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NAAC
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giBS

Incubating future business
professionals for excellence

Organises

9th National Conference on

**GLOBAL
INFORMATION
AND
BUSINESS
STRATEGIES**

7-8 December, 2018 (Friday and Saturday)

INTRODUCTION

The present-day business environment is in a state of flux, besieged by a host of issues and challenges. In a rarity of a kind, the fragmentation and integration of processes exists concurrently. Inadvertently, the myriad of problems in management find a linkage with Marketing, Finance, Economics, Human Resource Management, International Business, Law and the likes.

In such an uncertain landscape, the need of the hour is to formulate strategies for the functional domains (read Marketing, Finance, HR etc.) alongside having a holistic approach for the overall success of the business enterprises. The challenge, thus warrants innovation in policies, procedures and practices, perpetually.

The beauty of the uncertain business landscape is that whilst individual growth is a priority, the integration of economies is the demand; the individual growth and integration of economies representing the ends of the spectrum. In context of the aforesaid, this National Conference is designed to answer a plethora of issues and challenges faced by the enterprises in diversified fields of management and law and for developing the solutions on a sustainable basis.

The main theme of the National Conference is “Global Information and Business Strategies”. The conference aims at bringing together researchers and practitioners by disseminating knowledge about the broad topics on the theme and through the facilitation of the discussion on the same.

We call upon academic scholars and practitioners alike to participate in the conference and invite research papers, work in progress, case studies and research articles. The conference provides a perfect platform for academic scholars to share their recent quality work with not only the experts in the field but also practitioners. To that end, both empirical and conceptual or theoretical works are welcomed.

OBJECTIVES

- To provide a meaningful and vibrant platform to academicians, students and corporate executives for sharing ideas, perspectives, research and experiences.
- To discuss, debate and deliberate the new dimensions of innovation in the present contemporary business scenario.
- To present the research findings on Innovation in Marketing, Finance & Economics, Human Resource Management, International Business, General Management and Law to a larger audience consisting of academicians, students and corporate executives.

RESEARCH PAPER SUBMISSION

Original research papers related to the conference themes and sub themes are invited from academicians, students and corporate executives for presentation at the conference and publication in conference proceedings. The guidelines for writing papers are given separately. Last Date of Paper Submission is 10th November, 2018.

REGISTRATION

Corporate Executives	Rs. 4000/-
Academicians/Faculty Members/ Research Scholars	Rs. 2000/
Students	Rs. 1000/-

BEST PAPER AWARD

Best paper in each Track shall be awarded with a Cash Prize of Rs. 3000/- and Certificate of Merit. All participants will be awarded with Certification of Participation.

Note: Registration fee includes - tea, snacks, lunch, Programme Kit. Outstation participants have to make their own boarding and lodging arrangements. However, assistance will be provided on request to avail these facilities in the vicinity of the Institute.

TECHNICAL TRACKS

TRACK 1 – Marketing , 7th December, 2018 (9.30 AM – 12.30 PM)	
<ul style="list-style-type: none"> ● Innovation and Creativity in Marketing ● International Marketing ● Marketing , Consumption and Spirituality ● Services Marketing ● Sustainability, Ethics and CSR in Marketing 	<ul style="list-style-type: none"> ● Consumer Behaviour ● Marketing Research ● Mobile Marketing and Retargeting ● Rural Marketing in Digital Era ● Brand Management
TRACK 2 – Finance and Economics, 7th December, 2018 (1.30 PM – 4.30 PM)	
<ul style="list-style-type: none"> ● Behavioural Finance ● Data Analysis in Banking ● Capital Budgeting ● Emerging Markets & Privatisation ● Financial Restructuring 	<ul style="list-style-type: none"> ● Fixed Income Securities ● Risk Management ● Capital Markets ● Commodity Markets ● Financial Engineering
TRACK 3 – General Management, 7th December, 2018 (1.30 PM – 4.30 PM)	
<ul style="list-style-type: none"> ● Information Technology ● Entrepreneurship & Family Business ● Strategic Management ● Corporate Governance 	<ul style="list-style-type: none"> ● Small Business Development ● Environment & Sustainability ● Value & Ethics in Business ● Corporate Social Responsibility
TRACK 4 – Human Resource Management , 8th December, 2018 (9.30 AM – 12.30 PM)	
<ul style="list-style-type: none"> ● HR Technology and Latest Recruitment Trends ● Big Data Analytics for Managing Change ● Diversity and Inclusion at Workplace ● Emotional Quotient and Management of Disruption 	<ul style="list-style-type: none"> ● Succession Planning & Mentoring ● Performance Management Systems ● Spirituality and Modern Day Organisation ● Industrial Relations
TRACK 5 – International Business, 8th December, 2018 (1.30 PM – 4.30 PM)	
<ul style="list-style-type: none"> ● Global Banking Activities ● International Monetary System ● WTO Related Issues ● Currency Derivatives ● Growth & Development Strategies 	<ul style="list-style-type: none"> ● Fiscal System and Policies ● Current Monetary System and Policies ● Trade Policies ● Foreign Investment
TRACK 6 – Law, 8th December, 2018 (1.30 PM – 4.30 PM)	
<ul style="list-style-type: none"> ● Cyber Crimes ● Indian Penal Code ● Constitution Laws ● Jurisprudence 	<ul style="list-style-type: none"> ● Intellectual Property Rights ● Alternative Dispute Resolution ● Family Law & Torts ● Environmental Law

Note: Sub-Themes are suggestive and not restrictive

All selected papers shall be published with ISBN numbered edited book for wider dissemination.

Registration Fee should be sent in the form of Demand Draft in favour of "GITARATTAN INTERNATIONAL BUSINESS SCHOOL" payable at Delhi. Registration fee can also be sent through the following on-line payment gateways:

A/c Name: Gitarattan International Business School

A/c No. : 50100235284444

A/c Type: Current Type

IFSC Code: HDFC0000886

Bank Name: HDFC Bank, Community Centre, Garg Plaza,
Sec 8, Rohini Delhi-110085

Note: Registration Fee includes- Tea, Snacks, Lunch, Conference Kit & Conference proceedings. Outstation participants have to make their own boarding and lodging arrangements. However, assistance will be provided on request to avail these facility in the vicinity of the Institute.

All Participants will be awarded with "Certificate of Participation".

ORGANIZING COMMITTEE

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Chief Coordinator
Prof. (Dr.) B. S. Hothi
(Director, Gibs)

Patron
SHRI ANIRUDH JINDAL
Vice Chairman

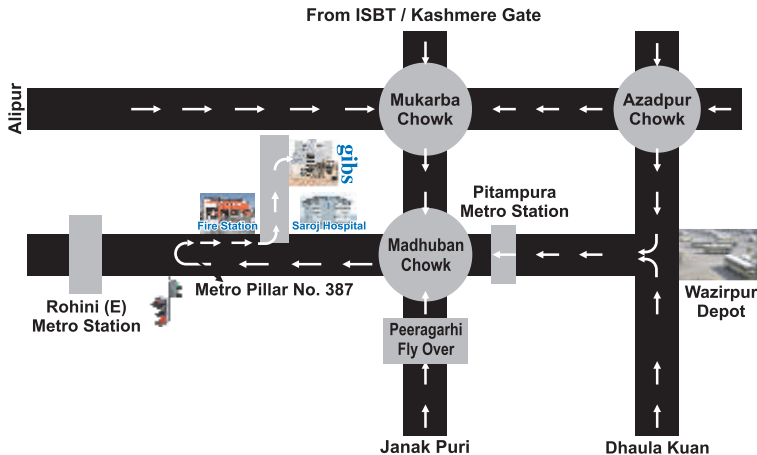
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Organised by:

GITARATTAN INTERNATIONAL BUSINESS SCHOOL

Approved by AICTE for Management Courses & Bar Council of India for Law Courses
& Affiliated to Guru Gobind Singh Indraprastha University, Delhi

'A' Grade NAAC Accredited & ISO 9001:2008 Certified
Assessed Category 'A+' by Joint Assessment Committee

ABOUT GIBS

Gitarattan International Business School (GIBS) was established in the year 2004. GIBS is affiliated to Guru Gobind Singh Indraprastha University, Delhi and is approved by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India for technical programmes and Bar Council of India for Law programmes. GIBS is currently offering Post graduate programmes viz. MBA (I & II Shift), MBA-International Business & MCA Integrated and Under Graduate programmes viz. BBA LLB, BA LLB & BBA.

GIBS has been graded 'A' by National Assessment & Accreditation Council (NAAC) in 2nd Cycle. It is an ISO 9001: 2008 certified Institute. GIBS has been rated 'A+' by State fee Regulatory Committee, a fee committee of Govt. of NCT of Delhi & rated highest grading 'A' by Joint inspection Committee of Govt of NCT of Delhi & GGSIP University. GIBS has been rated Grade 'A' by Academic Audit Cell of GGSIP University consecutively from past 5 Years. Also, GIBS has been rated no. 2 by Times B School Survey 2018.

VISION OF THE INSTITUTE

To prepare outstanding professionals in business management and other disciplines, who can provide intellectual-emotional-psychological leadership; design-develop-implement systems & processes; and research-innovate-compete at national & international level.

MISSION OF THE INSTITUTE

- Provide an integrated learning experience stressing basic skill development, academic excellence, employable skill preparation and intellectual rigor;
- Promote integrated personality development of students;
- Encourage research and excellence in all activities of teaching fraternity;
- Promote continuous improvement in processes and systems through innovative ideas and technologies, and
- Nurture culture of fairness, equity and partnership.



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9th National Conference on Global Information and Business Strategies

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REGISTRATION FORM

	Name of the Participant(s)	Profession	Phone Number	Email Address
1
2
3
4

Institution/Organization Name with Address :

.....

.....

Telephones: Email Address

Signature of the Director/Principal/Dean with Stamp

Date:

Registration Fee

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Sector-8, Rohini, 110085

Mode of Payment:

Cash

DD/Banker's Cheque

DD/Banker's Cheque No. Dated Drawn at

Mail this Registration Form to:

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