



# SRMS

International Business School, Lucknow  
College of Engg & Tech., Bareilly  
(Faculty of Management Sciences)

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Shri Dev Murti Ji  
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### Patron

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Director, SRMS Institutions  
Lucknow

### Conference Convener

Prof (Dr.) Ekta Rastogi  
(9458705094)

### Conference Co-convener

Dr. Ankita Tandon  
(9458702485)

All conference related queries  
can be sent to:

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### About 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, The primary objective of the Trust is to provide and promote education and research in the field of Science and management, Engineering and Technology, Medicine and Humanities.

The aim of SRMS Trust is the upliftment of masses by:

- promoting social values
- promoting technical and professional education
- promoting health and medical education

SRMS Trust has strived to provide the best facilities, faculty and resources to its students and the larger community. The Institutions of the trust have consistently been ranked among the top colleges in the State of Uttar Pradesh and Northern India.

### Institutions run by SRMS Trust

- SRMS College of Engineering and Technology, Bareilly
- SRMS Institute of Medical Sciences, Bareilly
  - Hospital
  - Medical College
  - R.R. Cancer Institute and Research Center
- SRMS Women's College of Engineering & Technology, Bareilly
- SRMS School of Nursing, Bareilly
- SRMS College of Engineering and Technology, Lucknow
- SRMS Institute of Paramedical Sciences, Bareilly
- SRMS International Business School, Lucknow
- SRMS Functional Imaging and Medical Centre, Lucknow



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## 4th National Conference on Paradigm Shift in Business Practices

January 20, 2018



### REGISTRATION FEES

|                                     |        |
|-------------------------------------|--------|
| 1. Corporate Delegates/Academicians | 1000/- |
| 2. Research Scholars and Students   | 750/-  |

### IMPORTANT DATES

|                          |                    |
|--------------------------|--------------------|
| Submission of Abstract   | September 30, 2017 |
| Confirmation of Abstract | October 12, 2017   |
| Submission of Full Paper | November 30, 2017  |
| Conference Date          | January 20, 2018   |

### CALL FOR PAPERS

Conference invites full length original research papers from Industry Delegates/Academicians and Research Scholars. The manuscript should not have been published in any Journal/Magazine or Conference Proceedings. Further the manuscript should contain the name of the corresponding author/authors with e-mail id. Softcopy of full length manuscript (DOC or PDF) shall be submitted to [conference@ibs.srms.ac.in](mailto:conference@ibs.srms.ac.in). All the submitted manuscript will be sent for peer review and corresponding author will be notified about it.

Contact Person: Prof (Dr.) Ekta Rastogi, Convener (National Conference-2017), Mob: 9458705094, 9984264657  
CAMPUS: 34 Kms on NH-24 (Lucknow-Kanpur Highway), Asha Khera, Unnao, Uttar Pradesh  
Email: [conference2018@ibs.srms.ac.in](mailto:conference2018@ibs.srms.ac.in)/[ekta.rastogi@ibs.srms.ac.in](mailto:ekta.rastogi@ibs.srms.ac.in), Website: [www.srms.ac.in](http://www.srms.ac.in)

# 4<sup>th</sup> National Conference on "Paradigm Shift in Business Practices"

## Perspective

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.

## Call for Paper and Cases

We invite academicians, researchers, policy makers, consultants, experts and management practitioners to contribute cases/research papers on any of the sub themes or related issues. The conference proposes to address the following key issues:

## Tracks

- Track 1 : Entrepreneurship and Innovation
- Track 2 : Financial Management
- Track 3 : Human Resource Management
- Track 4 : Corporate Strategy
- Track 5 : Economics
- Track 6 : Marketing
- Track 7 : Corporate Governance
- Track 8 : E-Governance
- Track 9 : E-Business
- Track 10 : Operations and Supply Chain Management
- Track 11 : Corporate Sustainability

The themes mentioned above are indicative and authors can submit papers that are in broad agreement with the theme of the conference. Conference proceeding shall be published in a book bearing an International Standard Book Number (ISBN)

## Important Dates:

|                                  |                    |
|----------------------------------|--------------------|
| Receipt of abstract of the paper | September 30, 2017 |
| Confirmation of abstract         | October 12, 2017   |
| Receipt of full paper/Cheque     | November 30, 2017  |

## Conference Schedule:

|                   |                   |                     |                   |
|-------------------|-------------------|---------------------|-------------------|
| Registration      | : 09:00 - 10:00am | Tech. Session II    | : 01:30 - 03:00pm |
| Inaugural Session | : 10:00 - 11:00am | Valedictory Session | : 03:00 - 04:00pm |
| Tech. Session I   | : 11:30 - 01:00pm | High-Tea            | : 04:00 - 04:30pm |
| Lunch Break       | : 01:00 - 01:30pm |                     |                   |

## Guidelines for Submission of Abstract and Paper

An abstract should not be more than 250 words and the papers should be in the form of empirical research, theoretical models based on extensive research, reports, case studies or analysis of best practices. The full paper should not be more than 6000 words and both the abstract and paper should be in MS Word format, Times New Roman, 12 Font with 1.5 line spacing.

All papers will be reviewed; and selected papers will be published in conference proceedings.

Please send all abstracts and papers to:  
conference2018@ibs.srms.ac.in /  
ekta.rastogi@ibs.srms.ac.in

Local pick up and drop facilities from / to Airport / Railway Station / Bus Stop; and boarding and lodging facility will be provided for out station delegates.

## Delegate Fee

Corporate Delegates/Academicians ₹ 1000/-  
Research Scholars and Students ₹ 750/-

Please return the enclosed registration form, duly completed, along with a D.D./pay cheque drawn in favor of SRMS IBS, payable at Lucknow to the Institute's city office by November 30, 2017.

City office: CP 2/3, Vishwas Khand -2, Near Flyover, Gomti Nagar, Lucknow - 226010

## Sponsorship

Industries/Organizations are invited to sponsor the conference and take part in it. All queries should be addressed to the conference convener and co-ordinators.

## Date & Venue

Date : Saturday, January 20, 2018  
Venue : SRMS IBS Campus, 34 Km on NH-25 (Lucknow-Kanpur Highway) Unnao-209859, U.P., India

## About Shri Ram Murti Smarak International Business School

Shri Ram Murti Smarak International Business School (SRMS IBS) is a knowledge centre for industry and academia and is the one and only International B - School in the central eastern region of Uttar Pradesh. The school is promoted by Shri Ram Murti Smarak (SRMS) Trust, Bareilly; a prestigious and renowned name in the field of technical and professional education since 1996. SRMS IBS offers a Post Graduate Diploma in Management (PGDM) a two-year, full time residential course. The course is duly approved by All India Council of Technical Education (AICTE), Ministry of HRD, Govt. of India. The core focus of the course is development of global leaders with strong technical business knowledge and to foster innovation. Team based learning and international exposure forms the core of the teaching methodology of the course.

SRMS IBS provides a world-class teaching and learning environment in its state-of-the-art campus in Lucknow. Its innovative academic program is delivered by distinctive faculty members from Kellogg School of Management (Chicago, USA) - #1 Ranked B-school in the world, Washington University (St. Louis, USA), Indian School of Business (Hyderabad, India), World Trade Organization (Geneva, Switzerland) World Bank (Washington DC, USA), Indian Institute of Management (IIM), Indian Institute of Technology (IIT) and Symbiosis (Pune), among others. The faculty are well known subject matter experts with their years of continuous interaction with Global and Indian industry. Their experience is reflected in their research papers, books, consulting projects and editorials in leading newspapers and magazines.