



3rd National Conference on Contemporary Management Research

**NACCMAR
2010**



**Apeejay School of Management
(Rated as A++ by Business India, 2009)**

14th May 2010



Svrán Group

Apeejay School of Management

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Introduction

The 3rd National Conference on Contemporary Management Research (NACCMAR – 2010) aims at capturing of emerging trends in management practices and their subtle expositions in current researches. This event endeavors to bring all academics, researchers, practicing managers and students together to share their ideas and research findings, discuss contemporary issues and challenges in business and industry, and above all, nurture and consolidate a culture of research in various domains of management as well as inter-disciplinary studies in India.

Knowledge and idea shared during the conference will be disseminated to the wider community of academics and practitioners through publication of Conference Proceedings (Abstracts) bearing an International Standard Book Number (ISBN). Conference Proceedings (full papers) will be published after the conference in an edited volume. A few selected papers will be published in **International Journal of Management Research** (published by Apeejay Education Society, New Delhi in collaboration with Philadelphia University, Philadelphia, USA) and **Apeejay Business Review** (bi-annual journal of Apeejay School of Management, New Delhi)

About Apeejay School of Management

- ▶ Set up as Center of Excellence under the aegis of Apeejay Education Society (AES) in 1993 as part of holistic vision of distinguished philanthropist Dr Stya Paul
- ▶ Rated A++ in 2009 Best B-Schools Survey (Business India)
- ▶ Ranked among top 2% private B-Schools in the country (Outlook, Open)
- ▶ Academic Collaboration with Philadelphia University, USA and Yunnan University, China
- ▶ Strategic tie-ups with HDFC Bank, Net Carrot Loyalty Services, Times Business Solutions, etc.

About Apeejay Education Society

- ▶ Established in 1967 to fulfill the vision and mission of its founder Dr Stya Paul
- ▶ 28 educational institutions, 30000 students and 2000 faculty
- ▶ AES schools offer primary to senior secondary education
- ▶ AES colleges offer higher education at graduate, post-graduate and doctoral levels in Fine Arts, Humanities, Commerce and Science
- ▶ Professional institutions under the aegis of AES offer Communication, Management and Computer Sciences courses at all levels, i.e. degree, post-degree, doctoral and post-doctoral, and research and consultancy services to industry.

Call for Papers

Original research papers (both theoretical and empirical) are invited on current issues in any of the following areas:

- Accounting and Finance
- Business Law and Corporate Governance
- Customer Relationship Management
- Economics/Managerial Economic/Business Environment
- Human Resource Management
- Information Technology and Systems
- Inter-disciplinary issues
- International Business
- Knowledge Management
- Management Theories
- Marketing
- Organizational Behaviour
- Quantitative Techniques
- Retail Management
- Strategic Management

(This is an indicative list. Contributions from areas not listed above are also welcome)

Guidelines for Contributors

- Please submit an abstract of your research paper in 250-300 words stating objective, rationale, methodology, findings, originality/values and key words.
- Abstracts should be submitted electronically to the Conference Convener at conference.asm@apeejay.edu
- Last date for submitting abstracts is 5th March 2010. Acceptance will be intimated by 15th March 2010.
- After acceptance of abstract, full paper should be submitted by 30th April 2010. The deadline will not be extended in any case.
- Full-length papers should be submitted electronically in word format as an attachment to the Conference Convener at conference.asm@apeejay.edu
- Submitted papers must NOT have been previously presented, published, accepted for publication, and if under review, must NOT appear in print before **14th May 2010**.
- The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE document created in M S WORD format.
- Length of the paper must not exceed 10 pages (including all tables, appendices and references).
- References should be provided using American Psychological Association (**APA**) Style-sheet
- Use Times New Roman 12-pitch font, single spaced, and 1-inch (2.5 cm) margin all around.
- Number all the pages of the paper.
- Changes in the paper title, abstract, authorship, and actual paper would not be possible AFTER the submission deadline.
- Check that paper prints correctly (i.e. all imported figures and tables are there), and ensure that the file is virus-free.

Submission of a paper implies that should the paper be accepted, at least one of the authors will register and present the paper in the conference.

Presentation Time

Presentation time allotted to author/co-authors would be 10-15 minutes. The authors are requested to send the presentations in advance, latest by 5th May 2010.

Registration

Category	Registration Fee in INR
Academics/Corporate	1500
Research Scholars/Students	1000

Important Dates

Last Date for submission of Abstracts:	5th March 2010
Intimation of acceptance:	15th March 2010
Last Date for submission of Full Length Papers:	30 April 2010
Last Date for registration:	30th April 2010
Last Date for submission of PPTs:	5th May 2010
Conference Date:	14th May 2010

Distinguished Speakers

Prof. T. N. Kapoor, Formerly Vice Chancellor, Panjab University, Chandigarh

Prof. Abad Ahmad, Formerly Pro Vice Chancellor, University of Delhi, Delhi

Prof. M. C. Kapoor, Formerly Dean, Faculty of Commerce, University of Delhi, Delhi

Prof D. P. S. Verma, Formerly Professor, Delhi School of Economics, Delhi

Prof. S. C. Dhamija, Formerly Dean, Faculty of Management, GKV, Haridwar

Prof. R.K. Verma, Executive Director, Apeejay Institute of Technology, Greater Noida

Mr Praphul Mishra, CEO, Net Carrots Loyalty Services, New Delhi

Prof. Sanjay Jain, Head, Deptt. of Commerce, University of Delhi, Delhi

Prof. C. P. Gupta, Management Development Institute, Gurgaon

Prof. Mukesh Chaturvedi, IMT, Ghaziabad

Prof. S. S. Khanka, National Institute of Financial Management, Faridabad

Prof. K. N. Badhani, Management Development Institute, Gurgaon

Contact Us

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**National Conference on Contemporary Management Research
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On 14th May 2010**



Apeejay School of Management New Delhi

Registration Form

(Please use Printout/Photocopy of this form for registration)

Name:

Designation:

Organization:

Mailing Address:

Cell No.

Email Id:

Participation Category:

Are you presenting Paper: Yes / No

If yes, Title of Paper:

Co-Author, if Any:

Payment Details:

Demand Draft No.:

Date:

Banker's Name:

Amount:

Signature

*Registration fee must be paid by Demand Draft in favour of "Apeejay School of Management, New Delhi", payable at New Delhi, along with duly filled registration form, latest by 30th April 2010.

* Address For Communication
Dr.Etinder Pal Singh/Dr Srirang Jha
(Conveners, NACCMAR –2010),