

Guidelines For Ph.D. Thesis Award

- 1. The contest is open to full-time faculty members/ research scholars of B-Schools located anywhere in the world.
- 2. One soft copy of abstract/ executive summary of the Ph.D. thesis duly typed in double space must be submitted in Time New Roman, Font Size 12, in MS-Word by the contestants.
- 3. The abstract/summary should contain the topic of the thesis, rationale, objectives, methodology (study, design, sample and tools), striking findings and implications of the study.
- 4. To be eligible for admission to the contest, the Ph.D. degree must have been awarded between January 2014 and September 2019.
- 5. The abstract/summary of the thesis must be accompanied by the proof of the award of the degree.
- 6. The abstract/summaries will be screened by the panel of subject experts and selected candidates will be invited to make a presentation based on entire thesis before the panel.
- 7. Those who are registering need to assure that the thesis should be awarded before they attend the conference. The last date for the receipt of entries is September 15, 2019 in the office of the Director, Prestige Institute of Management, Gwalior.

Chief Patron <b>Dr. N.N. Jain</b> Chairman Prestige Education Society	Patrons <b>Dr. Davish Jain</b> Chairman Governing Body, PIMG	Patrons <b>Mr. Dipin Jain</b> Treasurer Prestige Education Society
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**PRESTIGE**  
INSTITUTE OF MANAGEMENT, GWALIOR  
UGC NAAC ACCREDITED 'A' GRADE INSTITUTE  
UGC APPROVED AUTONOMOUS INSTITUTE

About Agra



One of India's most famous cities, Agra is home to the breathtaking white-marble Taj Mahal, a truly magnificent Mughal riverside mausoleum and World Heritage Site. Agra lies in the state of Uttar Pradesh, in North India, and this region is home to less than three designated World Heritage sites.

Publication Opportunities

The Conference paper will be published in Elsevier conference proceeding and selected papers will have opportunity to be published in the following journals:

- 1. International Journal of trade and Global market- Special Issue "Innovative Practices for global economic environment and Growth." IPGEEG 2019 (Scopus Listed Journal, Inderscience Publishers)
- 2. International Journal of Public sector Performance management- Special Issue "Emergence of new business practices for Growth, Competitiveness and Innovation." ENBPGCI 2019 (Scopus Listed Journal, Inderscience Publishers)
- 3. RAUSP management Journal (Scopus Listed Journal, Emerald Publishing)
- 4. Sanchayan (Prestige International Journal of Management & IT, UGC listed)
- 5. Remaining papers will be published in one edited volume with ISBN Number.

Important Dates

Last date for submission of abstract	-	<b>September 30, 2019</b>
Last date for submission of full paper	-	<b>October 15, 2019</b>
Notification of acceptance of full paper	-	<b>October 30, 2019</b>

Advance booking for accommodation will be arranged on request.  
The charges of different Hotel/guest houses will be informed after obtaining the confirmation.

Conference Schedule

<b>Day 1 (December 28,2019)</b>		
Fellowship		09.00 - 10.00 AM
Inaugural Session		10.00 - 12.15 PM
Lunch		12.15 - 01.15 PM
Technical Session 1 (Parallel Session)		01.15 - 03.15 PM
Tea Break		03.15 - 03.45 PM
Technical Session 2 (Parallel Session)		04.00 - 06.00 PM
<b>Day 2 (December 29,2019)</b>		
Breakfast		08.00 - 09.00 AM
Technical Session 1 (Parallel Session)		09.00 - 10.30 AM
Technical Session 2 (Parallel Session)		10.30 - 12.15 PM
Lunch		12.15 - 01.15 PM
Technical Session 3 (Parallel Session)		01.30 - 03.30 PM
Technical Session 4 (Parallel Session)		01.30 - 03.30 PM
Valedictory Session		04.00 - 05.00 PM

**Note** : Day 1-2 of the conference will be web-casted.  
**Day 3 (December 30, 2019)** : Excursion Tour to Taj City Agra  
(**Note** : The delegates registered in the category of Business Executives and Academicians will go on excursion tour.)

Registration

Delegate Category (Non Residential)	Registration Fee* (in Rs.) on or Before 31 <sup>st</sup> Oct. 2019	Registration Fee* (in Rs.) After 31 <sup>st</sup> Oct. 2019	Registration Fee* (in US\$)
Business Executives	3500	4000	120
Academicians (Faculty)	2500	3000	100
Research Scholar	2000	2500	35
Regular Students	1200	1500	20

Advisory Board

- Dr. Davish Jain, Chairman-Governing Body, Prestige Education Society
- Dr. S.G. Deshmukh, Director, ABV-IIITM, Gwalior, India
- Dr. G. Raguram, Director, IIM-Bangalore, India
- Dr. VK Malhotra, Professor and Member Secretary, ICSSR, Delhi; President, Indian Economic Association, India
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- Dr. Umesh Holani, Professor, SOS in CBS, Jiwaji University, Gwalior, MP.
- Dr. S. K. Singh, Head & Dean, SOS in CBS, Jiwaji University, Gwalior
- Dr. Yogesh Upadhyay, Head & Dean, School of Studies (Management), Jiwaji University, Gwalior
- Dr. Yogesh Kumar Dwivedi, Professor, Swansea University, Swansea, Wales, UK
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- Dr. Seema Gupta, Associate Professor, IIM-B, India
- Dr. Prasadini Gamage, Professor, University of Kelaniya, Sri Lanka
- Dr. Harsh Dwivedi, Director, R.A. Poddar Institute of Management, Rajasthan University, Jaipur.
- Dr. DK Madaan, Professor and Head, School of Social Sciences, Punjabi Universitiy, Patliya; Secretary, Indian Economic Association, India
- Mr. Puneet Singh Bhatia, Director, Axtria Inc, India
- Dr. Marianna Sigala, Professor, University of South Australia, Australia
- Dr. Sanjay Sehgal, Professor, Department of Financial Studies, University of Delhi, India
- Dr. AKM Tafzal Haque, Professor, Department of Management, University of Chittagong, Bangladesh
- Dr Manoj Madhava Gore, Professor, Dept. of CSE, MNNIT, Allahabad, India
- Dr. Robert L. Williams, Jr., Sigmund Weis School of Business, Susquehanna University, USA
- Dr. M. Alfred, Dean, Faculty of Management, University of Peradeniya, Sri Lanka
- Prof. NR Bhanumurthy, Professor, National Institute of Public Finance and Policy, India.
- Prof. Enrique Bonsón, Professor, University of Huelva, Spain.
- Prof. M. Venkateshwarlu, Executive Secretary, AIMS, Hyderabad, India

About the Affiliating University : Jiwaji University, Gwalior

Jiwaji University Gwalior came into existence on May 23, 1964, through M.P. Govt. Ordinance no. 15 of 1963. Late Dr. Sarvapalli Radhakrishnan, the then President of India, laid the foundation stone on 11th December 1964 at a sprawling campus of over 225 acres of land at Naulakha Parade ground.

It is now almost fifty five years that University has witnessed a logarithmic phase of growth. The university has been accredited with "A GRADE" status by UGC-NAAC.



**PRESTIGE INSTITUTE OF MANAGEMENT, GWALIOR**  
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11<sup>th</sup>  
INTERNATIONAL  
CONFERENCE ON

Emergence of New Business Practices  
For Growth, Competitiveness & Innovation

28-30 DECEMBER, 2019



CO-HOSTED BY -  
ASSOCIATION OF INTERNATIONAL BUSINESS &  
PROFESSIONAL MANAGEMENT, INDONESIA

\*Registration fee can be paid online in the Account No. : 0328002100028783, Bank - PNB, IFSC No.: PUNB0032800, Bank Code : 024, Branch Code : 032800, MICR Code : 474024006 or paytm or payable by DD drawn in favor of Prestige Institute of Management, Gwalior, Conference Account, payable at Gwalior



## PIMG : Substantiate Globally

Prestige Education Society, Indore, registered under the Societies Registration Act 1860 was set up by Prestige Group of Industries with an objective to meet the widely felt need for globally oriented management and information technology education and training of professionals. PIMG is one of the five Professional Educational Institutes promoted by the society.



The institute objective to impart world class education and training to future professionals in the field of management and computer application is reflected in its all India rankings. ■ Award for Excellence (Asian Association of Schools of Business International, State of Delaware, USA) ■ Top Ranked B-School on (ROI) in Asia (Global Excellence) Life Style-2019) ■ Rated As A+ B-School in Madhya Pradesh (Chronicle, Issue : Feb. 2019) ■ Rated in Platinum Category - AICTE-CII (Survey-2018) ■ Ranked 4th among Top BCA Colleges in India (GHRDC Survey, July 2018) ■ Ranked 5th among Top BBA Colleges in India (GHRDC Survey, July 2018)

The Strikingly modern PIMG Campus, specifically designed to create a stimulating atmosphere, is located at Airport Road, Near Deendayal Nagar, Gwalior, a prominent site, 2 km from Maharajpura, Airport, 7kms from Railway Station and Main Bus Stand. The Campus is aesthetic, user-friendly, spacious, well lit and comfortable. The serene and peaceful environment supplemented by greenery all around provides the right setting for learning.

## About Gwalior

Gwalior occupies a strategic location in the central region of India. The city offers the visitors a unique style of architecture. The great Rajput clans of the Pratiharas, Kachwahas and Tomars have left ineffaceable marks of their rule in this city of palaces, temples and monuments. The majestic fort, considered as one of the best in the world, located at the heart of Gwalior was built by Raja Man Singh Tomar, of the Tomar dynasty. This formidable structure described as the 'pearl in the necklace of the castles of Hind', dominates the city's skyline with its massive and captivating structure. Gwalior fort also has the Gurudwara DataBandi built in the memory of the sixth Sikh Guru Har Gobind.



Close to the heart of the city is splendid Jai Vilas Palace, patterned on the palace of Versailles; it combines Tuscan, Italian and Corinthian styles of architecture. Gwalior is a well-acknowledged place of art, associated with historical as well as contemporary evidence. Gwalior is famous for its contribution to classical music and known for Gwalior Gharana. It is the birthplace of classical Music Maestro Miya Tansen. The Gwalior Trade Fair takes place every year in the month of December-January, which is the true representation of art, culture and heritage of different states of India. Tourists visit Gwalior throughout the year. Gwalior has a population of approx One and a half million. It is surrounded by 5 industrial areas with various national and multinational companies such as SRF, JK Tyres, Godrej, Cadbury, Ranbaxy and Punj Lloyd. Forming a part of the Heritage Tourism belt, Gwalior is a city of tourist attraction.

## Weather and Climate

Gwalior is located at 26°13'N 8°11'E/26.22°N 78.18°E. Gwalior can be visited from late October to early March without much discomfort. The day temperature of the city ranges between 15 to 25 degree Celsius, and in the nights it can be below 5 degree Celsius during January.

### Connectivity to Gwalior

**By Air:** The Gwalior Airport is situated at 2 km from the Institute. Indian Airlines connect it to important cities like Mumbai, Bhopal, and Delhi.

**By Train:** The Gwalior Rail-head is situated within the city area. All the metropolitan Cities are connected with each Other through Gwalior, 90 trains ply via Gwalior every day.

**By Road:** Gwalior is extremely well linked by a good network of roadways and road transport to all the important towns of Madhya Pradesh and adjacent areas. It is well linked with Agra, Delhi, Jaipur, Bhopal, Lucknow, Chanderi, Khajuraho, Jhansi, Indore, Ujjain and Shivpuri.

## Overview of the Conference

The businesses have grown leaps & bound in last two decades. There is growth of new businesses in all over the world. These new businesses are giving competition to the existing businesses in every area of business field. These businesses are filled with new energy, innovations and the practices of doing the businesses. The growing competition in the market challenges the old businesses and new business to adopt the new ways of doing the business. The businesses that would be more innovative may compete and achieve growth.

The proposed International conference would invite the researchers, academicians, industry executives to discuss the various business problems related to the field of Marketing Management, Financial Management, Information Technology, Human Resource Management, Social Science and other Contemporary issues. The three day program will provide them an opportunity to present research papers or cases to propose the new business practices which businesses can adopt at national and international level to manage Growth, Competitiveness and Innovations. These new suggested practices can serve as a framework to deploy new policies, system and strategies to manage public and private sector organizations.

This Conference would be an attempt to encourage New Business Practices which can lead to Growth, Competitiveness & Innovation so that organization may prepare themselves to face Global Challenges & Sustain in the changing Environment.

## Conference Objectives

The primary objective of 11th International Conference on "Emergence of New Business Practices For Growth, Competitiveness & Innovation" is to explore the processes, change methodologies, innovation and strategic vision to unfold the positive organizational potential. It is an opportunity for the participants to identify the core factors that enable their organization's success and imagine how these can be incorporated as they grow into their constructive potential.

This conference brings together a distinguished panel of speakers including academicians from renowned business schools/ Universities/ Institutes, management thinkers, businessmen, industry practitioner, and researchers across the world to share their views on how global business firms have adopted Growth, Competitiveness & Innovation.

## Who Should Attend Conference ?

- Academicians and policymakers seeking to gain a broader insight into the issues of emerging business practices for growth & competitiveness
- Industrial executives and innovative leaders seeking to gain broader insight on the issue.
- Researchers and students who are looking for expert guidance related to strategic innovation & organizational success.

## Call for papers

Original papers in different areas are invited on the following sub-themes:

### Subthemes in General Management

- Entrepreneurship
- Innovation in Business Intelligence
- Industry Restructuring and Evolution
- Evolution in offshoring & Outsourcing Models
- Role of PSU's, NGO's and emerging public Private Partnership

### Subthemes in Finance and Accounting

- Quantitative modelling in financial markets
- Corporate finance, Islamic finance and structured finance
- Financial management practices for commercial banks and micro financing institutions
- Corporate earning management
- Financial reporting and sustainability
- Financial analytics including cloud computing
- Technological advancements in Banking

- CSR Model
- Business model innovation
- Value Chain Planing & Execution
- Situational Leadership
- Risk Management in Global Sourcing
- Global Supply Chain Management
- Corporate restructuring

- Financial inclusion
- Economic policies for trade facilitation
- Forensic Accounting
- International Financial Management
- Working Capital Management
- Financial Econometrics
- Risk Management in Banks
- Green Banking
- HR Accounting

### Subthemes in Human Resources Management

- Green HR Innovation
- HR Branding
- HR Analytics
- Cross-cultural Orientation and HR practices
- Innovative High-Performance Work systems
- Change Management
- Innovative Reward Systems

### Subthemes in Information Technology

- Artificial Neural Networks
- Fuzzy Systems and Hybrid Systems
- Data Communication, Computer Network & Security
- Data Mining & Knowledge Management
- Image Processing & Pattern Recognition
- Software Engineering & Software Development
- Web Application & Web Service

### Subthemes in Marketing

- Marketing Competitiveness
- Green Marketing
- Content Marketing
- Branding and Image Building
- Online Shopping Behaviour
- Social Media
- CRM

- Talent Management
- Employee Engagement
- Transitions in HRM
- Innovative HR Practices
- Industrial Relations at Global level
- Psychological Well Being
- Socio-cultural issues
- Strategic HRM

- Web Information Management
- Big Data Analytics & Application
- Impact of It on Organizations & markets
- Internet & E- Commerce
- Public Policy Issues in IT
- System Analysis and Design
- Technology Adoption & Diffusion
- Machine Learning Techniques

- B2B Marketing
- Cross Disciplinary Issues in Marketing
- Sales Management
- Service Innovation
- New Product/ Service Development & Innovation
- Publicity & Public Relations
- Value Driven Marketing
- Innovation in Advertising Strategies

## Guidelines for Contributors

Original papers are invited from Academicians, Professional, Researchers and Students engaged in the field of Management, Information Technology and Applied Mathematics. The participants interested in presenting paper in technical session must submit the abstract of the paper (150 words) in English which will be scrutinized by the editorial committee before their acceptance for presenting. The abstract must be accompanied by the author's name(s), affiliations, full postal address, and email id and telephone/fax number along with the title of the paper on the front page. Abstract of all the papers accepted for presentation will be published in the form of souvenir. Full text of the paper is to be submitted in duplicate, typed in MS Word using Times New Roman, font size 12 on A-4 size paper in double spacing (not more than 25 printed pages) and the soft copy of the paper e-mailed to the conference secretary at the mail-id gaurav.jaiswal@prestigegwl.org The paper must be accompanied with the author's name (s), affiliation (s), and full postal address, email ID, and telephone number along with the title of the paper on the front page. Selected full research papers will be published in the form of E-Book, which will be distributed free of cost to all the registered participants.

For the presentation of the paper/s in the conference, the contributors are requested to register themselves at an early date. Registration and presentation of the paper by at least one author in the conference is mandatory to ensure inclusion of the paper in the book. Conference E-Book will be distributed free to those participants only who will attend the conference and present their paper at the conference. Research papers must provide appropriate references in APA format. Paper in absentia needs to be sent along with PPT. Selected papers will also be published in Journal, the special issue of Prestige International Journal of Management and Information Technology-Sanchyan.

## Visa Facilitation

Obtaining Visa from India is possible through website [www.indianvisaonline.gov.in](http://www.indianvisaonline.gov.in). Possibly your country is listed on Visa or arrival. However, the organisers will issue such a letter only when you have registered for the conference. Requests for such support should be made directly to gaurav.jaiswal@prestigegwl.org

## Best Ph.D. Thesis Award

To be conferred on the occasion of the 11th International conference (December 28th, 2019)

## Best Paper Award

To be conferred on the occasion of the 11th International conference (December 29th, 2019)