

## PAPER PUBLICATION

We solicit your ideas and observation on any relevant topics to be presented in the conference. Selected Research Papers will be published in ISBN Book/ISSN Journal. Research papers of First, Second, Third and Fourth International Conferences have been published in edited ISBN Books/ISSN Journal. We anticipate contribution from more and more delegates from every corner of the country and globe.



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**Vishisht Institute of Professional Studies and Research (VIPSAR)**

(Formerly known as Vishisht School of Management)

**Recognized from Govt. of MP and Affiliated to Devi Ahilya University**

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 /Vishishtschoolofmanagement



# 5<sup>th</sup> International Conference on

## Paradigm Shift in Innovative Business Management

**December 10, 2016**



## ABOUT VIPSAR

Vishisht Institute of Professional Studies And Research (Formerly known as Vishisht School of Management) has a unique opportunity of being ranked high amongst of premier institutes of Central India, comfortably located in the heart of Indore city. With affiliation to Devi Ahilya Vishwavidyalaya, Indore (A State Government Statutory University of M.P. and accredited to NAAC with Grade A), we believe in creating individuals deeply entrenched and firmly rooted in the Indian soil. Widely known for its academic rigor and faculty student interaction we proudly earned the ISO 9001:2008 from NACI for our Quality Management Systems, too. We aim to impart high quality research based and value based ethical education to meet our twin objectives of bridging the gap of ever growing business sector and Indian education system along with societal needs of promoting value based growth. "Best Research Oriented College" Award has been conferred to VIPSAR.

## ABOUT THE CONFERENCE

Business practices the world over are undergoing metamorphosis. From the early twentieth century advance, the progress of contemporary businesses and large practical organizations and the promising revise of communal sciences have enthused widespread investigation of guidance in a diversity of contexts and hypothetical practicalities. Persons and organizations have harped on their individual styles and viewpoint as well as labor contained by the hypothetical structure that finest suits their purposes.

This forces us to ponder over how to bring about significant changes in business management. With the grand success of our all previous International Conferences garnering more than 300+ research papers from across the world and scholarly participation, embarking pedagogic innovations and encouraging business-academia interface. Collaboration between businesses is emerging as a means to surpass competitors by enabling faster access to new technologies and markets which help us to see growing confidence that innovation can come from any agent, and localization to meet specific market needs which is now more critical. The 5th International Conference on Paradigm Shift in Innovative Business Management is a dedicated effort to create a premier forum for the presentation of new advances and research results.

The conference aims at drawing closer leading Academicians, Business Managers, PhD Research Scholars and students from the Universities and Institutions all around the world and the industry to exchange and share their experiences, new ideas, and research results about all aspects of Management and Education Innovation, and discuss the practical challenges encountered and the solutions adopted thereby.

# Conference Sub-Themes

## THEME I:- ETHICAL BUSINESS ENVIRONMENT

1. PPP A New Dimension for Growth
2. Ethical Conduct of Business/Ethical Practices in Dynamic Business Management
3. Corporate Governance and Corporate Social Responsibilities of Business Enterprise
4. Crisis & Disaster Management
5. Green & Eco Management
6. Changing Contribution of SHGs and NGOs in India
7. Social Work in Modern Society With Special Reference to Children and Women Welfare
8. Changing roles of social workers/social Its managers in emerging society
9. Swachh Bharat Abhiyan-Economic & Social Contributions
10. Make In India Initiative-Challenges & Prospects.

## THEME II:- INNOVATION & ENTREPRENEURSHIP

1. Start-ups -Challenges Ahead
2. Service Entrepreneurship
3. Governmental Entrepreneurship
4. Intrapreneurship
5. Intellectual Property Rights
6. Waste Management and Its Solution through Entrepreneurship

## THEME III:- BRAND MANAGEMENT IN CHANGING BUSINESS SCENARIO

1. Innovations & customer Orientation
2. New & Emerging trends of Marketing
3. Service Quality & Standards
4. New Age Relationship Marketing & Innovative Public Relation Strategies
5. Dynamic Marketing Communications
6. Logistics/Rural/Retail/Industrial/ Social Marketing/E-Marketing
7. Digital Marketing/Online Shopping/Tele Shopping
8. New Dimensions of Branding
9. Innovative Approaches for selling

## THEME IV:- E- DEVELOPMENT

1. Cyber Security- A growing concern worldwide
2. Artificial Intelligence/ Robotics
3. Managing Society & Business Challenges With ICT
4. Cloud Computing Applications/Virtualization
5. Animation in India – Challenges and Prospects

6. Utilization of Free Wi-Fi Zones for Business Development
7. E-Learning In India
8. Virtual Banking
9. Digital India-Growing Scenario of E-Governance
10. E-Commerce & Its Changing Dimension

## THEME V:- MONETARY & FINANCIAL MANAGEMENT

1. Financial Derivatives and its Aspects
2. Security Analysis & Portfolio Management
3. Global Laundering & Its Prevention
4. Insurance & Risk Management
5. Financial Institutions & Services For Industries
6. Public Finance - Role & Policies
7. Micro Finance
8. Economical & Social Contribution of Jan Dhan Yojna

## THEME VI:- MANPOWER/PEOPLE MANAGEMENT

1. Transformational Leadership
2. Compensation Management & Welfare Strategies of Employees
3. Restructuring of Human Resource - Challenges & Opportunity
4. Motivation- Its Impacts on Diverse workforce
5. New Approaches of Training and Development of Human Resource
6. Performance Appraisal and Performance Consistency
7. Mapping & Managing Organisational Performance
8. Emotional Quotient/ Intelligence Quotient/ Spiritual Quotient
9. Skill India & Its Impact

## THEME VII:- SOCIAL VALUE ADDITION AND EDUCATIONAL SYSTEM

1. Moral Education
2. Gender Sensitization
3. Education & Its Changing Patterns
4. Globalization & Its Impact on Educating Youth
5. Prospects & Challenges of Global Education
6. Spiritual, Yogic, Vedic & Ancient Indian Values Based Education Systems

## THEME VIII:- GLOBAL BUSINESS MANAGEMENT

1. Multilateral, Bilateral & Unilateral Relationships
2. Currency Volatility
3. International Financial Markets
4. Cross Border Investments – Challenges & Opportunities
5. International Crisis & Its Impact on Global Economy
6. International Strategic Alliances & Cooperation

(This is an indicative list. Contributions from areas not listed above but related to the themes can also be considered.)

**GUIDELINES FOR SUBMISSION OF PAPERS:** 1. Please submit the abstract of 120-150 words by e-mail with Track. 2. The author should send two hard copies of original unpublished paper along with CD or e-mail. 3. Text should be in MS word, in Times New Roman with Font size 12 and 1.5 spaces between the lines not more than 8 pages of A4 size paper. 4. Two cover page to provide Title of the paper, authors Name, Designation, address and contact Details, including e-mail ID. 5. Accepted and selected paper will be published in the Book/Journal and souvenir.

## REGISTRATION FORM:-

Please complete the form and send by e-mail or Post to the Conference Secretary.

Should you have any questions, please do not hesitate to contact

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## PART 2:- REGISTRATION FEE DETAILS

EVENTS/STAGES	LAST IMPORTANT DATES
Abstract Submission	05/10/2016
Acceptance of Abstract	10/10/2016
Submission Of Full Paper	25/10/2016
Acceptance of Full Paper	28/10/2016
Early Bird Registration	30/10/2016
Payment Of Registration Fee	15/11/2016

CATEGORY OF DELEGATES	REGISTRATION FEES	EARLY BIRD REGISTRATION TILL- 30/10/2016
Foreign	Free	
Industry/Professional	Rs. 1,500/-	Rs. 1,400/-
Academicians/ Research Scholars	Rs. 1,400/-	Rs. 1,200/-
In Absentia (All Category)	Rs. 1,800/-	Rs. 1,600/-
Students	Rs. 900/-	Rs. 800/-
On Spot Registration by any of the categories to pay additional	Rs. 300/-	