

## GUIDELINES FOR ABSTRACT SUBMISSION

Papers submitted may either be on theoretical issues, new ideas, thoughts and methods, empirical studies, or case studies on Innovation Management and challenges for the global business firms.

### GUIDELINES FOR AUTHORS

The following is the suggested format for paper submissions:

- ✎ Abstract (not more than 250 words) and Keywords
- ✎ Length: 3500- 5000 words or 10-12 Pages
- ✎ Paper Title should be brief
- ✎ All authors' Title (e.g. Dr, Mr, Mrs., etc.) & Name, Affiliation, Email etc
- ✎ Margins: 1 inch or 2.5 cm
- ✎ Font: Times New, 12 points
- ✎ Spacing: 1.5 between lines and 2 between paragraphs

## CONFERENCE PROCEEDINGS

The Blind-reviewed conference papers will be published in the Conference Proceedings (Full Paper) bearing an International Standard Book Number (ISBN).

**Submission Process:** Abstract & Papers can be mailed at: **Confirmation of Abstract:** 15th events@tecnia.in.

**Submission Dates:** Abstract: 10th March, 2017  
Full Paper: 20th March, 2017

## ADVISORY COMMITTEE

**Chief Patron:** Sh. R. K. Gupta, Chairman, Tecnia Group of Institutions, Delhi.  
**Patron:** Prof. (Dr.) Saroj Kumar Dutta, Academic Advisor, TIAS.

## INTERNATIONAL ADVISORY COMMITTEE

**Dr. Srikanth Karnati**, Justus, Liebig University, Giessen, Germany.  
**Dr. Manvi Porwal**, MBA Scientific Business Consultant, Langen, Germany.  
**Mr. Sumit Jain**, Asst. Vice-president, Wells Fargo, Bensalem, Pennsylvania, New Jersey, USA.  
**Dr. D. K. Pandey**, Prof. (Statistics), Saudi Electronic University, Riyadh, Saudi Arabia.  
**Dr. Abu Shariq**, Assistant Prof., Jubail University College, Kingdom of Saudi Arabia.

## ORGANIZING COMMITTEE

**Director:** Prof. (Dr.) Ajay Kumar, TIAS  
**MR System:** Prof. M. N. Jha, TIAS  
**Convenor:** Prof. (Dr.) Rashmi Gujrati, TIAS  
**Co-Convenor:** Prof. (Dr.) Vandana Raghava, TIAS

## CORE COMMITTEE MEMBERS

Dr. Rajesh Bajaj	Dr. Surbhi Jain	Ms. Bhavna Madan
Dr. Ajay Pratap Singh	Dr. Varun Kumar	Ms. Deepshikha
Dr. Sandeep Kumar	Mr. B.K.Mishra	Ms. Divya Kalra
Dr. Vishal Khatri	Mr. Devashish Tandon	Ms. Geetika
Dr. Mani Manjari	Mr. Devender Kumar	Ms. Honey Shah
Dr. Nidhi Gupta	Mr. Ishwar Singh	Ms. Jyoti Bansal
Dr. Abhishek Singh	Mr. Lalit Mohan	Ms. Komal Gangi
Dr. Jitender Rai	Mr. Mohit Tiwari	Ms. Monika Pawar
Dr. Kamaljeet Kaur	Mr. Pradeep Palei	Ms. Neha Gupta
Dr. Kanika Gupta	Mr. Rahul Mittal	Ms. Nivedita Sharma
Dr. Krishna Bati Singha	Mr. Rahul Tripathi	Ms. Priyanka Sarkar
Dr. K. S. Bahadur	Mr. Shivendra Kumar	Ms. Priyanka Setia
Dr. Meenakshi Sharma	Mr. Suhail Ahtesham	Ms. Punam Agrawal
Dr. Namita Mishra	Ms. Akansha Arora	Ms. Rajni Bansal
Dr. Rohtash Kumar	Ms. Alka Batra	Ms. Rashmi Ishrawat
Dr. Sachin Sabharwal	Ms. Antika Bhargava	Ms. Shalini Guliani
Dr. Sudhir Dawra	Ms. Arti Bajaj	

## REGISTRATION FORM

Name of Participant Dr./Mr./Ms.: \_\_\_\_\_  
Designation: \_\_\_\_\_ Department: \_\_\_\_\_  
Organization/Institute: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_  
PIN: \_\_\_\_\_ Phone No. with STD Code: \_\_\_\_\_  
Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Please tick, whichever is applicable: Submitting paper / Presenting Paper Titled \_\_\_\_\_

### Registration Fee Details (Please mark (✓) accordingly):

Delegate Category	✓	REGISTRATION FEES	
		Up to 15th March 2017	After 15th March 2017
Academicians		Rs. 1200/-	Rs. 1500
Corporate Delegate		Rs. 1500/-	Rs. 2000
Research Scholar		Rs. 1000/-	Rs. 1200
Other Countries		US\$ 50/-	US\$ 60

**Payment Details:** Amount Rs. \_\_\_\_\_ Draft No.: \_\_\_\_\_

Issuing Bank: \_\_\_\_\_ Date: \_\_\_\_\_  
All Drafts should be in favour of "Tecnia Institute of Advanced Studies" Payable at New Delhi.

**For Online Payment:** A/c No. 20366416276 - Allahabad Bank, IFSC Code: ALLA0212133

### Please Note:

- Please fill the form neatly in capital letters.
- The fee includes conference material and refreshments. A certificate would be issued to the participants.
- Fee does not include accommodation, local/outstation travel. No refund will be allowed for cancellations made. Outstation candidates needing assistance in accommodation (on payment) may contact the Conference Convener at the address given below.

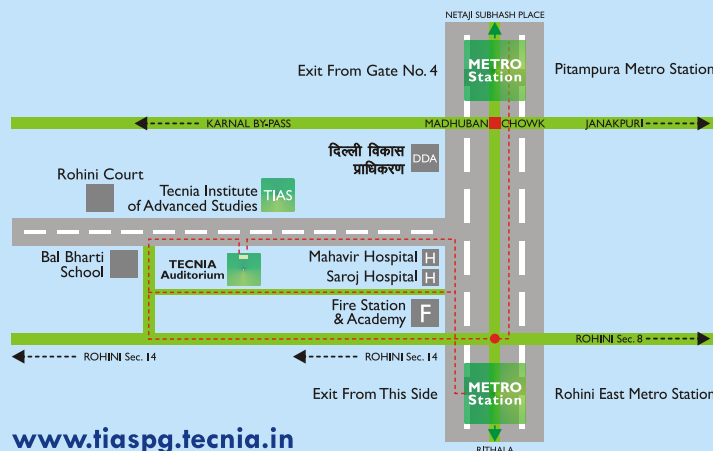
Kindly send your registration form and DD/ Cheque by post to:

**Prof. (Dr.) Rashmi Gujrati, Conference Convener**

**TECNIA INSTITUTE OF ADVANCED STUDIES**

3, PSP Institutional Area, Madhuban Chowk, Rohini, Delhi-85, India

**M: 9910205775 • M: 9899027550**



[www.tiaspg.tecnia.in](http://www.tiaspg.tecnia.in)



# 11<sup>TH</sup> INTERNATIONAL CONFERENCE

## Global Business and Innovative Management: CHALLENGES & OPPORTUNITIES



**15<sup>th</sup> April, 2017**  
**TIAS Auditorium, Delhi-85**



**TECNIA INSTITUTE OF ADVANCED STUDIES**

Approved by AICTE, Ministry of HRD, Govt. of India;  
Affiliated to GGSIP University & Recognized Under Sec. 2(f) of UGC Act 1956.

**INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085**

T: 011-27555121-24 • E: [directortias@tecnia.in](mailto:directortias@tecnia.in) • W: [www.tiaspg.tecnia.in](http://www.tiaspg.tecnia.in)

## ABOUT TECNIA



GIVE YOURSELF THE EDGE OF EXCELLENCE THROUGH TECNIA

Tecnia Institute of Advanced Studies (TIAS) established in 1998 at New Delhi is an ISO 9001:2008 Certified Premier Management Institute, approved by Govt. of India. The Institute is recognized under Sec. 2(f) of UGC Act, 1956; and rated as 'A' category by JAC and Govt. of NCT of Delhi and 'A++' Category - Best Business School by AIMA- Business Standard & Business India Publications Surveys year after year & is included in Top 100 B-Schools & IT-Schools by Dalal Street Investment Journal. The institute is involved in applied and innovative research with a multi disciplinary approach such that future professionals are equipped with advanced technical knowhow and skills to enable them carve out a niche for themselves in this competitive environment.

## ABOUT CONFERENCE



The current legitimate debate about business excellence and innovation is that both share similar objectives. Business excellence aims are to ultimately improve the financial standing and performance of the firm. This is usually being achieved by implementation of quality improvement programs that would ultimately result in increase in sales volumes and of course revenue. On the other hand overall objective of innovation is also to improve the performance of the innovative firm and improve its financial position by creating new products or services or even new innovative strategies and or policies and procedures that will ultimately result in increasing sale and of course revenues.

Although there are many overlapping issues between business excellence and innovation, they also differ significantly in many aspects. This conference aspires to bring the researchers, business professionals and academicians on a common platform to discuss the issues concerned with business excellence and innovation cultures.

This Conference also invites scholars from different professional streams for their significant contribution on the key issues of innovation that could lead to growth opportunities in shrinking markets. The conference aims at discovering and conceptualizing broad spectrum between business excellence and innovation that could play key role in value creation in turbulent globalized environments, bridging challenges and tapping opportunities.

## GENESIS

Globalization has become a central factor that many businesses have to take into account when carrying out their business. However, businesses are faced with the challenge of how to respond to the ever changing competitive business environment. Accordingly, many companies are forced to look beyond their traditional measures of performance such as company's core capabilities and the structure of the industry in which the company competes. The success in the current global business environment is significantly affected by the external factors and the management of the companies or business enterprises is forced to gain a deeper understanding of the external forces and trends that affect the business operations. That is why many companies operating in this global sphere are now faced with the option of adapting or potentially losing any competitive advantage. This has forced many businesses to look through technological innovations.

Managing global organizations has been a business challenge for centuries. But the nature of the task is changing with the accelerating shift of economic activity from Europe and North America to markets in Africa, Asia, and Latin America. McKinsey Global Institute research suggests that 400 midsize emerging-market cities, many unfamiliar in the West, will generate nearly 40 percent of global growth over the next 15 years. The International Monetary Fund confirms that the ten fastest-growing economies during the years ahead will all be in emerging markets. Against this backdrop, continuing innovations and idea generations in varied areas have made possible new forms of international coordination within global companies and potential new ways for them to flourish in these fast-growing markets for which challenges and opportunities are required to be ascertained and worked upon.

## CONFERENCE OBJECTIVES

- ✗ To provide a platform where practitioners, academicians and researchers share and discuss the contemporary issues and Challenges in the changing management context.
- ✗ To share scholarly research on innovation, challenges and Management Practices context.
- ✗ To analyze and understand the underlying behavioral changes among consumer communities leading to the emergence of more demanding and savvy customers.
- ✗ To discuss various roles and impacts of innovation in the current global business environment.
- ✗ To provide an interactive forum to advance the aspects related to inclusive, innovative, and management practices in the field of business and economy.

## FOR WHOM

- ✗ Academicians
- ✗ Researchers
- ✗ Doctoral
- ✗ UG & PG Students
- ✗ Managers
- ✗ Marketing Practitioners

## CONFERENCE SUB-THEMES

### THE FOLLOWING SUB-THEMES:

Innovation and Challenges in Management Practices in different functional area such as Marketing, Human Resources, Finance, International Business, IT & Library etc.

## TRACK-1

### BUSINESS MANAGEMENT

- ✗ Industry Agenda Norms and Values in Digital Media
- ✗ Digital Economy
- ✗ Digital Marketing Strategy
- ✗ Creating a B2B Digital Marketing Plan
- ✗ Corporate Social Responsibility for a Digital World
- ✗ Designing Innovative Tool
- ✗ Innovation in Global Marketing, Creativity and Innovation Management of Global Brands.
- ✗ Innovation and Entrepreneurship, Small Business Management, Women Entrepreneurship.
- ✗ Innovation and Challenges in Fighting Poverty and Social Inequality
- ✗ Strategic Issues in HR Management, Innovative HR Practices, Work Culture
- ✗ Organizational Dynamics, Commerce and E-Procurement
- ✗ Consumer Behavior
- ✗ Social Marketing, Online Marketing
- ✗ Innovation in Rural and Agricultural Marketing
- ✗ Green Marketing, Green Manufacturing
- ✗ Make in India, Startup India and Standup India

## TRACK-2

### ACCOUNTING AND FINANCE

- ✗ Financial Forecasting, Financial Inclusion
- ✗ Innovative Banking Practices in Rural Market
- ✗ Debt Management and Fiscal Sustainability
- ✗ Stock Market Strategies and Stock Valuation Models
- ✗ Green Finance, Socially Responsible Investing
- ✗ Intellectual Property Rights & Tax Accounting - GST & DTC
- ✗ Green Banking, Corporate Governance
- ✗ Financial Disclosure and Reporting
- ✗ Financial Reporting Standards
- ✗ Handling Financial Crises, Financial Risk Modeling

## TRACK-3

### INNOVATION IN GLOBAL ECONOMY

- ✗ Free Trade and Fair Trade, International Strategic Alliances
- ✗ Implications of Multinational Production Facilities for MNC's
- ✗ Market Micro Structure, Financial Market Models, Complexity & Market Dynamics
- ✗ Demonetization
- ✗ Fiscal Policy, Labour Market-Organized and Unorganized
- ✗ International Trade, Monetary Economics

## TRACK-4

### INFORMATION TECHNOLOGY

- ✗ Advances in Wireless Networks & Security
- ✗ Advanced Computer Networks, Innovative Approaches for Programming Skill Development
- ✗ Destination Marketing, Information Technology in Tourism, Education, Event
- ✗ Management & Capacity Building, Authenticity and Commoditization
- ✗ Big Data Analytics, E-commerce and M-Business, Cloud Computing, Green Computing
- ✗ Multimedia and Its Applications, Digital India & Its Status, Fuzzy Technologies
- ✗ Market Expansion through Social Networking & Its Impact on Industry, Cyber crime, Future Trends in Computing & Communication Technology.

## TRACK-5

### INNOVATIVE TECHNOLOGY AND SERVICES IN LIBRARY & INFORMATION SCIENCE

- ✗ Electronic Resource Management
- ✗ Exploring World Virtual Libraries
- ✗ Indian Manuscripts and Digital Projects for Heritage
- ✗ Information Ethics, Privacy, Security
- ✗ Innovation, Information and Libraries
- ✗ Digital India: Digital & Virtual Context
- ✗ Open Access Movement and ICT Enabled Technologies
- ✗ Knowledge Management
- ✗ Preservation of Literature on Indian Culture
- ✗ Semantic Annotation and Retrieval of Images in Digital Libraries
- ✗ Big Data
- ✗ User Satisfaction in the Digital Age
- ✗ Contents and Connectivity: A Digital Paradigm for E-Governance
- ✗ Design and Development of Digital Taxonomy
- ✗ Developing Digital Cultural Collections
- ✗ Information Communication Technology (ICT) and Libraries
- ✗ Virtual Libraries as Empowering Tools