



**3rd International Conference
ICACCF 2019
on
Rethinking Innovation: Role of Management and
Technology in Modern Business Practices
March 14-15th, 2019
Join the Conference @
Amity College of Commerce and Finance,
Amity University Uttar Pradesh, Noida**

THE BACKGROUND:

Rethinking innovation is widely seen as the key to regional and economic advantage. The current emphasis in the 3rd International Conference is on the imperative of innovations to create and build a sustainable competitive advantage for firms in order to enhance competitiveness and productivity in the global market. In addition to innovation in technology, non-technological determinants of innovation, in particular, managerial capabilities and novel organizing principles for innovation will also be accorded high priority in this conference. Managerial capabilities for innovation deal with cognitive elements such as the capacity to absorb existing knowledge, create entrepreneurial mindsets, and facilitate managerial experimentation and higher-order learning abilities. These capabilities can only be developed by distinctive managerial roles that enhance hierarchy, teaming and shared norms. Utilizing these unique managerial capabilities requires novel organizing principles, such as managing internal rates of change, nurturing self-organization and balancing high levels of exploration and exploitation. These managerial capabilities and organizing principles of innovation create new sources of productivity growth and of competitive advantage at both firm and country level. Dynamic capabilities denote the managerial ability to respond reactively or proactively to various demands from changing competitive environments.

The principle that the internal rate of change must equal or exceed the external rate of change recognizes the need for organizations to match the rate of co-evolution of the systems (institutional configuration, industries, social movement, etc) within which the

firm is embedded. It implies a keen awareness that co-existing rivals trigger each other's adaptations along a co-evolutionary path. Thus, organizations that have historically been exposed to more competition are likely to have developed greater capabilities regulating their internal rate of change.

To address to the above mentioned challenges and to highlight the increasing nature of reforms, specifically directed towards entrepreneurship, accounting, business and management, Amity College of Commerce and Finance (ACCF) is organizing an international conference jointly on the broad theme *"Rethinking Innovation: Role of Management and Technology in Modern Business Practices "*.

It aims to invite speakers from India and abroad to speak and deliberate further on the above theme.

ABOUT THE ORGANIZERS:

About Amity University

Amity is leading education group of India having more than 1.5 lacs students studying in its 250 plus programs at its 11 overseas campuses, 4500 faculty and scientists. Amity University is India's leading research and innovation driven private university. Amity University has been named by Quacquarelli Symonds (QS) as one of Asia's top 300 universities. Amity University is consistently ranked No.1 as it grooms leaders who are not only thorough professionals but also good human beings with values and sanskars. The University has been accredited Grade "A" by NAAC-National Assessment and Accreditation Council. Amity is not just a group of institution which imparts world class education, but an experience where everyone associated is a part of dream, a mission to nurture students as great leaders.

Amity College of Commerce and Finance (ACCF)

Amity College of Commerce & Finance is dedicated to developing a new generation of business leaders through innovative management education. At ACCF, you find a program that offers the satisfaction that comes from a blend of intensive rigorous academic study with the realities of practical world of finance and trade literature, as well as preparation.

ACCF offers diverse undergraduate and post-graduate programs in Commerce and Finance. The programs are design to prepare the students with the right mix of knowledge in the area of Commerce, Finance, Financial Analysis, Marketing and Human Resource Management.

Conference tracks & Topics

Original papers on the following indicative topics, but not limited to, are welcome to be submitted for the conference:

| Transforming Innovation Policy | Issues in Management |
|--|---|
| Shifting Paradigms for Indian Innovation | Integrated Demand and Oriented Innovation Policy |
| Challenges in Economy due to Climate Change | Commercial Procurement and Innovation strategies |
| Corporate Governance and Transformation in Innovation Policies | Reverse Logistics |
| Role of 'Ageing Society' in Growth | Role of Docking Management |
| Dynamics of Social Innovation | Trash fest of technology |
| Social Innovation and Institutional Upgradation | |
| Emerging Trends in Entrepreneurship | Make in India: Opportunities and Challenges |
| Innovation in Indian Constitutional Context | Emerging Market Institutions and New Venture Creation |
| Recent Trends in Entrepreneurship and Challenges | Indian Family Business and Business Groups |
| Growth and Sustainability of startups | Role of Technology in startups and Small Business and Small Business: Issues and Challenges |
| Creativity and Innovations in startups | |
| Legal challenges to startups and small Business | |
| Startups and Small Business Incubation | |
| Any other Relevant Issue | |
| | |
| Information Technology and Organizations | Finance, Entrepreneurship and Growth |
| Use of ICT in entrepreneurship Development | Financial Development and the Growth of Eco-Industry |
| Innovations in E-recruitment | Cross-Border Investment Challenges |
| Bridging the Digital Divide in Country | Micro Financing and MSMEs |
| Role of E-Governance | Innovations in Banking |
| IOT: Issues and Challenges | Islamic Banking |
| | Venture Capital and Private Equity Funding |
| | Restructuring the Financial System |
| | Demonetization and Black Money |

| | |
|--|--|
| | Strengthening Indian Capital Market |
| | Dark Side of Organizations |
| | Financial Engineering |
| People, Process and Performance and Marketing Models | Human Resource Practices: A Key to Business Success |
| Logistic Management | On human resource management innovation in Indian transnational enterprises under the new norm |
| Innovations in Marketing Practices | Independent Director's Compensation and Corporate Performance |
| Market opportunities to start-ups Brand Management Consumer Behavior | Organizational effectiveness through HRM |
| New Horizons in Rural Marketing | RM and MSMEs |
| Building customer Relationships | Succession Planning |
| New Vistas in Advertising | Managing Family Businesses |
| Managing Service Quality | Talent Acquisition and Retention |
| Cross Functional Themes | |
| Business Analytics | Business Ethics and Human Values |
| Moderanisation Affect on Organization Behaviour | Work- Life Balance |
| Intellectual Property Rights | Gender Issues |
| Corporate Social Responsibility | Reverse Innovations |
| Corporate Governance | Spirituality in Organizations |

Call for Papers:

ICACCF 2019 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Economics, Trade and Development, and discuss the practical challenges encountered and the solutions adopted. The conference is held every year to make it an ideal platform for people to share views and experiences in Economics, Trade and Development , entrepreneurship and related areas.

WHO CAN ATTEND

- Faculty Members, Research scholars and Students
- Representatives of Government Agencies and Departments
- Business Leaders from Industry
- NGOs, Consulting Agencies and other interested people

PUBLICATION DETAILS:

Please follow the Conference format.

Formatting (DOC)

Prospective authors are kindly invited to submit full text papers including results, tables, figures and references. Full text papers (.pdf/.doc) will be accepted by Electronic Submission System. All submitted articles should report original, previously unpublished research results, experimental or theoretical. Articles submitted to the Conference should meet these criteria and must not be under consideration for publication elsewhere. Manuscripts should follow the style of the Conference and are subject to both review and editing.

PAPER PAGE LIMIT:

Each paper must be no more than 10-15 pages (including the abstract, figures, tables, and references).

PAPER SUBMISSION GUIDELINES:

Submission Guidelines:

- The submission of papers will open on December 1, 2018.
- Author(s) are requested to send the full length paper on the topic, on or before **30th January, 2019** at icaccf2019@amity.edu
- After peer review of papers, author(s) will be informed about acceptance/rejection of their contribution on or before **15th February, 2019**.
- After confirmation author(s) must registered on or before **5th March, 2019**.

Full Paper submission Format:

- The full length paper should not be more than **5000 words** typed in *double spaced* with *margin of one inch (2.5 cm)* on all four sides. Font size should be **12 point in Times New Roman**.
- Endnotes and footnotes should be avoided. Substantive comments should be integrated within the text rather than placed in a note.
 - References should be written in *APA* style of referencing.
 - Selected Papers will publish in Reputed Journal.
- A duly signed certificate of originality of paper(s) and separate copyright format shall be obtained from the author(s) of selected papers as per the requirements of the respective journal at the time of notification of acceptance of the paper(s).

IMPORTANT DATES

| | |
|--|---|
| Call For Papers Open On : | 1 st December, 2018 |
| Full Paper Submission Deadline : | 30 th January, 2019 |
| Notification of Final Acceptance : | 15 th February, 2019 |
| Copyright Form To Be Sent By Author : | 25 th February, 2019 |
| Registration; early bird registration discount 10% | 15 th -23 rd February, 2019 |
| Last Date for Registration | 5 th March, 2019 |

REGISTRATION FEE:

| Applicants | INDIAN | FOREIGN |
|--|---------------|----------------|
| Researchers From Industry | 5000 INR | 57 USD |
| Academia | 4000 INR | 43 USD |
| Research Scholars (Ph. D/ JRF Etc.) | 3000 INR | 36 USD |
| Students | 2500 INR | 28 USD |
| Participant Without Paper Presentation | 2000 INR | 14 USD |

- Each subsequent (co-author) has to register by paying 50% of the category fees.
- Author(s) with multiple papers has to register separately for each paper.
- The Registrations will be closed on 5th March, 2019 at 5:00 pm.
- Registration fee once paid will not be refunded under any circumstances.
- The registration fee includes hospitalities, welcome kit, stationaries, Tea & Hi Tea, lunch for two days and printed copy of conference schedule.

Amity College of Commerce & Finance (ACCF)

K-3 Block, 2nd Floor,

Sector 125, Noida

Amity University (AUUP)

Uttar Pradesh, PIN- 201313

E-mail: icaccf2019@amity.edu

Website: www.amity.edu/accf/icaccf2019



K-3 Block, 2nd Floor,
Sector 125, Noida

Amity University (AUUP)

Uttar Pradesh, PIN- 201313

E-mail: icaccf2019@amity.edu

Website: www.amity.edu/accf/icaccf2019

**3rd International Conference
ICACCF 2019**

on

**Rethinking Innovation: Role of Management and Technology
in Modern Business Practices**

March 14-15th, 2019

REGISTRATION FORM

Name:

Institute/University/Organization:

Country/ State:

Designation:

Title of the Paper:

Address for Communication:

Contact Nos: (O)..... (R)

Mobile: Fax:

Email id:

Payment Details: UTR No. (for online transaction)

DD No.....

Bank

Date

Signature