



2nd International Conference on Contemporary Development in Business-2016

on

Saturday, May-28-2016

Venue: ROTARY BHAWAN, ROTARY CLUB, BAREILLY, U.P, INDIA.

Organised By: Academic Research in Science, Engineering, Art and Management
(ARSEAM) Foundation, Bareilly, India

ABOUT ARSEAM FOUNDATION:

ARSEAM Foundation is a public benefit foundation in India, which is dedicated towards the excellence in academic research. It supports students, researchers & academicians in conducting a high quality research in terms of accuracy, validity, reliability, credibility, readability, comprehensibility and relevance to the most recent and original research contributing to the advancement in the existing literature with significant managerial implication.

CONTEXT AND PURPOSE OF THE CONFERENCE:

Business environment comprise of political, economic, social and technological (PEST) forces that have the power to control and influence of a business, and that can potentially have both a positive and a negative impact on the business. The conference will provide a platform to the researcher, scholars, academicians and practitioners from different part of the world to discuss various methods of evidence based management. The conference will focus on the various technique and methodologies along with their applications to provide concrete evidences for better managerial decision making in the rapid changing business environment. Further, this conference will also provide the opportunity to interact with some of the renowned experts in the domain of management and other scholars from the different part of the world.

The Conference intends to engage the participants in a discussion of critical issues faced by practitioners managing the change in the functions and services. The purpose of the conference is to broaden the participants understanding of contemporary development in

business and management in the context of the educational and research mission of the institutions in business environment.

CALL FOR PAPERS

Researchers, academicians, students and practitioners are invited to submit papers on the themes listed below or other issues related to the broad theme of the Conference based on research or practical experience in the field. Case studies will also be accepted.

THEME: Contemporary Development in Business

Sub-Themes

- *Change in Organisations*
- *Services Marketing*
- *E-Marketing/E-Business*
- *Green Marketing*
- *E-Commerce/M-Commerce*
- *E-Government and E-Governance*
- *E-resources*
- *Marketing Research*
- *Social Media in business*
- *Islamic Finance*
- *CRM*
- *Mass communication and Journalism*
- *Industrial Development*
- *International Business*
- *Operations & Supply Chain Management*
- *Stock markets & Bond Markets*
- *Financial Institutions Planning and Strategy*
- *Financial Service and Banking Regulation*
- *Economic Development and Policy*
- *Human Resource Management*
- *Computer Science & IT enabled Services*
- *Micro & Macro Economic Environment*
- *Financial performance & Risk Management*
- *Digital Banking (E-banking , M-banking)*
- *Digital Education*
- *Social Sciences and Consumer Behaviour*
- *Tourism and Disaster Management*
- *Security Analysis and Portfolio Management*
- *Entrepreneurship Development*
- *Corporate Social Responsibility and Business*
- *World Economy and Trade*
- *Information and Computer Technology*
- *BRM and statistical Analysis*
- *Women Entrepreneurship*

SUBMISSION OF PAPERS :

Please submit your paper to:

conference@arseam.com or arseamconf@gmail.com

SUBMISSION GUIDELINES FOR AUTHORS

For submission guidelines for authors, please visit:

<http://www.arseam.com/conferences>

PUBLICATION OPPORTUNITY

- [1] Selected papers/Cases will be invited for presentation in appropriate tracks during the conference.
- [2] On selection at least one of the authors must agree to present the paper at the conference.
- [3] The 250 word abstracts of selected papers for the conference presentation will be published as conference proceeding by 'ARSEAM' Foundation
- [4] All selected papers and cases for the conference will be published in a special issue of following ARSEAM's Journal
 - International Journal of Marketing & Financial Management
 - International Journal of Human Resource & Industrial Research
 - International Journal of Education and Applied Sciences Research
 - International Journal of Communication, Languages and Literature
 - International Journal of Banking, Finance and Digital Marketing
 - International Journal of e-government and e-Business Research
 - International Journal of production and Supply chain Management
 - International journal of Mass Communication, Journalism and Politics
 - International Journal of Social Sciences & Economic Environment
 - International Journal of Tourism and Disaster Management

REGISTRATION/DELEGATION FEE*

Categories	Registration Amount
Industry members	Rs. 3500/-
Academics	Rs. 3000/-
Research Scholars/UG/PG students	Rs. 2500/-
Conference Listener/Audience	Rs. 2000/-
International Participants	\$ 200
International Research Scholars/UG/PG students	\$ 150
Paper presentation in Absentia/Video/ Skype presentations	Rs. 3500
International Participants: Paper presentation in Absentia/Video/ Skype presentations	\$ 250

Conference Fee Include

- Conference Fee include
- Conference Kit
- Certificate of participation
- Lunch and High Tea on conference day

Accommodation

- Registration fee does not include accommodation.
- ARSEAM can provide a list of hotels/guest houses.
- Candidates are advised to book accommodation at their own.

IMPORTANT DATES

Last date for submission of full papers : 10-May-2016

Paper Acceptance : 15-May-2016

Conference Date : 28-May-2016

PAPER PRESENTATION IN ABSENTIA/VIDEO/ SKYPE PRESENTATIONS

Those who cannot attend the conference but wish to present their paper/ case study are encouraged to submit their full paper/ case study. The mode of the presentation for the candidates (without physical presence) will be via Skype presentation or. On author's request, the significant research paper/case study may also be presented by an expert on his/her behalf. Papers presented in Absentia/ Skype will be included in the conference proceeding followed by publication in the related International Journals of ARSEAM.

AWARDS FOR BEST PAPER AND CASE STUDY

[1] Best paper & Runners up- Industry/Academic

[2] Best Case & Runners up- Industry/Academic

Mode of Payment and Bank Account Details:

You can deposit required amount of fee by online transfer (NEFT/RTGS/IMPS) or direct Cash deposit in Bank account as the detail given below:

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