

## PATRONS

### Dr. Shobhit Kumar

Hon'ble Chairman, Shobhit University, India

### Shri Kunwar Shekhar Vijendra

Hon'ble The Chancellor, Shobhit University, India

## Chairperson

### Prof. (Dr.) Amar P. Garg

Vice Chancellor, Shobhit Deemed University, Meerut

## Co-Chairperson

### Maj. Gen (Retd.) Prof (Dr) Sunil Chandra

Pro Vice Chancellor, Shobhit Deemed University, Meerut

## CONVENOR

### Dr. Poonam Devdutt

Director, School of Business Studies, Shobhit Deemed University, Meerut

## ORGANIZING SECRETARIES

### Dr. Vishal Bishnoi

Dean, School of Business Studies  
Shobhit Deemed University, Meerut

### Dr. Ashok Kumar

Professor, School of Business Studies  
Shobhit Deemed University, Meerut

## CONFERENCE ADVISORS

### Prof. (Dr.) Anoop Swaroop

Vice Chancellor, Jagran Lakecity University, Bhopal, MP

### Prof. Raj Singh

Vice-Chancellor, Ansal University, Gurgaon

### Prof. Abhay Kumar

Vice-Chancellor, IEC University, Solan

### Prof. Pradeep Siwach

Vice-Chancellor, Indus International University, Una

### Prof. Devendra Pathak

Vice Chancellor, Om Sterling Global University, Hisar, Haryana

### Prof. Madhulika Kaushik

Pro Vice Chancellor, Usha Martin University, Ranchi

### Prof. D P S Verma

Advisor, Shobhit Deemed University

### Prof. Vinay Nangia

Professor Emeritus at Netaji Subhas University of Technology,  
New Delhi, India

### Prof. Santosh Rangnekar

Ex-Head Department of Management, IIT, Roorkee

### Mr. Pankaj Gupta

National President, Indian Industries Association (IIA)

### Prof. Shahid Yamin

Executive Chairman, Global Opportunities Commercialisation  
Pty Ltd, Australia.

### Prof. Nawab Ali Khan

Chairman, Department of Commerce, Aligarh Muslim University, Aligarh

### Prof. Juma Dreeha

University Advisory Board Member at University of Al-jufra, Libya

### Prof. Azhar Kazmi

Visiting Professor, King Fahd University of Petroleum & Minerals, Dhahran  
(Saudi Arabia)

### Prof. Attarwala

Director, Kohinoor Business School, Mumbai

### Prof. Rajeev Sejaria

Director, IBS, CCS University, Meerut

### Prof. S N Bandopadhyay

Director, Haldia Institute of Management, Haldia

### Prof. Indranil Bose

Dean, School of Business, University of Bolton, Ras Al Khaimah, UAE

### Mr. Vipendra Singh

Senior Vice President, School Guru Edutech, Mumbai

## ORGANIZING COMMITTEES

### Research & Souvenir

Dr. Mairaz Salim

Dr. Anuj Goel

Dr. Neha Yajurvedi

### Registration

Ms. Neha Rani

Ms. Gargi Chaudhary

### Certificates

Dr. Anshu Choudhary

Dr. Asma Khan

### Venue Arrangements

Dr. Preeti Garg

Ms. Juhi Chopra

### Treasurer

Mr. Deepak Goel, Finance Officer

### Technical & Session Arrangements

Dr. Neha Vashistha

### Media

Dr. Abhishek Kumar

### Hospitality

Dr. Anuj Goel

Dr. Abhishek Kumar

## ABOUT THE CITY

Meerut is a city in the state of Uttar Pradesh. It is an ancient city with settlements dating back to the Indus Valley civilisation having been found in and around the area. Meerut may have derived its name from 'Mayarashtra', the capital of the kingdom of Mayasura, Mandodari's father and Ravana's father-in-law. Meerut include the ancient city of Hastinapur, the capital of Kauravas and Pandavas of Mahabharata. The city is also famous for being the starting point of the 1857 rebellion against British colonial rule. The city lies about 60 km from the National Capital New Delhi. Meerut is one of the largest producers of sports goods, and the largest producer of musical instruments in India. The city is also an education hub of Uttar Pradesh, hosts five Universities and also known as the "Sports City of India".



# Shobhit

Institute of Engineering & Technology  
Deemed to-be-University

EDUCATION EMPOWERS

## BIZCON- 2020 INTERNATIONAL CONFERENCE on Advances in Business Management for Sustainable Growth (24<sup>th</sup>-25<sup>th</sup> January, 2020)



Organized by

School of Business Studies

Shobhit Institute of Engineering & Technology

(A NAAC Accredited Deemed to be University), Meerut, NCR, India



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## About University

Shobhit Institute of Engineering & Technology, Meerut has been granted Deemed-to-be University status by the Government of India, Ministry of Human Resource Development, Department of Higher Education vide its Notification No. F-9-37/2004-U.3(A) dated November 8, 2006 under section 3 of the University Grants Commission Act 1956. The University is accredited by NAAC and its all technical programmes are approved by the AICTE, New Delhi. In recent years, the University has achieved many milestones of success in the field of academics. Our academic achievements have also been awarded by the several most prestigious organisations of the country including ASSOCHAM, India Today, Times of India, CSR, CEGR etc.

The cosmopolitan culture of the University attracts students not only from India but also from many foreign countries. The aim of an University is not only to impart knowledge but also to create knowledge. Shobhit Institute of Engineering & Technology (Deemed to be University) aspires to make a significant contribution to the academic developments by fostering quality education, research and innovation for knowledge creation.

## ABOUT THE SCHOOL

The School of Business Studies carries 25 years of academic legacy and is known as a centre of excellence for value based management education and research. Being a private University, School gets an autonomy in curriculum-designing and flexibility through foreign collaboration, academic exchanges, credit transfer mechanism and bringing in increased industry components. The core faculty of the Institute has varied experience in academics and industry, education is augmented by industry experts and visiting faculty from reputed organisations. Shobhit University stands for going beyond the established standards and prides itself as one of the foremost premier education and research centres in north India. The University fosters a highly interactive environment between academia and industry and believes in value based education with Indian traditional ethos and to provide a real time practical learning experience to students.

## ABOUT THE CONFERENCE

As a part of our endeavor to promote research in business management in the society, we have been organizing conferences / seminars every year on a contemporary theme wherein a good number of academicians, researchers, practicing managers both from India and abroad have been participating.

This year, we are proud to announce the BIZCON-2020, an Annual International Conference on 24th & 25th January 2020 in its campus on the broad theme "Advances in Business Management for Sustainable growth" at School of Business Studies, Shobhit Deemed University, Meerut. The conference aims to encourage and promote high-quality research on important issues in Business Management with the primary objective of providing stimulating ideas and to turn the spotlight on current and future advances in business management for the sustainable development of the organizations.

The conference will provide a platform to discuss and present the advances in functional areas of Business Management that may include Accounting, Economics, Commerce, Operations, Finance, Information System, General Management, Marketing, Entrepreneurship, International Business, CSR, Ethics, Organizational Psychology, Business Economics and Agricultural Management. The conference provides an opportunity to present quality and well-written original research related to supporting subthemes.

## CALL FOR PAPERS

To make ones presence felt at international level one has to take various initiatives and efforts. Presenting the research paper is aimed to exhibits the excellence of individuals' work in different field of academics. We invite to submit your research paper / poster on some of the theme of the conference as your contribution may guide the industry to achieve sustainable growth through

the knowledge of advance in Business Management. Submitted papers will be double-blind peer-reviewed, and will be accepted based on originality and their contribution to knowledge.

All abstracts will be published in the souvenir and few selected manuscripts will be considered for publication in the very reputed double blind peer reviewed journal of the school "NICE Journal of Business" ISSN#0973-449X, Listed in Cabell's Directory (USA), Ulrich's Directory of Periodicals, and EBSCO's Database, USA. Also, Two best research papers will be awarded from every theme. Submissions of research paper may be made under the themes and sub themes as given below but not restricted to:

### Marketing

- Consumer Behaviour, Brand Management
- Marketing Strategy and Innovations
- Distribution Management
- Advancements in Retail Management
- Strategies in Rural Market, CRM,
- Social Media Marketing
- Green Marketing
- B-2-B and Industrial Marketing
- Services Marketing
- Tourism & Hospitality
- Digital Marketing

### Human Resource Management

- Leadership Practices
- Strategic HRM
- Recruitment and Selection
- Emerging Trends in HRM
- Global HRM
- Innovative Practices in Human Resource Management
- Building High Performance Organizations
- Organization Change and Effectiveness Strategies
- Talent Management Practice
- Compensation Practices and People Management

### Operations & Supply Chain Management

- Logistics & Supply Chains Management
- Lean six sigma
- Value Chain Management
- Project management
- Management of International Operations
- Customer Value-Driven Marketing Strategy
- Total Quality Management

### Finance

- Micro Finance & Self Help Groups
- Strategic Accounting
- International Financial Markets
- Financial Modeling/ Applied Financial Economics
- Globalization And Sustainable Finance
- Rethinking Banking and Finance: Money, Market and Models
- Corporate Financing Decision and Financial Reporting
- Asset Pricing and Risk Diversification
- Volatility in Financial Markets
- Lessons from Global Financial Crisis
- Sovereign Wealth Funds
- Mergers, Acquisitions & Corporate Restructuring
- International Financial Management
- Performance of Mutual Funds
- Financial Reporting and Corporate Governance
- Emerging Trends in Accounting

### Innovation, Entrepreneurship and Technology

- Innovations and Developments
- Entrepreneurship Development
- Cross-Cultural Management and Innovation
- Green Innovation and Sustainability
- Innovations in Environment Management
- ICT for Business and Governance
- Big Data and Decision Sciences
- Artificial Intelligence in Marketing
- Virtual Reality And Augmented Reality
- E-commerce and E-business
- Internet of Things, Block Chain Technology
- Enterprise Resource Planning

## INSTRUCTION FOR AUTHORS

Authors are invited to submit 200-500 word abstracts related to the topics listed in the conference theme. Abstract should include a title, author(s) full name and affiliation, mailing address of the corresponding author with phone number and 4-6 key words. Authors should indicate whether the paper is submitted for oral or poster presentation. Accommodation may be arranged with prior intimation on first come first serve basis. Every registered author will get a certificate of presentation and a copy of souvenir. Minimum one author has to register for the conference.

- The length of the paper should be minimum of 2000 words; max. of 5000 words (excluding references)
- All the references must be in APA format.
- The font must be Times New Roman, 12 point (for the main text) & 14 point (Heading)
- Margin should be 1" all sides.

## REGISTRATION FEE

- Students : Rs.500
- Faculty /Research Scholars : Rs.750
- Corporate /Industry : Rs.1000
- International Delegates : US\$20

Note: An early bird concession of 20% will be applicable on registrations done on and before December 31, 2019. The registration fee will include conference kit, Abstract Booklet, Lunch, and networking tea.



## International Conference on Advances in Business Management for Sustainable Growth (BIZCON-2020) (24<sup>th</sup>-25<sup>th</sup> January, 2020)

### REGISTRATION FORM

Name of the Participant :

Gender (Male / Female):

Highest Academic Qualification:

Designation:

Organization :

Address of Communication:

Contact No.:

Email:

Title of Paper:

Registration Fee Details: D.D. Number

UTR/Transaction/Cheque Number.:

Amount deposited for Accommodation

Mode of Payment

Participants/ authors paying registration fees through online should use the following information:

1. Bank: Union Bank of India
2. Branch: Shastri Nagar, Meerut
3. Beneficiary Name : Shobhit Institute of Engineering & Technology (Shobhit University)
4. A/c No of Beneficiary: 496604010029158
5. IFSC Code: UBIN0549665
6. Participants are requested to send transaction i.d. with personal details as soon as the registration and accommodation amount is paid.

Limited Accommodation on campus available on payment basis: Hostel- Rs. 300/- per person per day;

Guest House – Rs. 700/- per person per day. Accommodation shall be provided only against advance payment.

Expected Arrival Time/ Date:

Date:

Signature:

Note: Please send the scanned copy of registration form

## IMPORTANT DATES

- Submission of Abstract : December 31, 2019
- Intimation of Acceptance : January 5, 2020
- Full paper Submission Deadline : January 15, 2020
- Last Date of Registration : January 20, 2020