



# INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE

(Approved by AICTE)

Presents

7<sup>th</sup> International Conference

on

## CONTEMPORARY ISSUES IN MANAGEMENT

22<sup>nd</sup> & 23<sup>rd</sup> February 2019

In Association with



## ABOUT ISME

ISME is a leading business school offering excellent 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.

At present ISME offers both undergraduate and postgraduate programs in Management. The postgraduate program is approved by AICTE, New Delhi and the BBA program is affiliated to the Bangalore University. With a lush green unpolluted environment located on the Sarjapur Main Road, ISME provides an ideal ambience for study & research. The Institute constantly endeavors to expose its students to the various methods of learning, like industry visits, interaction with industry experts, participation in seminars, case study etc. so that they become successful in their journey as they move from campus to the next phase of their career.

## ABOUT AIMS

Association of Indian Management Schools (AIMS) is a networking body of B-Schools in for professional development of management education and safeguarding the interest of its members in India. AIMS today comprises of members from many top class institutes like IIMs, ISB, management departments of Universities etc. AIMS conducts and sponsors a number of FDPs, conferences, case writing, research programmes/projects.

## ABOUT MTC GLOBAL

MTC Global (ISO Certified) is a non-for-profit global think tank in higher education in having presence over 30 countries, over 1000 B-Schools, 30000+ members, 45 national chapters and 32 international chapters. It is a participant in United Nations Global Compact and United Nations Academic Impact and ISO Programs. It is also registered with NITI Aayog, Government of India.

## CONTEXT OF CONFERENCE

The changes faced by modern day business are distinctly different than those of past years. The world is undergoing change and facing challenges on various fronts for the

growth and development of the country and making it a better place. Some of the issues are to promote sustainable agriculture by adopting efficient business models for achieving food & nutrition requirement, creating new jobs to provide opportunity for the unemployed & the millennial who will seek employment in coming years.

The macro environment factors such as political economy affecting global economy are playing a key role in the world of business. The backlash against globalization as witnessed after Donald Trump's new trade barriers and trade wars with China and the rest of the world, rising crude oil prices, the US Fed's series of rate increases are a few examples.

Conversely, the micro-environment is also significantly influencing the macro-economy. For instance, the tech startups and disruptive technologies are redefining the macro-economic environment. Disruptive innovations due to internet have redefined the trade and business through e-commerce, digital payments and new ways of delivering products and services.

The challenges faced by the modern day business today are radically different and very complex compared to the past. There is a paradigm shift across all sectors including manufacturing, agriculture, and service spheres in the face of digital disruption. Given this scenario, business needs dramatic transformation in order to tackle larger sustainability related issues such as, shifting demographics, rural-urban digital divide and global warming.

The dynamic nature of Technologies like Artificial Intelligence, Big Data, Machine learning, Internet of Things, and Robotics is bringing in significant changes in our lives. These new technologies will transform every functional area of business and help us manage resources more efficiently and sustainably. Organizations need to have new business models to seize the opportunities offered by these new technologies.

It is in this context, ISME is organizing an International Conference on "Contemporary Issues in Management" which would be providing a platform for academicians, thought leaders, research scholars, entrepreneurs and industry professionals to share ideas, deliberate and generate new knowledge.

## CALL FOR PAPERS

We invite original papers from interested professionals and researchers to present and participate in the conference. The papers can be submitted on the conference theme in line with the conference-tracks as outlined below.

The conference will have parallel sessions on different tracks. Keynote addresses will be by eminent stalwarts

from industry & academia focusing on the conference theme. Parallel sessions will have paper presentations by delegates, chaired by distinguished experts representing each track.

### **TRACK-1: Issues in Political and Economic Environment**

- Changing role of World Bank/IMF/WTO/BRICS/RBI/IRDA/SEBI
- New international trade barriers and its impact on global trade
- Changes in currency exchange rates and its impact on business
- New regulation of financial markets
- Changing bankruptcy laws
- Simplification of taxes
- Issues & Challenges in Export/Import policies
- Issues & Challenges in Green technology & protecting climate

### **TRACK-2: Issues in Manufacturing, Services and Agricultural Sector**

- Future potential in Manufacturing, Services & Agriculture Sectors
- Opportunities and challenges in the Global Supply Chain Management
- Innovations in Product, Process, Production and Logistics Infrastructure
- Issues of Skill Development
- Global workforce migration
- Technology enabled services
- Agri business & Rural Management

### **TRACK-3: Issues in Management of Technology**

- Unique Identification of Citizens (like Aadhar Card in India) and its business potential
- Mobile Governance
- Data protection and data privacy, Data localization
- Digital payments, crypto currencies and block chain
- Cyber Crime
- Digital infrastructure and Smart Cities
- ICT Initiatives in Agriculture in India
- Machine to Machine (M2M) Communication and machine learning
- Artificial Intelligence as a business enabler
- Data Analytics for business growth
- Disruptive technologies and startups

### **TRACK-4: Functional Areas of Business**

- Human Resources: Management of the millennial workforce, Corporate Social Responsibility, Corporate Sustainability, Using Analytics for Talent management, Increasing Diversity and Inclusion, Sexual Harassment in the workplace
- Finance: Financial literacy, Fin-Tech, Crowd funding, Mergers and Acquisitions in Tech enabled businesses, Evolution of Green Accounting and Cloud Accounting – Emerging Trends, Challenges of NBFC's in the current scenario
- Marketing: Social Media Marketing, Viral Marketing, Guerilla Marketing, Experiential Marketing, Personal branding, Marketing analytics to identify return on investment, Green Marketing, Influencer marketing, Leveraging Technology in Marketing
- Operations: New Operations & Quality Management Challenges in the context of Smart machines and reduced product life cycles, Environmental Management Systems, Energy Management

**( The above mentioned topics are only suggestive and not complete. Professionals and researchers can submit quality papers related to the above mentioned theme )**

## **GUIDELINES FOR PAPER SUBMISSION**

Selection of papers for presentation and discussion will be based on the abstract submitted. The abstract of about 300 words must include the purpose, methodology, major findings of the research and the keywords. It should follow the guidelines given below:

- Length and reference : 300 words; Font: Times New Roman; Font Size: 12 points; 1.5 space
- Title Page: Title, Author(s), Affiliation(s), Contact Details

## **GUIDELINES FOR FULL PAPER SUBMISSION**

1. Spacing: 1.5
2. Font: Times New Roman
3. Font Size: 12 Points
4. Margins: One inch all around
5. Page numbering: Consecutively numbered pages
6. Title page: The title page of manuscript must include

- the title of the theme, author's name, affiliations, keywords (maximum 5), phone numbers & email.
7. References: Authors to follow American Psychological Association (APA) Style to refer.
  8. All tables, charts and graphs should be given on separate sheets with title.
  9. Wherever necessary, the source should be indicated at bottom.
  10. The endnotes, italics, and quotation marks should be kept to the minimum.
  11. Paper must have not been published or accepted for publication elsewhere or be currently under any other review. An undertaking to this effect should appear in the cover letter / email.
  12. Name of the author(s) should appear only on the title page. All correspondence will be addressed to first author in case of joint submission
  13. Abstracts and full paper to be submitted to research@isme.in

## DATES TO REMEMBER

DETAILS	DATES
Abstracts Submission	1 <sup>st</sup> January 2019
Abstract Approval	5 <sup>th</sup> January 2019
Full Paper Submission	5 <sup>th</sup> February 2019
Registration closes on	15 <sup>th</sup> February 2019
Conference Date	22 & 23 <sup>rd</sup> February 2019

## REGISTRATION FEES

PARTICIPANT	FEES
Research Scholars/Students	Rs 500
Research Scholars/Students (with ISBN publication)	Rs 1000
Academicians	Rs 1500
Industry/Corporate Delegates	Rs 2000
Foreign Delegates	\$100
Academicians (with ISBN publication)	Rs 2000
Industry, Corporate delegates (with ISBN publication)	Rs 2500

**\*\*Registration fee includes Tea, Snacks, Lunch and Conference Kits.**

## MODE OF PAYMENT

**DD:** In favor of "INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE" Payable at Bangalore

**ONLINE TRANSFER:** INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE.  
A/C Number: 514010100003506  
IFSC: UTIB000514  
A/C type: Current  
Bank: AXIS BANK,  
Whitefield, Bangalore

Those who are sending registration fee through online transfer, send a copy of screenshot of the transaction along with the registration form.

## CONFERENCE COMMITTEE

<b>Mr. Nitin Garg</b>	Director, ISME
<b>Dr. Ramesh G Tagat</b>	Mentor, ISME
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## CONFERENCE VENUE AND ADDRESS FOR COMMUNICATION

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