

Chief Patron

Shri Dev Murti
Chairman,
SRMS Trust, Bareilly

Patron

Shri Aditya Murti
Secretary
SRMS Trust, Bareilly

Conference Chair

Prof. (Dr.) Prabhakar Gupta
Dean Academics
SRMSCET, Bareilly

Dr. Anuj Kumar,
Associate Professor & Head,
FMS - SRMSCET, Bareilly

Conference Conveners

Dr. Ruchi Jain Garg
Associate Professor,
FMS - SRMSCET, Bareilly

Dr. Ankita Tandon
Assistant Professor,
SRMSIBS, Lucknow

Conference Treasurer

Dr. Deepesh Tiwari
Associate Professor, FMS - SRMSCET, Bareilly

Conference Coordinators

Dr. Mohd. Danish Chishti
Assistant Professor,
FMS - SRMSCET, Bareilly

Mr. S. K. Suman
Assistant Professor,
FMS - SRMSCET, Bareilly

Advisory Committee

Prof. Sushanta K. Mishra
Dean Research
Indian Institute of Management, Indore, India

Prof. Zillur Rahman
Department of Management Studies,
Indian Institute of Technology, Roorkee, India

Prof. M.N. Qureshi
Industrial Engineering Department,
College of Engineering, King Khalid University, Abha, Saudi Arabia

Prof. M.K Barua
Department of Management Studies,
Indian Institute of Technology, Roorkee, India

Dr. Mobin Fatima
Department of Marketing, College of Business Administration,
Prince Sultan University, Riyadh, Saudi Arabia

Dr. Imran Khan,
Department of Marketing, College of Business Administration,
Prince Sultan University, Riyadh, Saudi Arabia

Dr. Amit Banerji
Department of Management Studies,
Maulana Azad National Institute of Technology, Bhopal, India

Dr. Rajesh Kumar Shastri,
Department of Humanities and Social Sciences,
Motilal Nehru National Institute of Technology, Prayagraj, (India)

Prof. Tanuj Nandan,
School of Management Studies,
Motilal Nehru National Institute of Technology, Prayagraj, (India)

Payment Mode:

Demand draft in favor of Engineering SRMSCET payable at Bareilly (UP)

For Online/NEFT

Account Name : Engineering SRMSCET
Account Number : 52241010000080
Bank Name : Oriental Bank of Commerce
Branch Name : SRMSIMS-Bhojipura, Bareilly -243002
Branch Code : 05224
IFSC Code : ORBC0105224
MICR Code : 022

Vision Statements

V1 - To help build India as a world leader in Management Education.
V2 - To establish and develop world class Institutions for overall growth in an era of globalization.
V3 - To facilitate easy access to professional education to all sections of society.
V4 - To develop and provide a professionally qualified management workforce for augmenting the nation's human resources.

Mission Statements

M1 - To impart academic excellence in Management Education.
M2 - To inculcate high Moral, Ethical and Professional standards among our students and to improve their overall personality.
M3 - To enable rational thinking in students for efficient decision making.
M4 - To evolve the Institution to the status of a Deemed University.

Contact Information

Contact Person

S.K. Suman
9675302535
Dr. Mohd. Danish Chishti
9711093491

Paper Submission

eicbi19@srms.ac.in

Conference Link

<http://www.srms.ac.in/EICBI-19/>

Faculty of Management Science
**Shri Ram Murti Smarak
College of Engineering & Technology**

Ram Murti Puram 13 Km, Bareilly-Nainital Road, Bhojipura-243202, UP, India
Phone: 91-581-2582246, 2582249, 2582331, 2582332,
FAX: 91-581-2582330 website : <http://www.srms.ac.in/cet/>



International Conference Emerging Issues on Contemporary Business Practices in the Era of Intelligence (EICBI-19)

8th to 9th November 2019,
(Friday & Saturday)

In Association with
Dr. A.P.J. Abdul Kalam Technical University, Lucknow (U.P.)



Faculty of Management Science
**Shri Ram Murti Smarak
College of Engineering & Technology, Bareilly (U.P.)**

VENUE : New Seminar Hall, SRMSCET, Bareilly (U.P.)

About the Conference

Business entities have changed drastically in the last few years; this has created many opportunities, challenges and standards for businesses in global and domestic arenas. The contemporary business environment is extremely competitive and is forming a difficult landscape for the stakeholders. Most businesses, one way or another, have to rely on software and technical innovation in order to be competitive. However, as the technological topography changes at a very rapid pace, this can be an expensive, time-consuming and complicated ordeal to deal with. Hence coping with such pressures calls for modern Business proposition which can go beyond developing a good product, pricing it attractively and making it accessible.

This research conference identifies key societal, business and technological practices befitting the very dynamic and exuberant market. The conference will highlight on the dimensions of accessibility for existing business ventures and investigate how they will shape future business opportunities, and explore best practices in the era of innovation and novelty. This conference aims at looking some of the contemporary business practices in the new millennium and the management tools and techniques to manage the business in these concurrent times. The conference will attempt to look at all the traditional management domains General Management, Marketing, Human Resource, Finance, Technology Management and Operations. It will provide an opportunity to academicians and corporate professionals to discuss and debate on the prevailing trends in business and the futuristic approach towards adding new postulates to the business. Further, this conference will also provide the opportunity to collaborate with some renowned experts in the domain of management and other scholars from the different part of the world.

Call for Papers

Themes and Sub Themes (but Not Limited To)

Contemporary Issues in Marketing: Marketing Analytics, Relationship Marketing, Rural Marketing, Social Media Marketing, Ethical Issues in Marketing, E-Marketing, Environmental Marketing, Research Methods in Marketing, Sales Management, B2B Marketing, Consumer Behavior, Service Marketing, Retailing, New Product/Service Development, Cross Disciplinary Issues in Marketing, Branding and Destination Imaging.

Contemporary Issues in Finance:

Corporate finance, Micro-finance, Financial Institutions and Market Linkages, Strategic Accounting, Financial accounting, Corporate Governance, Auditing Technology, Risk management and internal control, GAAP, Market Micro-Structure, Asset pricing, Derivatives and Regulation, Credit risk modeling and management.

Contemporary Issues in Operations Management:

Operations Management, Supply Chain Management, Service Operations, Scheduling and Logistics, Inventory Management, Marketing and OM Interface, Quality Control and Six Sigma, Closed Loop Supply Chains, Behavioral Operations Management, Sustainable Operations Management, Supply Chain Analytics, Project Management, Quality and Reliability Management.

Contemporary Issues in Human Resource Management:

Strategic HRM, Talent Acquisition Current/ new trends in Training and Development, Managing Talent, Performance Management and Compensation, Human Resource Outsourcing, HR Analytics and technology in HR Reward and Recognition, Talent Development, Engagement and Retention, Employee Advocacy and Relations, Industrial Relations, Leadership through ICT, Culture and Diversity, Executive Coaching and Leadership, Emotional Intelligence.

Contemporary Issues in Information Technology Management:

Management Information Systems, Green Technologies, E-commerce, Data mining and knowledge discovery, Information privacy and security, IPR in IT, Public policy issues in IT, Technological Innovations, ERP, Systems analysis and design, Technology adoption and diffusion, Internet of Things & Industry 4.0, Advances in management of Information systems, Mobile Commerce, Electronic Data Interchange, Business Analytics and Big Data.

Contemporary Issues in International Business:

International trade and policy framework, International Business Environment, Global trade institutions, International Business and Ethics, International Negotiations, Global Business Operations, Global Trade Relations International Accounting and Financial Statements, International Financial Risk Management, International Operations and Supply Chain Management, Global Marketing Management, Off shoring and Outsourcing Models, Cross-Border Strategy, Global M&A and Models of Multinational Firm Strategies.

Important Dates:

Conference Dates	:	November 8-9, 2019
Abstract + Full paper submission	:	10 th Oct, 2019(Extended)
Notification of Acceptance	:	20 th Oct, 2019
Registration Deadline	:	30 th Oct, 2019

Registration Details:

	Participants from India	Participants from abroad
Academicians /Faculty	3,000 INR	US \$100
Corporate/ Industry	4,000 INR	US \$ 150
Research Scholars	1,500 INR	US \$ 75
Students	1000 INR	US \$ 5

Guidelines for Author:

The manuscript should be prepared in the following format:

- The paper should have a cover page giving the title, author's name, complete address, telephone number, fax number, and email of the author. In case of co-authors, these details should also be provided for each co-author. Correspondence will be sent to the first named author unless otherwise indicated.
- The second page should contain the title and an abstract of maximum 200 words. The second page should not include the author's name. The paper should begin from the third page
- Abstract not more than 200 words must clearly indicate the purpose of the study, design/methodology/approach used in the study, findings and managerial Implications of the study and the scope for future work/ limitations. It should also include up to four key words about the paper
- Full papers should not exceed 3000-4000 words (including references).
- Title of the paper should be in font size 16, bold and centrally aligned
- The details of the authors should be in font size 12 with single spacing.
- The paper should be submitted in MS Word format with Margins-2.5 cm/1inch, Font- Times New Roman, Font size-12 point, Spacing-1.5.
- References should be arranged in alphabetically as per APA guidelines.
- The paper needs to be free from any sort of plagiarism.

Publication of the Paper

All accepted papers (after double blind peer review) will be published section wise in UGC/ABDC/BIZCRAFT management journals. (Publication charges will be applied as per journal policy)

The overall three best papers will be awarded with cash prize and certificate:

First Prize	:	INR 5000/-
Second Prize	:	INR 4000/-
Third Prize	:	INR 3000/-

Note: The registration fee is per person that includes conference kit, proceedings, high tea, lunch and dinner.

Accommodation:

A free of cost accommodation will be arranged in the campus on twin sharing basis (First come First serve).