

## About The Conference

Today, when there is a fast – paced momentum in every sphere of life, the word“Emerging” & 'Evolving' has become a part and parcel of businesses. If the best practices are not executed the stark reality is that many organizations will be washed out. In the volatile, uncertain complex and ambiguous (VUCA) world the trend setter is “Innovate or Evaporate”. Hence there is an absolute need for the organization to integrate new technology or new process and reskill the workforce. This conference intends to facilitate the exchange of ideas and experience in Asia Pacific region. The scholars from these countries will share their ideas and present papers on wide spectrum of Strategy and functional management as relevant to continuously challenging demand of Industry.

### Objective of the conference

- To provide and Identify an emerging model that enhance the business practices and creates a platform for understanding and analysing business challenges
- To Identify various Pedagogical tools and techniques which can integrate new technological perspective in teaching and learning

Sub – Themes for the Conference (Not limited to only these):

### HRM

- Knowledge Management in emerging business context.
- Technological change
- Innovation in HRM functions and Process
- Retention of talent & Re-skilling workforce
- Employee engagement practice at various sector
- Role of social media in HRM

### Retail and Supply Chain Management

- Sustainable Supply Chain.
- Inventory Management
- Food Supply Chain Management
- Humanitarian Supply chain
- Last Mile Distribution

### General Management

- Corporate Social Responsibility
- Business Law and Business Education
- Women Entrepreneurship
- Information System and Technology Management

### Marketing

- Consumer behaviour in digital Era
- Integrated Advertising Promotion
- Retaining Brand Value Through Innovation
- New Product Development
- Customer Relationship Management
- Strategic decisions for innovation and sustainability

### Financial management

- Finance and Accounting
- Insurance and Risk management
- Effect of Demonetization
- GST
- Corporate Finance and Economic Growth
- Banking and Financial Intermediation

- Political Uncertainty and International Business
- Hospitality & Tourism Management
- Health care
- Business practices in SAARC
- Management Education in Asia Pacific

The above list is indicative. Contributions relevant to conference theme will be considered.

### Call for Papers:

Executives, Academicians and Research Scholars are invited to contribute Articles/Research-based Articles / Case Studies.

## Guideline for Paper

- Full paper submission should be above 3000 words including abstract. The paper should be written in English, using MS Word, Times New Roman 12 Point font, should be double –spaced, with 1” margin on all four sides. Abstract should be limited to a maximum of 300 words with not more than 6 key words.
- The paper will be blind reviewed and will be evaluated on different parameters such as originality, relevance, applicability and Contribution. Only those approved by the reviewers will be selected for conference presentation.
- The cover page should contain the title of the paper, author's name and brief profile along with the e-mail and the contact numbers.
- Author would have to certify that the material is unpublished, as well as original. It is the responsibility of author to obtain permission to reprint previously published matter with copyright restrictions.
- All the selected papers will become the property of ISBR and will be published in “ISBR Management Journal” **ISSN(Online)2456-9062**

**Note:** Best paper would be awarded (Presentation is mandatory apart from submission).

### Timelines for Submission:

- Last date for Abstract (250 words) – 28<sup>th</sup> February, 2018.
- Last date for Full Paper –25<sup>th</sup> March, 2018
- Notification of Acceptance – 5<sup>th</sup> March ,2018
- Last Day for registration ---4<sup>th</sup> April

### Attendance Certificate & Registration Rules

- Attendance certificate will be given only if one registers himself/herself as a delegate and pays the delegate fee.
- No TA/DA will be paid to any delegate who presents the paper in the conference.
- Submit duly-filled Registration Form along with the payment details.
- Support can be given for outstation participants in arranging their accommodation, in case required on additional payment.
- Assistance for accommodation for all the delegates coming from outside Bangalore
- Complementary accommodation for all the International Speakers
- **Email- internationalconference2018@isbr.in**

### Registration Fee (INR)\*\

- Students- Rs 300
- Research Scholars – Rs 500
- Academicians- Rs 750
- Industry Personnel Rs 1000
- International Participation \$50
- The fee is inclusive of conference Kit,tea / coffee, Lunch , Snacks and Certificate
- Registration fees does not include accommodation
- Authors have to register separately per paper if they require certificate

### Mode of Payment

1. Cheque/DD should be drawn in favour of “**ISBR**” payable at “**Bangalore**”.
2. Debit / credit card machine is available
3. Online Bank detail

Bank Name-ICICI Bank

Account name- ISBR Business school

Bank Branch- Lal Bagh Road

Account No. 193701000106

IFSC Code ICIC0001937

Branch Code 1937 MICR Code 55022906