



Apeejay School of Management, New Delhi
in association with
School of Business
Thomas Jefferson University, Philadelphia,
organizes

9th International Conference

On

Management Practices and Research **(ICMPR-2019)**

Theme: New Paradigms in Global Business & Research
July 26, 2019



Contact Us

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International Conference On Management Practices and Research (ICMPR-2019)

Theme: New Paradigms in Global Business & Research

About the Conference

The global business environment is rapidly innovating and adopting new business models in the wake of new complexities and dimensions. To keep pace with such a dynamic environment, it is imperative that organizations undertake innovations not only in products and services but also in processes and practices of business management. The business leaders and researchers are deeply involved in meeting new challenges and paradigms. Emphasis is not only on survival and growth in intense competitive scenario but also on meeting the interests of society at large.

The 2019 International Conference at Apeejay School of Management is the ninth in the series, which started from the year 2011. The conference with its theme '**New Paradigms in Global Business & Research**' will serve as an interactive forum to discuss global business challenges, new paradigms and innovations in business research in the changing global business context.

About Apeejay School of Management

Apeejay School of Management (ASM) is a premier institution dedicated to nurturing young business leaders with indomitable aspirations for improving the quality of life of the people and building a strong nation.

ASM was established in 1993 under the aegis of the Apeejay Education Society as a centre of excellence in management education.

As per the latest Times B School Ranking (February, 2019), ASM is ranked 26th on all India basis and 17th among Private B-Schools. Recognition by AICTE and accreditation by ACBSP, USA, is a testimony of the quality education being imparted at the institute. The institute is also a member of The Association to advance Collegiate Schools of Business (AACSB).

Over its glorious past record of more than 25+ years, ASM has carved out a niche in the corporate and academic circles. The institute has active academic collaboration with Thomas Jefferson University, USA and Normandy Business School, France. It also has strategic tie-ups with Net Carrot Loyalty Services, Quality Council of India, and National Entrepreneurship Network. ASM also conducts Management Development Program for Managers of corporates like Maruti Suzuki India Ltd., Bravura Pvt. Ltd. , Walter Bushnell, Martin & Harris Pvt. Ltd., Valedra Pvt. Ltd.

About Thomas Jefferson University, Philadelphia, USA

Thomas Jefferson University, who is collaborating with ASM for the Conference, through its School of Business, is a model professional university born out of a unique merger of Philadelphia University and Thomas Jefferson University. The University is known for its distinctive and award-winning 21st-century curriculum, aimed at preparing students with the skills they need to succeed and lead now and in the future of work. The School of Business prepares graduates to have the disciplinary depth and interdisciplinary breadth to innovatively confront the challenges that exist in the work world and that will emerge in the future. It reflects the

University's focus on innovation, professional training and the liberal arts through active learning and real-world problem solving, and emphasizes collaboration between students and faculty across disciplines and with external partners.

About Delhi

Delhi, the capital of India, is a historic city with modern facilities. The city showcases diversity of Indian culture and architectural marvel. It is the most happening place in the country.

Delhi is well-connected by air, rail and road. Delhi's Indira Gandhi International Airport is connected to all the important cities of the world. The Domestic Terminal connects Delhi to the major cities in India. The Indian Railways with their well organized network connects Delhi to all major and minor destinations in the country. The city has four major railway stations viz. New Delhi, Old Delhi, Anand Vihar and Nizamuddin.

Delhi is also well connected to all the major cities of India by a network of highways and roads. Buses can be taken from the three Inter-State Bus Terminuses (ISBT) at Kashmere Gate, Sarai Kale Khan and Anand Vihar, including many starting points in and around the city from which various state-managed and privately run transport facilities like air-conditioned, deluxe and ordinary coaches can be availed of.

There are several hotels and guest houses in Delhi. Delegates will have to make their own arrangements for stay in Delhi during the conference.

Call for Papers

Original Research Papers (both empirical and conceptual) are invited from academicians, industry practitioners and research scholars engaged in the

field of business and management. The conference discussion may include the following and the related areas:

- **Marketing:**

Digital Marketing, Artificial Intelligence in Marketing, International Marketing, Consumer Behavior Analysis, Product and Brand Management, Integrated Marketing Communications, Industrial Marketing, Services Marketing, Green Marketing, Marketing Innovations, etc.

- **Finance:**

New paradigms in Financial Management, Artificial Intelligence in Bank Management, FinTech, Financial Inclusion, Financial Econometrics, Bank Management, Financial Engineering, Derivatives & Risk Management, Capital Markets, Asset Pricing, Private Equity and Venture Capital, Innovative Financial Products and Practices, Crypto currency etc.

- **HRM:**

HR Analytics, Use of Technology in HR, Management Processes, Organizational Behavior, Organizational Development, Training and Development, Talent Management, Management of Change, Organizational Efficiency, Human Resource Accounting, HRIS, Employee Engagement and Human Capital Creation, Issues and Challenges in Managing People, etc.

- **Operations:**

Optimization Techniques, Operation Analytics, Operation Strategy, Manufacturing Processes, Supply Chain Management, Total

Productive Maintenance, Project Management, Total Quality Management, Six Sigma, Productivity Management, Technology Management, etc.

- **Information and Computer Technology:**

Leveraging Technology for Growth, E-Commerce, E-Governance, Soft Computing Techniques, Management of Information Technology, ERP, Software Engineering, Decision Support, Experts Systems, Knowledge Management, Information Retrieval, Information and Communications Technology, cloud Computing, Global Trends in Information Technology, etc.

- **General Management:**

Responsible Business and sustainability, Business Strategies for Tomorrow, Business Economics, Public Policy, Entrepreneurship Development, Business Law, Business Ethics, Intellectual Property Rights and Corporate Governance.

Submission Guidelines

Please prepare your submission in accordance with the following guidelines and submit a doc or docx file via:

<https://easychair.org/conferences/?conf=icmpr2019>

Guidelines for paper submission:

- Signup on [easychair](http://www.easychair.org) (www.easychair.org) if you have never used the website before.
- The website will assign you a paper id. You can examine and edit your submission anytime afterwards.

- Submit doc or docx of your paper in easychair before paper submission deadline.
- You may, alternatively, submit the full paper at icmpr2019.asm@gmail.com
- Length of full-length paper should be about 3000-5000 words.
- The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE document created in M S WORD (compatible mode). Please use Times New Roman font. Font size should be 16 point for title, and 12 point for rest of the text. Please provide margin of 1”on all sides. The text should be justified.
- References should be provided using American Psychological Association (APA) guidelines.
- Check that the paper prints correctly (i.e. all imported figures and tables are there) and ensure that the file is virus-free.
- Changes in the paper title, authorship and paper contents shall not be possible after the submission deadline.
- Submitted papers must not have been previously presented, published, accepted for publication anywhere.
- 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.
- Last date of registration is **12 June, 2019**. Early registration shall help obtain clearance from various ministries of the Government of India for allowing participation by foreign delegates.
- Authors should provide their full name, current affiliation, and contact details on the cover page of their research paper.

- Kindly indicate the name of the corresponding author in case of two or more authors. All conference related mails will be addressed to the corresponding authors.

Conference Publication:

The peer-reviewed conference papers will be published in the **Book Proceedings** (Full Paper) bearing an International Standard Book Number (ISBN).

Based on Editor's review, few selected papers may be published in the **International Journal of Management Research** and **Apeejay Business Review**.

Registration Details:

Registration Fee:

- **Rs. 2,700/-** (Participants from India)
- **US\$100** (Participants from foreign countries)

The fee includes:

- Access to all sessions
- Edited Volume of Conference proceedings
- Conference kit and certificate
- Refreshments and Lunch.

Note: Registration fee does not cover accommodation charges

All the participants are requested to register for the conference latest by **12 June, 2019**. In case of more than one author, it is mandatory for at least one author to get registered to ensure inclusion of the paper in the

conference publication. However, if all the authors want to attend the conference, they shall register individually.

Mode of Payment

Registration Form: Participants will be required to fill the enclosed registration form. The form should include payment confirmation details along with participation information. Participants using Bank Draft (DD) / NEFT Transfer facility for payment of registration fees are required to enter the Bank Draft number / Transaction ID in the form. Registration fee may be paid in either of the following modes:

- By Demand Draft or Banker's Cheque drawn in favour of **“Apeejay School of Management”** and payable at **New Delhi**.
- **NEFT/Online Transfer:** Participants/authors paying registration fees through NEFT/Online Transfer should use the following information:

Bank Account Name	:	Apeejay School of Management
Account No	:	04642010058430
Bank Name	:	Oriental Bank of Commerce
Branch	:	Palam
Bank Address	:	Oriental Bank of Commerce, Najafgarh Road, Palam Village, Delhi
IFSC Code	:	ORBC-0100464

Important Dates:

- Last Date for Submission of Full Paper : **3 June, 2019**
- Intimation of Acceptance of Full Paper : **7 June, 2019**
- Last Date of Registration : **12 June, 2019**

- Last Date for Submission of PPTs : 15 July, 2019
- Conference Date : 26 July, 2019

For any queries regarding conference, please contact any of the following:

Organising Team

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