



Invite For Papers

International Management Conference (IMC) 2017

December 15-16, 2017

Venue: GLA University, Mathura, India

About The Conference:

Since 2000 there have been turnaround strategies in global business and economic environment in terms of a shift from purely commercial motives of the corporate sector to social responsibilities, strengthening regulatory measures for the transparent financial markets, increased accountability of business leaders and business managers, strengthening social welfare measures and re-orientation of the governments for development of the civil society. This trend is observed across the countries around the globe. It has been widely accepted that the social and economic growth is a multidimensional phenomenon, with economic, political, and social aspects. The different dimensions of development are interrelated with one another in complex ways, which has compound impact. In view of this the policymakers dealing with issues of national development need to integrate economic, political, and social approaches for sustaining the growth with quality and efficiency. The governance and more so, the good governance have received much needed focus for accelerated growth in all segments, be a public, private, political institutions and civil society. The pace of growth could be accelerated through increased accountability and reduce the potential for arbitrary or discretionary action.

The good governance is instrumental in ensuring sustainable economic development and growth that infiltrates the larger section of society and reduce disparities. There is a tendency to ascribe failure of development policy to bad or inadequate governance. It has been more than a decade and a half since the policy changes in governance at various levels were implemented. It is time to relook and evaluate various policy measures focusing on good governance and assess their impact on growth and development of economic, business and social sectors. Often, there are conflicting views on the subject of this kind, which is desired for a healthy debate to design a road map for the policy makers to further strengthen and re-orient wherever required the policy issues concerning to good governance and growth.

Conference Themes:

Public policy -Governance and Growth: Financial Inclusion, Financial and Fiscal Governance, Make in India, Foreign Direct Investment, Public Policy, Economic Planning and Reforms, Corporate Governance, Women Empowerment, Ethics and Governance, Governance in Small and Medium Enterprises

International Business and Strategy: Foreign Trade Policy, India and ASEAN, Regional Trade Agreements, Economic Integration, Effectiveness of Logistics Services, Emerging Trends in Logistics, Business Strategy, Entrepreneurship Development, Strategies for Global Businesses

Governance in financial system and markets: International Accounting standards, International Financial Reporting System, Technology in Finance, New Paradigm in Micro-Finance, Financial Derivatives and Risk Management, Capital Markets, Corporate and Securities law, Behavioral Finance, International Financial Markets, Corporate Finance and corporate governance.

Governance and Marketing: Digital marketing, Rural marketing, inter Organizational Governance in marketing Channels, Competitive Marketing strategies, Environment Law and Policy, Regulatory Innovations and

implication in marketing, Social Media Marketing, Consumer awareness on governance and challenges of marketing, Brand Management, Marketing Communications

Governance Issues in Human Resource Management & Growth: Changing dynamics of leadership role in business, Governance and organizational behavior, Governance and cross cultural issues, Challenges of Talent Management, Perspective of change management, Organizational Efficiency, Human Resource Accounting, Governance issues in human capital management

Changing paradigms of Governance in Operations and Information Technology: Governance issues in manufacturing and quality processes, Supply Chain Management, Optimization Techniques, Project Management, Total Quality Management, Six Sigma, Productivity Management, Technology Management, Technology Interventions in Governance, Knowledge Management, Soft Computing Techniques, Decision Support, Information Retrieval, Cloud Computing, E-Commerce

Note: The list is indicative. Papers conforming to overall theme of the conference but not mentioned in topics above, are also welcome.

About The Organizers

GLA University

Covering more than 110 acres of lush greenery and expansive environs, the university is home to more than 10,000+ students and boasts of a 15000+ alumni base. The university runs a gamut of diploma, undergraduate, postgraduate and doctoral programs. The infrastructural facilities at the campus are top-notch and consist of the well-designed and maintained buildings, labs, hostels, recreational facilities etc. The university has more than 500 full-time, well-qualified teaching staff with 700 plus non-teaching staff members. It has been accredited with the prestigious 'A' Grade by NAAC. The university has MoU with Arkansas University, USA. Various MNCs have set-up their labs and CoEs at the university thus indicating its uncompromising approach towards quality professional education.

The Institute of Business Management is one of the leading institutions in the state. More than 2000 students study in programs BBA, BBA-Family Business, BBA-Honours, B Com Honours, MBA and PhD. Specializations such as marketing, finance, HR, IT, Entrepreneurship, Banking, Insurance & Financial Services, Business Analytics, IB are offered./Students are provided a holistic education experience, replete with academic exposure, co-curricular activities and placement avenues.

California State University San Bernardino, USA

California State University, San Bernardino is a preeminent center of intellectual and cultural activity in Inland Southern California. Opened in 1965 and set at the foothills of the beautiful San Bernardino Mountains, the university serves more than 20,000 students each year and graduates about 4,000 students annually. The "value added" by a CSUSB education ranks in the top 4 percent in the nation, according to the Collegiate Learning Assessment, a sequence of tests used by hundreds of colleges and universities nationwide that measure student learning in the freshman and then in the senior year. First-to-second year retention rates are third highest among all CSU campuses.

About Mathura

The pious city of Mathura is situated at a distance of 140 km south-east of Delhi and 58 km north-west of Agra. This sanctimonious abode of amalgamating cultures, better known as Mathura, is the epicenter of Braj Bhoomi. This is the land where incarnation of The Karma Yogi, Shri Krishna took place. Today, Mathura has spread its wings beyond its formative years and is surrounded by numerous diminutive towns and hamlets.

The twin cities of Mathura-Vrindavan are enchanting and encaptivating, made famous by such world renowned landmarks as ISKCON, Akshya Patra, Chandrodaya Temple and Bankey Bihari Ji Temple. Then there is Goverdhan, the majestic place known for the imposing Goverdhan Mountain. Agra, the city of the Taj Mahal, is just 55 kms from Mathura. Such is the charm of the land of Lord Krishna that once a person is here, it is difficult not to reminisce about the time spent together here.

Important Dates

- Submission of Abstract of the Paper September 15, 2017
- Approval of the Abstract of the paper September 20, 2017
- Submission of final paper November 15, 2017
- Registration Date till November 30, 2017
- Conference Date December 15-16, 2017

Conference Proceedings and publication in Indexed Journals

The conference papers will be published in the Conference Proceedings. Besides, selected papers will be published in an edited book bearing an International Standard Book Number (ISBN) by a reputed international publisher. The collaborative arrangements have been finalized to publish selected quality research papers in the Journal of Public Management & Social Policy, USA. The top five selective papers will be referred to highly indexed International Journal. Some of the selected papers may be published in our institution journal "PRASTUTI".

Best Paper Awards: The two best papers will be selected for the Best Paper Awards, and the winners will receive a cash prize at the conference.

Further Information:

For any further information, please contact the Conference secretariat: imc2017@gla.ac.in