4th National Conference on Contemporary Management Research
Sustainable Management Practices

at
Apeejay School of Management
(Rated as A++ by Business India, 2010)

13th May 2011

Apeejay School of Management
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**Introduction**

The 4th National Conference on Contemporary Management Research (NACCMAR –2011) aims at capturing emerging trends in management practices and their subtle expositions in current researches in general and sustainable management practices in particular. 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 ideas 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). A few selected papers will be published in International Journal of Management Research (published by Apeejay School of Management, 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 2010 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

› Established Apeejay Stya University, a private university under the state act in Haryana in 2010

› 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:

• Marketing: green marketing, digital marketing, social media, sustainable tourism marketing, hospitality and eco-friendly processes, organic marketing etc.

• Finance: sustainable financial performance, sustainable accounting practices, sustainable working capital improvements, micro-finance, etc.

• HRM: work flexibilization, futuristic labour reforms, sustainable work environment, leadership and organizational effectiveness geared towards sustainable community development, knowledge management and ICT, organizational citizenship behaviour and environment, etc.

• Trade and Environment: global best practices, concerns of the developing countries/emerging markets, effectiveness of environment laws and international conventions/treaties, carbon credit, trade and carbon footprints, sustainable supply chain management, energy management, natural resource management, environmental issues, etc.

• General Management & Interdisciplinary Issues: management theories, economics, sociology of workplace, public administration, strategic management and business policy, business environment, corporate governance and corporate social responsibility, etc.

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

Guidelines for Contributors

Kindly submit an abstract of 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 31st March 2011. Acceptance will be intimated by 8th April 2011.

• After the acceptance of abstract, full paper should be submitted by 5th May 2011. 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 13th May 2011.

• 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.
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, Professor, Delhi University, Delhi
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
NACCMAR –2011
On 13th May 2011

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 29th April 2011.

*Address For Communication
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(Conveners, NACCMAR –2011),
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