6th National Conference on Contemporary Management & Research

(Advancement in Management Theory & Practices)

October 17, 2014

Apeejay School of Management
Sector 8, Institutional Area, Dwarka, New Delhi-110077
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About Apeejay School of Management (ASM)

Set-up with a mission "to inculcate world class competencies in the functional areas of Management and Technology", Apeejay School of Management (ASM) was established as an international centre of excellence in Management in 1993 by Apeejay Education Society (AES). In a short span of 20 years, ASM has carved out a niche in the corporate and academic circles. Recognition by AICTE and equivalence of its PGDM to MBA is a testimony to the quality education being imparted at the Institute. It has also been accorded accreditation by the National Board of Accreditation (NBA).

The Business India rated the Institute as A++ in 2012 Best B-Schools Survey. The Institute has academic collaboration with Philadelphia University, USA and strategic tie-up with HDFC Bank, Net Carrot Loyalty Services, and ICICI Securities etc. The Institute has been awarded the International Accreditation for its PGDM programmes by the ACBSP (USA). With this international accreditation, institute joins the elite club of 34 global Business Schools/ Colleges (and the only institution in India) that has been granted this recognition in 2013.

About the Conference

National Conference on Contemporary Management & Research aims at capturing emerging trends in management practices and their subtle theme “Advancement in Management Theory & Practices” expositions in current researches in general, and advancements in management theory & 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.

Call for Papers

Academicians, industry practitioners and research scholars, engaged in the field of Management are invited to contribute Original Research Papers (both empirical and conceptual) and case studies on current issues in any of the following areas:
• **Marketing**
  Internet Marketing, Consumer Behavior Analysis, Product and Brand Management, Integrated Marketing Communications, International Marketing, Industrial Marketing, Services Marketing, Green Marketing etc.

• **Finance**

• **HRM**

• **Operations**
  Manufacturing Processes, SCM, Optimization Techniques, TPM, Project Management, TQM, Six Sigma, and Productivity Management, Technology Management, etc.

• **Computer and Information Technology**

• **General Management**
  Economics, Public Policy, Law, Corporate Governance, etc.

*The list is indicative. Papers conforming to overall theme of the Conference are also welcome.*
Submission Guidelines
Please prepare your submission in accordance with the guidelines (attached) and submit a doc or docx file via:

https://easychair.org/conferences/?conf=ncamtp2014

Instructions for paper submission
- Signup in easychair if you have never used the website before.
- Submit your full paper in easychair before the deadline.
- The website will assign you a paper id. You can examine and edit your submission anytime afterwards.

Registration Fees
It is mandatory for at least one of the author to register for the conference.
Delegates from Industry/Research Scholar/Academia: Rs. 2500/-
(The fee includes Conference kit, Copy of the proceedings, Certificate, Tea and Lunch.)
Demand draft should be in favour of “Apeejay School of Management” payable at New Delhi.

Conference Proceedings
The peer-reviewed conference papers will be published in the Book proceedings (Full Paper) bearing an International Standard Book Number (ISBN).
The 2nd Volume of the peer-reviewed conference papers will be published in the CD proceedings (Full Paper) bearing an International Standard Book Number (ISBN).

IMPORTANT DATES

Conference Proceeding (Print Version with an ISBN):
Full length Paper submission: October 04, 2014
Intimation of acceptance: October 06, 2014
Registration: October 10, 2014
Conference Proceeding (e-Book with an ISBN):

Full length Paper submission: October 11, 2014
Intimation of acceptance: October 12, 2014
Registration: October 14, 2014

Organizers
Convenor
Prof. Etinder Pal Singh, Professor (Mobile No: 09717467161)

Co-Convenors
Prof. Monika Arora, Associate Professor (Mobile No: 09891677827)
Dr. Amiya K Mohapatra, Assistant Professor (Mobile No: 08826464474)
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