



**4<sup>th</sup> National Conference**  
**“Paradigm Shift in Business Practices”**  
*January 20, 2018(Saturday)*

Fast changing circumstances like expanding global priorities, cross functional synergies, need for innovation, a “do more with less” economic climate are making it difficult for businesses to effectively pursue their strategic advancement and goal achievement. Emerging challenges have created a paradigm shift in business management-business advancement has come under focus for effective implementation of change to assure strategic advancement.

The conference aims to better understand the recent trends related to the theme by bringing together industry experts, practitioners, academicians, researchers and students. The conference would be instrumental in having constructive conversation about aligning recent trends in the industry with current practices in management education.

**Shri Ram Murti Smarak Trust (SRMS Trust)**

- SRMS Trust, a public charitable Trust, established in the year 1990, is a living tribute to the memory of veteran freedom fighter, true Gandhian, ex-parliamentarian, ex-minister U.P., Late Shri Ram Murti Ji.
- SRMS Trust run 10 institutions offering programmes in Medical, Engineering, Management, Pharmacy, Nursing, Paramedical and Diagnostics.
- Objective and aim of SRMS Trust is promoting social values, technical and professional education, health and medical education.

**Shri Ram Murti Smarak International Business School (SRMS IBS), Lucknow.**

- Accredited and approved by AICTE, Ministry of HRD, Govt. Of India.
- Ranked Top 10 B-School in North India
- Ranked Top 10 Emerging B-School in India
- World-Class Infrastructure in an exclusive 16-acre Green Wi-Fi Campus on Lucknow-Kanpur Highway
- Global Curriculum designed by experts from India, Europe and USA.

**SRMS College of Engineering and Technology, Faculty of Management Sciences, Bareilly**

- State of art infrastructure and experienced faculty members.
- Distinctive research and course modules beyond the syllabus.
- Research centers for comprehensive management education.

**Call for Papers**

Original research papers are invited on current issues in any of the following areas:

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| 1. Entrepreneurship and Innovation | 6. Marketing                               |
| 2. Financial Management            | 7. Corporate Governance/E-Governance       |
| 3. Human Resource Management       | 8. Corporate Sustainability                |
| 4. Corporate Strategy              | 9. E-Business                              |
| 5. Economics                       | 10. Operations and Supply Chain Management |

Conference proceedings shall be published in a book bearing an International Standard Book Number (ISBN)

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| <p><b>Conference Advisory Committee</b><br/>Shri Dev Murti, Chairman SRMS Trust<br/>Prof. Aditya Murti, Director SRMSIMS, Bareilly<br/>Prof. Shyamal Gupta, Director SRMSIBS, Lucknow</p>  |   |
| <p><b>Registration Fees</b></p> <p>1. Research Scholars: Rs. 750/-<br/>2. Academicians/Industry Delegates: Rs. 1000/-<br/>3. Academicians/Industry Delegates: Rs. 1500/-<br/>(Paper Presentation in Absentia)</p>  | <p><b>Important Dates</b></p> <p>Abstract Submission: September 30, 2017<br/>Abstract Confirmation: October 12, 2017<br/>Full Length Paper Submission : November 30, 2017</p> |
| <p><b>Contact</b></p>  |   |
| <p><b>Prof.(Dr.) Ekta Rastogi</b><br/>Conference Convener<br/>Mo: 9458705094 / 9984264657</p>  | <p><b>Dr. Ankita Tandon</b><br/>Conference Co-ordinator<br/>Mo: 9458702485</p>  |
| <p><b>Shri Ram Murti Smarak International Business School</b><br/>34 Km on NH-25(Lucknow-Kanpur Highway), Unnao-209859<br/>Telephone: 05143-278415-16, Fax-05143-278410<br/>Email: conference2018@ibs.srms.ac.in / ekta.rastogi@ibs.srms.ac.in<br/>Website: www.srms.ac.in</p> |   |