



AMITY
BUSINESS SCHOOL

ORGANISES

**GLOBAL LEADERSHIP
RESEARCH CONFERENCE (GLRC) ON**

**LEADERSHIP,
GOVERNANCE &
PUBLIC POLICY**

22nd & 23rd January, 2016 | Amity University Campus, Sec-125, Noida (New Delhi NCR)



AMITY
UNIVERSITY

GRADE 'A' ACCREDITED BY NAAC

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OVERVIEW

India is in the midst of a fundamental transformation in how we lead and govern our organisations and societies. Signs of that transformation include the radical restructuring of corporate and public bureaucracies, shifting boundaries between different sectors and sections of society etc. This has challenged the legitimacy of traditional institutions and has forced leaders to act and not make rhetoric(s). In this regard the conference theme evokes diverse narratives and an opportunity for propulsion to gain strategic advantage. Hence in order to succeed, people across sectors are recognising the need to develop leadership and do good governance. The ability to grow and excel depends on the ability of organisations to nurture leadership and governance capacities. But their adaptation, implementation and realisation of these mantras are harder than they sound. Their absence calls for re-positioning the established ways and innovate newer ways of leading and organising.

This Conference celebrates such contributions made by leaders. The conference is also a platform to highlight real life challenges faced by policy makers, leaders and employees from profit-making to non-profit making entities.

DAY 1: 22nd JANUARY, 2016

INDIGENOUS KNOWLEDGE EXPANSION AND ICT

The objective is to provide a special forum to map, present and discuss new advances and research results of technical breakthroughs vis-à-vis computing, communication and information technology. Topics of interest include various sub-themes like ICT for Supply Chain Sustainability, ICT for Managing Value Chain and Supply Chain, Engaging with Consumers in a Digital World, e-Governance and its Impact, e-Waste Management, Security & Cryptography, Bioinformatics and Scientific Computing, Computing Ethics and Knowledge Data Engineering, Ubiquitous Computing and Knowledge Management, ICT for Good Governance etc.

CELEBRATING PEOPLE: LEADERSHIP AWARDS

The Global Leadership Research Conference 2016 would be celebrating the contributions made by



people who have personified leadership in the area of public policy and governance. The recipients of these leadership awards are at the helm of their careers, have demonstrated exceptional initiatives and commitments to the principles of public policy and governance. The Leadership Awards look forward to honour these innovative, synergistic and powerful leaders who have contributed immensely in social-organisational enterprises and/or initiatives that have led to public engagement and good governance.

DAY 2: 23rd JANUARY, 2016

Providing broad coverage and dissemination to foundational research, the participants of GLRC 2016 shall have opportunities to present and publish their original research papers and cases, exchange their views and also to network across four Area Specific Conferences. These areas are Human Resource, Marketing, Finance and Transportation & Logistics.

LEADERSHIP, GOVERNANCE & PUBLIC POLICY: HR PERSPECTIVE

The objective is to present and discuss researches on human resource governance, innovation and leadership in the contemporary business world. The focus would be on exploring the potential of performance enhancement opportunities achievable with improved HR governance, innovation and leadership. Research papers and cases deliberating the following themes (however not just limited to the stated sub-themes) are invited like innovation and leadership including leadership in organisational settings, power and politics, corporate governance, corporate social responsibility and company law implications, labour reforms, trade unions, industrial relations and industrial disputes.

EMERGING PARADIGMS & PRACTICES IN MARKETING

The objective is to present and discuss research in the marketing area addressing significant issues, covering innovative marketing frameworks and practices. Research papers and case studies deliberating the following themes (however, not just limited to the stated sub-themes) are invited like leadership challenges in marketing, innovative business modes for bottom of pyramid markets, opportunities for leaders' improving

government functions and governance, regulatory issues and ethics in marketing, managing global-issues and challenges in emerging markets, new practices and systems as drivers of sustainable development, marketing lessons from emerging markets, public participation in governance, changing role from active players to business facilitators, retail technologies and changing consumers, evolving distribution channels and dynamics etc.

ADVANCE MANAGEMENT PRACTICES IN BANKING AND FINANCE

The objective is to present and discuss new advances and researches in the fields of theoretical, experimental and applied Finance, Banking and Corporate Governance. Topics of interest for submission include various sub-themes like Operational Efficiency and Capital Structure of Banks and Financial Services, International Financial Markets and Risk Management, Corporate Governance Issues and Corporate Finance, Corporate Restructuring-M&As, Tax Implication, Liquidity and other issues, Behavioral Finance, Investment Patterns and Performance of Financial Markets, Global Financial Crisis and Contemporary issues in Finance etc.



TRANSPORTATION & LOGISTICS

The conference will be addressed and participated by the faculty of academic institutions, Training Institutes, logistics companies, manufacturers, exporters, infrastructure service providers, technology service providers, government officials/policy makers from Central and State Governments, experts, researchers, students from across the country and foreign delegates/guests. The conference is being organised in collaboration with Asia Aviation Associates - InfraLOG. The sub-themes are present scenario and solutions to seamless operation, image building & recognition to transportation and logistics industry; skill development: role of academic & training institutes & industry practitioners

WHO SHOULD ATTEND THE GLOBAL LEADERSHIP RESEARCH CONFERENCE 2016

The conference aims to bring together academicians, practitioners, researchers, experts, and students from all over the world to interact and exchange views and to support professional development.

CALL FOR PAPERS

Original research-based unpublished abstracts, papers and case studies are invited relating to the theme of the Conference. The abstracts presented at the Conference would be published as Conference proceedings. The abstract should describe the purpose, method, results, and academic contributions of the research. Few papers/case studies selected by Review Committee would be further published in the special edition of Amity Business Review: The Bi-annual Refereed Journal of Amity Business School, Noida.

The references should follow the APA Guidelines. The four major conference tracks under the umbrella of GLRC 2016, in which you wish your full paper to be included, should clearly be mentioned. **Please send your papers at: glrc@amity.edu**

SUBMISSION GUIDELINES

Electronic submission is the only mode for sending papers. The word limit should range between 3500-5000 words in Microsoft word file.

Deadline for Submission of Abstract : 10th Jan., 2016

Deadline for Submission of Full Paper: 15th Jan., 2016

REGISTRATION FEE

Academician:	₹1500/US \$200
Research Scholar:	₹1250/US \$75
Corporate:	₹2500/US \$250

The Registration Fee includes conference kit, proceedings, morning tea, lunch and evening tea on both days of the conference.

PAYMENT DETAILS

Payments should be made by demand draft drawn in favour of **"Amity Sponsorship Account"** payable at Delhi or at the venue in cash.

ACCOMMODATION

Accommodation would be provided* as per the rules at ₹2000 per night on twin-sharing basis. Participants, if required, would be provided with boarding facility on a first-come first-served basis within the campus.

*Subject to availability

For more information, please visit:

www.amity.edu/glrc2016



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AMITY BUSINESS SCHOOL

Amity Business School is a part of India's first University to get the ACBSP (US) accreditation, and has been consistently ranked amongst India's Top 10 Business Schools. It was ranked 9th in the 'Nielsen Business Today B.School Survey' which saw Amity emerge as a preferred destination among MBA aspirants, recruiters, young executives and functional heads. The Times B.School survey, 2015 ranked Amity amongst top 10 in India and the corporate recruiters in the Economic Times survey ranked Amity 6th best B. School in Marketing in India & 14th overall.

AMITY UNIVERSITY INDIA'S NO. 1 RANKED NOT-FOR-PROFIT UNIVERSITY

Amity University is India's no. 1 ranked not-for-profit private university with a strong focus on research and innovation. The University has been ranked by QS as one of Asia's top Universities two years in a row (2014 & 2015)

The University is the flagship institution of Amity Education Group. Established over two decades ago, Amity is home to over 125,000 brilliant students from Pre-nursery to Ph.D. levels pursuing more than 250 Programmes in 60 diverse disciplines, ranging from Management to Psychology, besides future-focussed areas like Renewable Energy and Nuclear Science.

Today, the Group comprises 8 Universities, 18 schools and 11 international campuses across London, Singapore, Dubai, New York, California, Mauritius, China, Abu Dhabi, South Africa and Romania, amongst others.

Amity's relentless pursuit of excellence is reflected in its steadfast commitment to continuing investment towards cutting-edge research and innovation. For instance, in the last four years Amity has filed over 605 patents - the highest number of patents

filed by any Indian University. It is also engaged in conducting over 300 high-end Government funded as well as international research projects.

In the past years, Amity University has also developed over 1000 case studies that have been bought by leading institutions such as Harvard, Stanford, Oxford, McKinsey, KPMG across 62 countries.

Amity has instituted an extensive scholarship programme, benefiting over 25,000 students so far, to ensure that true talents get the fairest chance to rise and shine. Amity's pedagogy is based on the understanding that with regular exposure to the cutting-edge of industry, today's students will transform into tomorrow's leaders. That's why over 1500 corporate leaders and 50 Global gurus have interacted with Amityans.

Amity's unwavering focus on research and innovation, globally benchmarked infrastructure, and teaching pedagogy have led to the University being awarded the highest 'A' grade accreditation by NAAC (National Assessment & Accreditation Council) - a distinction awarded to only top 10% of Indian Universities.



60 acre Amity University Campus, Noida (New Delhi NCR)