

Call for Papers

International Conference in Business Management and Leadership

Organised by: Amity University, Noida, India

Venue: Harvard University, Cambridge, Massachusetts, USA

Date: 5th December, 2017

Amity University, a part of Amity Education Group, India's largest private and non-for-profit education group, which today comprises of 08 Universities, 150+ Institutions, 25 Schools & Pre-schools with more than 150,000 students studying across more than 1200 acres of campuses in India and abroad, takes pride in inviting you to send in your full papers for the *International Conference in Business Management and Leadership* to be held at **Harvard University, Cambridge, Massachusetts, USA, on 5th December, 2017.**

The conference provides an opportunity for scholars, professionals, academicians and students, to share their perspectives and research findings and provides a forum for discussion, collaboration and intellectual exchange in the area of business management and leadership.

The conference is open for

- Academic Papers
- Case Studies
- Work-in-Progress Papers
- Ph.D Papers
- Posters
- Non-Academic or Practitioners' Contributions

The International Conference in Business Management and Leadership welcomes original research contribution across all the major fields of management including but not limited to the following sub-themes.

SUB THEMES OF THE CONFERENCE

International Business

- Perspectives on Theoretical Issues Relating to Economic Growth
- Inflation, Saving and Investment
- Macro-Economic Performance related to Revenue and Expenditure
- Issues related to Government Spending Priorities in India
- Globalization and International Business
- International Trade Patterns and BOP
- Policy Framework for International Trade
- Foreign Direct Investment
- Global competitiveness of sectoral businesses
- Environmental complexity & dynamism sustainability in business
- Business Ethics, Social Responsibility & Corporate Governance
- International Collaborations and foreign trade
- Effect of Free Trade Agreements on Trade and economic welfare
- Socio Political Implications of Regional Trade Integrations
- Legal Issues in WTO and their implications in developing economy
- Multilateral Trade Agreements and trade promotions
- Relevance of Non-Tariff barriers in International Trade
- Barriers to Trade in Services and non-service sectors
- Trade Liberalization, Sustainable Development and Environmental Protection
- Impact of Trade on Poverty Reduction
- Inflation and Exchange Rate Dynamics and their impact on foreign trade
- Role of Small Business Entrepreneurship in foreign trade
- Global Financial Crisis and its impact on foreign trade
- BREXIT and Its Impact on International Trade
- Trade and Employment generation
- Challenges of Contemporary Global Business
- UN Agenda 21 and Global Compact Programme
- Role of UN and International Organisations on Sustainability issues
- Millennium Development Goals (MDGs)
- Developmental Challenges like Poverty and Hunger
- Aid-for-Trade initiative
- Country/Regional Studies on Least Developed Countries
- Perspective from Development Models of Developing Countries
- Globalization & Culture
- Managing Cultural diversity & commitment
- Governance in Multiculturalism

Marketing

- Strategic Marketing & Planning
- Product Portfolio Management
- Consumerization Vs Customization

- Strategic Branding in Global Market Place
- Market Logistics and its importance
- Managing the Supply Chain
- Corporate Communication – Role in Marketing
- Ethics & Social Responsibility in Marketing
- Industrial Marketing
- Marketing across the Borders
- “Sensory Branding” - Importance in Marketing
- Customer Relationship Management (CRM)
- Service Marketing: Importance of Innovations

Human Resource Management

- HRM and the business environment
- Organizational Change and Development
- Learning and Development
- Digital HR
- Strategic HRM
- Industrial Relations & Legal HRM
- Employee Turnover & Attrition
- Strategic Training & Development
- Performance Management
- Transformation HR
- Employee Engagement
- Talent Management
- Leadership Development
- e- recruitment

Entrepreneurship Management

- Innovation at grassroot level
- Out-of-box innovation
- Inside-the-box innovation
- Breakthrough Innovation
- Reverse Innovation
- Managing Innovation process
- Innovation trends
- No-Money Marketing strategies
- Opportunity Recognition
- Innovation Tools
- Family Business Management
- Lean Startups
- Financing Inventions

- Financing entrepreneurship ventures
- Attracting Talent in lean startups
- Creative thinking
- Market segmentation for a lean startup
- Financial intelligence for entrepreneurs
- Money Management for entrepreneurs

Financial Management

- Finance & Accounting
- International Finance & Trade
- Merger & Acquisitions
- Derivatives Market
- Banking & Insurance
- Mutual Funds
- Money Management
- Return on Marketing Investments
- Trends in Consumer Finance Industries

Information Technology

- Business Strategy and Information Technology
- Management Information System
- Information Systems Planning and Management
- The Application of Information Technology
- Internet Technology
- Computer Simulation
- Programming Languages
- Ecommerce and E-Government
- Information Technology Management
- Wireless Communication and Mobile Computing
- Information Economics and Management
- Bioinformatics and Computational Biology
- Communications and Networking
- Computational Science and Technology
- Data Mining, Data Warehousing and Knowledge Discovery
- Energy System and Engineering
- Grid-computing, Supercomputing and Cloud-computing
- Hardware and Software Co-design
- Health and Medical Science and Technology
- Human-Computer Interaction
- Image and Signal Processing
- Intelligent Robotics and Autonomous Agents

- Modeling and Simulation
- Pattern Recognition and Information Retrieval
- Decision Analysis and Methods
- Productivity
- E-learning
- E-Business and E-Commerce

Family Business Management

- Family Business Governance
- Family Business in Emerging, Developing, and Transition Economies
- Family business goals
- Family dynamics
- Behavioral processes and innovation in family firms
- Co-operation among family businesses
- Collective bargaining issues
- Small family business
- Family-based social entrepreneurship
- Acquired and tacit knowledge in family-based business operations
- Relationships, succession and transition issues
- Transgenerational entrepreneurship practices
- Women in business and regional development
- Leadership issues, family business and corporate governance
- Technological changes
- Role and relevance of professional managers
- Internal and external challenges
- Commonalities and complementarities in managing family business across nations

Corporate Governance and CSR

- Corporate ownership structures
- Corporate restructuring
- Minority-majority shareholder conflict
- Investor/creditor protection
- Managerial behaviour, managerial entrenchment
- Incentive structures, executive compensation plans
- Agency issues
- Corporate contracting
- Business and financial ethics
- Corporate social responsibility
- Corporate law and securities law,
- Financial (de)regulation
- Insider trading, conflicts of interests
- Institutional investor behaviour
- Financial reporting,

- Disclosure, transparency
- Information asymmetry
- (Hostile) takeovers
- Market for corporate control/defences
- Effective boardroom performance
- The growing importance of governance in the wake of ever-greater corporate scandals
- Redefinitions and reassessments of corporate governance models
- The role of business in society
- The changing nature of the relationship and responsibilities of the firm towards various stakeholders
- The role and impact of local and international regulatory agencies and regimes on corporate behaviour.

Supply Chain Management

- Capacity planning and control
- E-business and operations
- Global operations management
- Human resource management in operations
- Information and knowledge management
- Lean/agile operations
- Logistics, order fulfilment and distribution
- Management of technology for operations
- Managing technological/organizational change
- Mass customization
- Materials and inventory management
- New product and service design/development
- Operations planning, scheduling and control
- Operations strategy
- Performance measurement and management
- Plant location, design and layout
- Project management in operations
- Quality management in operations
- Role of operations in sustainability
- Supplier/customer relationship management
- Supply chain management

Cross Cultural Management

- Strategic issues facing emerging markets of the global economy
- Global strategic management, MNE strategy, and structure
- Management of the MNE, its subsidiaries, and inter-firm networks
- Institutional strategies and the political environment
- International technology transfer, R&D and innovation
- Innovation in the international context

- Comparative and international entrepreneurship
- Public administration as it relates to and affects international business and global management
- Corporate governance and social issues of the firm in the global context
- Global talent management
- International human resource management
- Management of multicultural teams
- Cross-cultural communication
- Work motivation and leadership
- Inter- and intra-organizational group, teamwork and negotiation strategies
- Conflict resolution in the international setting
- Cultural and individual ethics and values
- Intra-national diversity issues
- Research methods in international management

Quality Management

- Service Quality.
- Qualitative and quantitative analyses
- Total quality management/quality management
- Sustainable TQM practices
- Advanced and sustainable quality management models and approaches
- Total quality environment management
- Application of advanced quality management tools and techniques
- Quality management systems
- Quality awards and models
- Quality improvement strategies/standards
- Green quality culture, QFD, DOE, Fuzzy ANP etc.
- Benchmarking the best practices
- Leadership and management issues in achieving quality and innovation
- The relationship between quality management and other disciplines such as organizational performance, quality performance, customer satisfaction, innovation etc.
- Quality management in service industries
- Data mining applications and analysis
- Failure mode and effect analysis

Researchers are also encouraged to present Research Papers/ Case Studies in any other area of Management and not necessarily restrict themselves to the sub themes of the conference.

AUTHOR GUIDELINES

- Paper submitted should be an original and unpublished work. Any paper submitted which is identical or substantially similar work already published or under review for another conference or publication, will not be considered.
- A covering letter clearly certifying that the manuscript is original and has neither been published anywhere nor is at present being considered for any other publication should accompany the manuscript.
- Recommended length of the research paper should be between 4000-6000 words. Font used should be Times New Roman with font size 12 and double spaced.
- First page of the manuscript should have the broad theme, title of the paper, name of the author(s), organization's affiliation, complete postal address, phone number, fax number (if any) and e-mail address followed by abstract and full paper. Kindly do not mention author(s) name, affiliation or any other such information inside the manuscript.
- Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table.
- First level subheading should be left-justified, in upper and lower case, and printed in 14-point Times New Roman, boldface; second level subheadings should be left –justified, in upper and lower case, in 12-point Times New Roman boldface. The paragraph begins right after the sub-heading. Headings and sub-headings will not carry any numbering.
- References should be complete in all respects, with authors' surnames arranged alphabetically, following conventional citation styles. Authors are requested to follow the APA Style.
- Multiple authors, if attending the conference, will have to register separately to be entitled for the conference certificate (Authors who do not register will not be entitled for the conference certificate). Authors, who are keen to present more than one paper, will have to register for both separately.

Submit an electronic copy of the complete manuscript by 31st October 2017 at conf.usa@amity.edu

The author(s) must register themselves for the conference by **10th November 2017** to ensure the inclusion of the paper in the conference proceedings. Without registration, paper will not be included in the conference proceedings.

IMPORTANT DATES

Full Paper Submission	:	31st October 2017
Acceptance	:	5th November 2017
Last Date for Registration	:	10th November 2017
Conference	:	5th December 2017

PARTICIPATION FEE

Category	Indian (in Rs)	Foreign (in \$)
Industry	30,000	500
Academician	15,000	350
Research Scholar	10,000	300
Student	5,000	250
Alumni	7,000	250

- Accommodation can be arranged on request at additional cost

PAYMENT DETAILS

➤ Through Demand Draft

1. Draw Demand Draft in favour of **Amity Sponsorship Account** Payable at Noida
2. Send it to:
Conference Chair
Room No. G-10 I-3 Block
Amity University
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India
3. Send a soft copy of the payment detail along with Demand Draft number to the following email
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➤ Through NEFT/RTGS

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