



# INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE

## 5<sup>th</sup> International Conference on **CONTEMPORARY ISSUES IN MANAGEMENT**

Saturday, February 11, 2017 | ISME, Bangalore

### OBJECTIVES

- To develop awareness and understanding of emerging trends in management theory and practice.
- To identify the challenges and opportunities in redefining management within the new paradigm.
- To prepare a blueprint for future course of action after identification of path breaking trends in functional areas of management.

### CALL FOR PAPERS

The Conference Committee invites the academic and corporate fraternity to submit their articles and papers of the nature of research, conceptual, dissertation, book reviews and case studies. The suggested themes for the papers invited are:

- Economic Policy
  - Make in India, Start-up India, Digital India, Skill India
  - New RBI Policies – Unified Payment Interface, On-tap Licensing, MFIs, Demonetisation & Digital Money
  - Global Economy – Post BREXIT & Other Events
- Marketing
  - Marketing Analytics
  - Consumerism in Digital Era
  - Branding in Cyberspace
- Human Resources
  - HR Analytics
  - Strategic Recruiting & L&D Practices
  - Green Organisation Behaviour
- Finance & Accounting
  - Financial Analytics & FinTech
  - Goods & Services Tax
  - Implications of Ind-AS
- Operations & Logistics
  - Operational Challenges for E-Commerce Companies
- Business Policy & Strategy
  - Risk Management Practices & Corporate Governance
  - Business Ecosystem - Collaborative Competition
- Case Studies on Emerging Challenges in Specific Industries

Above themes are only suggestive. We welcome papers from other related research areas aligned with the conference theme.

### GUIDELINES FOR PAPER PRESENTATIONS

- Abstract should be in Times New Roman, font size 12, italicized and not be more than 250 words.
- Papers should be submitted in MS Word format and should not exceed 2500 words; text should be typed in Times New Roman, font size 12 and all text should be one-and-a half line spaced and fully justified.
- Heading should be bold faced in font size 14, sub heading bold faced and in font size 12
- Each page should be numbered at the bottom on the right side.
- References should be in the APA format.
- Verifiable sources for the secondary information are to be given.
- Scanned, signed copyright form has to be submitted along with the full paper and the signed hard copy should be submitted before the conference.
- Cover page should contain title of the paper, author/s' name and affiliation, contact details including mobile number and e-mail address.
- Selected papers will be presented in the seminar before the committee followed by a question & answer session. These papers will be published in the conference proceedings with ISBN number.
- If the paper is co-authored by more than one, all the authors need to be registered individually.

### CONFERENCE COMMITTEE

#### Conference Advisory Board:

**Mr. K G Garg**, Chairman, NVT Group  
**Prof. Nitin Garg**, Director – ISME  
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#### Conference Head

**Prof. (Dr.) Swaroop D Reddy**, Principal & Dean (Academics), ISME

#### Conference Coordinators:

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### ABOUT ISME

ISME is a leading business school offering world-class education through a student-focused culture of excellence, international outlook, entrepreneurial thinking and industry alignment. It was founded in 2006 by alumni from CMU, Purdue and Wharton, USA. ISME has always been in the forefront of quality education, with the vision of nurturing holistic, socially responsible and competent professionals. ISME has been ranked as one of the top B-Schools in Bangalore and Top 1% B-Schools in India. Over 1000 ISME alumni are working in multinationals including Fortune 500 companies. ISME is an active member of Bangalore Chamber of Industry and Commerce (BCIC), Confederation of Indian Industry (CII) and National HRD Network (NHRD), which enables ISME to connect across industries through peer members. ISME also has number of academic collaborations with universities like Carleton University, Canada, and with associations like MTC Global.

Submission of Paper abstract in 250 words	14 <sup>th</sup> January 2017
Notification of Acceptance of Abstract:	21 <sup>st</sup> January 2017
Submission of Full Paper:	31 <sup>st</sup> January 2017
Conference Date:	11 <sup>th</sup> February 2017 (Saturday)

Registration Fees	
Industry / Corporate	Rs 1500
Academics	Rs 1000
Students	Rs 500

### Contact Details:

Submit your abstracts and research papers to [kirankvk@isme.in](mailto:kirankvk@isme.in)  
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