipt of the same.

For any queries, please contact Organizing Team:

Ms. Gunjan Gumber – 9810695278, Dr. Imrana Khan – 9810552389

We look forward to welcome you to the National Conference at DAV Centenary College, Faridabad.

Warm Regards

Dr. Jyoti Rana

Convener

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