

## IMPORTANT DATES

- Last date for the Submission of Abstract(s)	31st July, 2018
- Notification of Acceptance of Abstract(s)	10th Aug, 2018
- Last date for Submission of Full Paper(s)	20th Aug, 2018
- Early Bird Registration (10% off)	10th Aug, 2018

Looking forward for your participation

## REGISTRATION FEES DETAILS

Category	Fees for Participation	In Absentia
Students	Rs. 500	-
Research Scholar	Rs. 750	Rs. 950
Academician	Rs. 1500	Rs. 1700

Note- Accomodation will be provided in college premises  
@ Rs. 300 per day.

## MODE OF PAYMENT

Payments can be made either through cash, online or by demand draft in favor of Aryabhatta College of Management, Ajmer

Bank Name: Punjab National Bank, Kutchery Road Branch, Ajmer

A/C No.: 000800C100000015

IFSC Code: PUNB0000800

Branch Code: 000800

MICR: 305024002

\*Fees once paid will not be refunded. However, a substitute delegate is acceptable. A maximum of two papers can be submitted by one author. For a third paper re-registration is required. The registration fees cover the conference kit and soft copy of the conference proceedings of selected papers having an ISBN number.

The Institutes under the aegis of Aryabhatta Academic Society are:

- Aryabhatta International College of Technical Education (AICTE), Affiliated to M.D.S University, Ajmer
- Aryabhatta College of Management (ACM), approved by A.I.C.T.E & Affiliated to R.T.U Kota.
- Aryabhatta College of Engineering and Research Centre (ACERC), approved by A.I.C.T.E & Affiliated to R.T.U Kota.
- Aryabhatta World School, Ajmer

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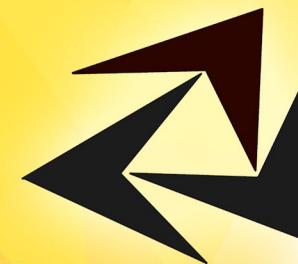
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# Aryabhatta College of Management



1<sup>st</sup>  
NATIONAL  
CONFERENCE

## INNOVATION & CHALLENGES

IN BUSINESS MANAGEMENT:

**SOCIO  
ECONOMIC  
PERSPECTIVE**

8th September, 2018

Organized by:

Aryabhatta College of Management,  
Ajmer, Rajasthan

(Approved by Government of Rajasthan,  
AICTE & RTU, Kota)

Address: Behind Mahila Kalyan Vikas Mandal,  
Chachiyawas, Ajmer-305004, Rajasthan.  
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## About Ajmer

The city of Ajmer gets its name from 'Ajay Meru'. Roughly translated, it means 'invincible hills'. Nestled in the Aravallis south west of Jaipur, Ajmer was founded by Raja Ajaypal Chauhan in the 7th century AD. Ajmer is home of the famous Dargah Sharif, which houses the Tomb of Garib Nawaz, also known as Moinuddin Chisti, the founder of the Chisti order of Sufism. Ajmer is also known for Mayo College, one of the country's first schools that was a stepping stone for the British style of education. Pushkar is a town in Ajmer district. It is situated about 10 km northwest of Ajmer and about 150 km southwest of Jaipur. It is a pilgrimage site for Hindus and Sikhs.

## About College

Aryabhatta Academic Society was established in the year 2002 by a group of highly educated, dedicated and reputed icons from the field of Education, Business, Industry and Social work. Aryabhatta Academic Society is an educational society registered under Rajasthan Society Registration Act 1958. We believe in the inclusive development of our pupil such that they provide positive influence in the fields of professional as well as social realm of our Nation. The Aryabhatta Academic Society is founded with the principle aim of introducing innovative methodologies in the field of education. Our goal is to make progress in traditional education system in a comprehensive manner like incorporating the inputs from industry, moral aspect of our students, motivational programs, entrepreneurship development assistance to students etc.

## Conference Theme

The purpose of this National Conference is to provide a forum for exchange of ideas among faculty members, Research Scholars and Corporate in Technical, Management & Behavioral Science discipline. We fulfill this mission through holding Conferences, Seminars and publishing the edited proceedings and in the referred UGC journals. Innovation in Business Management includes a set of tools that allow managers to cooperate with a common understanding of processes and goals. Innovation management allows the organization to respond to external or internal opportunities, and use its creativity to introduce new ideas, processes or products. Organizations are pushing to ensure that economic growth accompanied by improvements in Human Development. Business Management develops the essentials of managing a successful business including Accounting, Finance, Marketing, Operations, Human Resource Management and Strategic Planning. Therefore, the theme of this National Conference is **"Innovations & Challenges in Business Management: Socio Economic Perspectives"**.

## Sub Themes

### MARKETING

- Innovative Marketing Communication
- Social & Media Marketing
- Green & Sustainable Marketing
- Product & Corporate Branding
- Online , Rural & Social Marketing
- Branding & Advertising
- Retail Marketing

### FINANCE

- Rethinking, Banking and Finance: Money, Market & Models
- Performance of Mutual Funds
- Mergers, Acquisition & Corporate Restructuring
- Crowd Funding
- Role of World Bank/RBI/IMF etc
- Financial Econometrics
- Emerging Trends in Accounting

### HUMAN RESOURCE

- Human Resource Management
- Work, Culture & Organizations
- Managing Diversity in Business
- Human Information Processing
- Employment Law
- Employment Relations
- Women Empowerment
- Work Life Balance

### INNOVATIVE GENERAL MANAGEMENT STRATEGIES & ENTREPRENEURSHIP

- Cross-Cultural Management & Innovation
- Core Competence & Strategy Innovations
- Innovations in Business Intelligence
- Business Performance Management
- Entrepreneurship
- Situational Leadership

### INNOVATIVE OPERATIONS STRATEGIES

- Lean Six Sigma
- Innovations And Technology
- Value Chain Planning And Execution
- Innovations In Logistics And Supply Chain
- Project Management
- Management Of International Operations
- Enterprise Resource Planning

## PAPER GUIDELINES

### Abstract:

An abstract should not be more than 250 words with a clear mention of the objective and research approach/ methodology with key words. Full names, addresses, e-mail addresses and contact detail of all author(s) should be sent along with the abstract. The contributors must mention their functional area in the subject line of the email. The paper should begin with the title, author(s), and institutional address along with e-mail id.

### Full Paper:

The full length paper should not be more than 4000 words. The final paper should be submitted in electronic format (MSWord), font Times New Roman, and 12 pt. with 1.5 spacing with a margin of 1" on all sides. Reference should be in APA format. A single column layout with both left and right margins justified is to be sent at concerned E-mail ID.

All submissions are subject to review committee. Selected quality papers recommended by review committee will be considered for presentation and publication. Only those papers will be considered for publication in which all the authors of the paper have registered themselves separately for the conference. All rights of the publication of papers presenting in the conference shall rest with the conference organizer. Paper can be submitted in absentia also. Tables/Annexure: These should be placed after the references. Figures can appear within the text. The soft copy of the abstract and full paper should be submitted at the following conference email id: [acmajmer.conf@gmail.com](mailto:acmajmer.conf@gmail.com)

## ATTRactions

- **Publication in UGC listed ISSN journal/ ISBN Book**
- **Best Research Paper Contest**
- **Ajmer Darshan**