

SCHOOL OF COMMERCE  
ORGANIZING



GRADE 'A' COLLEGE  
of IP University, New Delhi

Affiliated to Guru Gobind Singh  
Indraprastha University New Delhi  
Approved by Bar Council of India

BBA | BCA | BAJMC | B.COM(H) | BBA LLB(H) | BA LLB(H)

KCC  
INSTITUTE OF LEGAL AND  
HIGHER  
EDUCATION

GREATER NOIDA

## 2ND INTERNATIONAL CONFERENCE

# Emerging Market Dynamics and Global Trade



# Unlocking Opportunities in a Changing World

In collaboration with

**School of Tourism and Hospitality Management,**

Sinop University, Nasuhbeyoglu District, Turkey

1st & 2nd December, 2023

KCC  
INSTITUTE OF LEGAL AND  
HIGHER  
EDUCATION

GREATER NOIDA

Affiliated to Guru Gobind Singh Indraprastha University

Campus : Plot No. 2B & 2C, Knowledge Park III, Greater Noida, 201306 (U.P.)

Website : [kccilhe.edu.in](http://kccilhe.edu.in)





## ABOUT THE UNIVERSITY

Guru Gobind Singh Indraprastha University (GGSIPU or IP or IPU), formerly Indraprastha University, is a public state university located in Delhi, India. It was established in 1998 by Government of Delhi, as a teaching-cum-affiliating university. The University is recognized by University Grants Commission (India), under section 12B of the UGC Act. It has been graded 'A++' by the NAAC. The medium of instruction is English to meet the international language standards.

Guru Gobind Singh Indraprastha University is a member of the Association of Commonwealth Universities, Association of Indian Universities, Medical Council of India and Distance Education Council.



## ABOUT THE INSTITUTE

KCC Institute of Legal and Higher Education (KCCILHE), a premier Institute built on a sprawling 40 acres campus in Greater Noida and conceived as hub for learning and leadership that has set the highest standards in post-secondary education. When ranked and assessed on infrastructure, KCC is second to none. KCCILHE offers under graduate courses in BBA, BCA, BA-JMC, B. Com (H), BA-LLB (H), BBA-LLB (H) affiliated to Guru Gobind Singh Indraprastha University.



## ABOUT THE CONFERENCE

The International Conference on "Emerging Market Dynamics and Global Trade: Unlocking Opportunities in a Changing World" is a prestigious and forward-looking event designed to facilitate a profound exploration of the evolving landscape of international trade in the context of emerging market dynamics.

The conference theme refers to the complex interactions and developments within emerging markets and their impact on the worldwide trade landscape. Emerging markets are economies that are in the process of rapid industrialization, experiencing significant growth, and transitioning from low-income to middle-income status. These markets often have attractive investment opportunities due to their growth potential, increasing consumer demand, and expanding infrastructure. Dynamics in this context refer to the constantly changing and evolving nature of these emerging markets. This includes economic, political, social, and technological changes that influence how these markets operate and interact with the rest of the world. Global trade involves the exchange of goods and services between countries and regions. It encompasses imports and exports and plays a vital role in the economic development of nations. Global trade involves a range of activities, including the movement of goods, international

agreements and policies, and the role of various factors such as governments, businesses, and consumers. So, when we talk about "Emerging Market Dynamics and Global Trade," we are discussing how the economic growth, policy changes, technological advancements, and other factors in emerging markets are affecting their participation in international trade. It also examines how these markets influence global trade patterns, the challenges they face, and the opportunities they present for businesses, governments, and the global economy as a whole. This topic is of great interest to economists, policymakers, business leaders, and researchers seeking to understand and navigate the complexities of the global economy.

The themes & sub-themes will provide a comprehensive framework for exploring the multifaceted aspects of emerging market dynamics and their impact on global trade. They will offer opportunities for in-depth discussions, research presentations, and knowledge sharing among conference participants.

This conference will serve as a unique platform for thought leaders, academics, industry experts, policymakers, and practitioners to converge and exchange insights, strategies, and experiences related to the intricate interplay between emerging markets and the global trade arena.

## CONFERENCE OBJECTIVES

1. **Knowledge Exchange:** Foster an environment of knowledge sharing, collaboration, and cross-disciplinary discussions among attendees with diverse expertise and backgrounds.
2. **Innovative Insights:** Offer fresh perspectives and innovative ideas about how emerging markets are shaping the future of global trade.
3. **Opportunity Exploration:** Facilitate discussions on identifying and capitalizing on the vast opportunities presented by the integration of emerging economies into the global trade landscape.
4. **Challenges and Solutions:** Delve into the challenges faced by emerging markets and explore strategies and solutions for sustainable trade growth.
5. **Networking:** Provide a networking platform for participants to connect, collaborate, and establish lasting relationships with fellow professionals, scholars, and practitioners.

## CONFERENCE HIGHLIGHTS

- Engaging Keynote Addresses by Renowned Experts
- In-depth Panel Discussions with Thought Leaders
- Networking Opportunities for Academics and Industry Professionals
- Publication Opportunities

## THEMES & SUB-THEMES OF CONFERENCE

1. **Economic Transformation of Emerging Markets:** Trends and Insights
  - Examining the economic growth and transformation of emerging markets.
  - Analyzing the key drivers of economic change in emerging economies.
2. **Global Trade Policies and Agreements:** Implications for Emerging Markets
  - Investigating the impact of international trade policies and agreements on emerging markets.
  - Assessing trade barriers, tariffs, and trade negotiations affecting these markets.
3. **Innovation and Technology in Emerging Market Trade**
  - Exploring how emerging markets leverage innovation and technology to enhance their competitiveness in global trade.
  - Case studies on tech-driven success stories in emerging market trade.
4. **Supply Chain Dynamics in Emerging Markets**
  - Analyzing the role of emerging markets in global supply chains.
  - Evaluating challenges and opportunities in supply chain integration in emerging economies.
5. **Investment Strategies in Emerging Markets:** Infrastructure and Beyond
  - Assessing foreign direct investment trends in emerging markets.
  - Exploring infrastructure development and its impact on trade growth.
6. **Sustainability and Responsible Trade Practices in Emerging Markets**
  - Discussing sustainability initiatives, environmental considerations, and ethical trade practices in emerging economies.
  - Strategies for promoting responsible trade in these markets.
7. **Geopolitical Factors and Emerging Market Trade**
  - Analyzing the influence of geopolitical factors on trade dynamics in emerging markets.
  - Evaluating the role of international relations in shaping trade opportunities and challenges.
8. **Consumer Behavior and Emerging Market Opportunities**
  - Understanding changing consumer preferences and behavior in emerging markets.
  - Strategies for market entry and expansion in these diverse consumer landscapes.
9. **Financial and Risk Management in Emerging Market Trade**
  - Addressing financial risks associated with trade in emerging markets, including currency fluctuations.
  - Risk mitigation strategies for businesses and investors.
10. **Case Studies and Best Practices in Emerging Market Trade**
  - Presenting real-world case studies showcasing successful trade strategies in emerging markets.
  - Highlighting best practices and lessons learned.

## IMPORTANT DATES

Abstract Submission Deadline: **October 25, 2023**  
Notification of Abstract Acceptance: **October 30, 2023**  
Full Paper Submission Deadline: **November 25, 2023**  
Conference Dates: **1st & 2nd December, 2023**

## MODE OF CONFERENCE

Online and offline as per participants convenience

## BEST PAPER AWARD

The high-quality Research Papers would be given the Best Paper Award in three categories of Research Scholars, Academicians or Industry Delegates and Students.

## REGISTRATION DETAIL

Registration Link: <https://forms.gle/VMecrmcPSgpJzGZZA>

## REGISTRATION FEE

Categories	Registration Amount	
	Indian (Rs.)	Other than Indian (\$USD)
Industry Representatives	<b>₹1500</b>	<b>\$50</b>
Academician	<b>₹1000</b>	<b>\$40</b>
Students	<b>₹500</b>	<b>\$20</b>
Attendees Only	<b>₹300</b>	<b>\$15</b>

**Account Details:** The registration amount can be paid through NEFT / IMPS PAYMENT DETAILS

ACCOUNT NAME	KCC INSTITUTE OF LEGAL AND HIGHER EDUCATION
ACCOUNT NO	10090024044
BANK NAME	IDFC FIRST BANK
BRANCH	Ground Floor, G-5/C-1, Krishna Alpha Plaza, Alpha-1 GREATER NOIDA, UTTAR PRADESH-201 308
IFSC NO	IDFB0020154

## SUBMISSION GUIDELINES:

The Abstract and Full Paper has to be submitted as per given Guideline on given email [ic@kccilhe.edu.in](mailto:ic@kccilhe.edu.in)

## GUIDELINES FOR ABSTRACT SUBMISSION

Selection of papers for presentation and discussion will be based on the abstract submitted. The abstract of about 300 words must include the purpose, methodology, major findings of the research and the keywords. It should follow the guidelines given below:

- Length and reference: 300 words; Font: Times New Roman; Font Size: 12 points; 1.5 space
- Title Page: Title, Author(s), Affiliation(s), Contact Details

## GUIDELINES FOR FULL PAPER SUBMISSION

1. Spacing: 15, Font: Times New Roman, Font Size: 12 Points , Margin of one inch all around
2. Title page: The title page of manuscript must include the title of the theme, names of authors including the corresponding author, affiliations, keywords (maximum 5), phone numbers & email.
3. References: APA formatting style. All tables, charts and graphs should be given on separate sheets with title.
4. Paper must have not been published or accepted for publication elsewhere an undertaking to this effect should appear in the cover letter / email.

## CONFERENCE COMMITTEE

PATRONS	
Padma Shri Prof. (Dr) Mahesh Verma Vice Chancellor Guru Gobind Singh Indraprasthsa University	Ms. Sunita Shiva Registrar Guru Gobind Singh Indraprastha University

ADVISORS	
Prof. D.S. Sengar Professor, IIM Noida	Prof Asim Kumar Mishra Professor IIM Lucknow
Dr. Harold D'Costa President - Cyber Security Corporation, Advisor - Law Enforcement Agencies, Sr. Trainer (Judges & Public Prosecutors)	CA Pawan Rastogi Director, KPMC Consultancy Pvt Ltd.
Mr. Vivek Narayan Sharma Advocate & Ex- Joint Secretary, Supreme Court of India	Prof. (Dr.) Bhavna Agarwal Director, KCCILHE

## SEMINAR ORGANISING COMMITTEE

Conference Convener	Conference Team
Dr. Nitu Maurya	Dr. Sunita Singhal
	Mr. Faz Mohammad
	Ms. Srishti Chandola
	Ms. Nishtha Batheja
	Mr. Vishesh Bhardwaj

Contact for any queries

**Dr. Nitu Maurya**

Phone : **+91-9717021175**

Email: [ic@kccilhe.edu.in](mailto:ic@kccilhe.edu.in)

Institute website: **<https://www.kccitm.edu.in/>**

Conference website: **[www.kccitm.edu.in/ICEMDGT](http://www.kccitm.edu.in/ICEMDGT)**