

All accepted Papers
will be Published in
UGC Approved Journal
having ISSN no. with
High Impact Factor

12th April
2019

Papers in Absentia are
also Acceptable

INTERNATIONAL CONFERENCE ON

Emerging Trends in Business Management - Opportunities and Challenges

Key Note Speaker & Chief Guest from Industry

About Conference

The "International Conference on Emerging Trends in Business Management : Opportunities and Challenges" aims at bringing together professionals to share their knowledge and experience regarding recent trends in the economy. This conference will provide an opportunity to enhance knowledge and skills required to solve business problems and meet the challenges of a fast paced decision making environment. The conference aims at bringing together the best minds, both in the corporate and academic fields to one forum and discuss the issues, challenges, strategies and recent trends in the area of business management. This conference will discuss relevant topics in order to provide a holistic vision on sustainable development. The scope includes Human Resource Management, Marketing, Finance and Economic Development.

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Registration Fee

Delegate Category	Before 1 st March	After 1 st March
Student / Scholars	₹ 1200	₹ 1500
Academicians	₹ 2000	₹ 2500
Corporate	₹ 2000	₹ 2500
Foreign Authors	US\$ 45	US\$ 50
In Absentia	₹ 2200	₹ 2500

Call for Papers

The authors are requested to submit abstract not exceeding 200 words and must be accompanied with the title of paper and name of authors, corresponding address, e-mail & mobile number on or before 22nd February, 2019. The work should be original and unpublished research work sent via email to mbacon2019@vvsb.ac.in

The Themes for conference are just for guidelines but not restricted to topics. Authors can contribute original research paper, case studies relevant to the conference.

Acceptance of Peer-reviewed abstracts will be intimated through email for the submission of full manuscripts depending on the originality, quality, relevance and other editorial considerations. All papers will go through a review process and plagiarism check. Selected research papers of the conference will be published in UGC Indexed Ajantha Prakashan, Journal- 40776 |ISSN: 22775730



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About VVSB

Vishwa Vishwani School of Business is one of the Premier Business Schools in South India, promoted by Grahambell Educational Academy, Hyderabad. It is approved by All India Council for Technical Education (AICTE), New Delhi & Affiliated to Osmania University, Hyderabad. It has been grooming resourceful students into budding managers and entrepreneurs for the last 21 years.

CALL FOR PAPER SUBMISSION

Theme - 1 Emerging Trends in Finance

- Derivatives & Foreign Exchange Rates
- Portfolio & Funds management
- International Finance
- Public Finance (GST & Taxes) / Behavioral Finance
- Corporate Restructuring
- Financial Modeling & Infra structural Finance
- Role of Venture Capital in Developing Economy
- e-Corporate Governance
- Emerging Trends in Accounting
- Volatility in Financial Market
- Rethinking Banking & Finance: Money, Market and Models
- Financial Globalization and Sustainable Finance

Theme - 2 Emerging Trends in Marketing

- Sentimental Analysis (Electronic-Word-Of-Mouth)
- Green Marketing & Responsible Consumerism
- Emerging Trends in Smart Cities
- Innovating Marketing Communications
- Strategic CRM / Emerging Marketing Practices
- Green Ecosystem in Emerging Markets
- Emerging Businesses, Innovation & Ecopreneurship
- Mobile Marketing & Retargeting
- E-commerce & E-Biz
- International and Cross-Cultural Marketing
- Innovation & New Product Development

Theme - 3 Emerging Trends in Human Resource Management

- Future of HR
- Technology for HRM
- Strategic Human Resource Management
- Innovative HR Brand Strategies
- Creating High Performance Workplaces
- Diversity at Workplace
- Talent Management
- Cross Cultural Transition in HRM
- HR Ethical Issues across Global Business
- Employee Engagement & Experience
- Gamification in HRM
- HR Analytics & Artificial Intelligence
- Technology for L & D

Theme - 4 Emerging Trends in Economics & IT

- Digital India, Make in India & Start-up India
- Impact of Demonetization
- Forex Market
- Demonetization and Digital Money
- Foreign Investment policies
- International Money Market
- International Capital Market
- Foreign Direct Investment
- Foreign Institutional Investments
- Foreign Portfolio Management
- EXIM
- Online Marketing / Artificial Intelligence
- M-Commerce / Ethical Hacking
- Cloud Computing

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Authors Guidelines

- Abstract (200 words) should be sent to mail Id: mbacon2019@vvsb.ac.in
- Maximum word limit is 3000 for full paper
- Font: Times New Roman, Font Size: Text: 12, Font Size : Headline : 16
Line Spacing: 1.5, Alignment: Justified
- Change in paper Title, Content & Author names are not allowed after the date of registration.
- Submitted papers should not have been previously presented, published, accepted for publication anywhere.
- All accepted articles will be published in the Seminar proceedings with ISBN Number.
- Selected Articles will be published in UGC approved Journals.
- Registration form will be mailed to candidates whose articles are accepted for the Seminar.
- Registration Fee includes Seminar kit, Tea & Snacks, Lunch and Publication charges for selected papers.
- Acceptance of abstract will be communicated within one week of submission.
- Fees is for single author only. Each extra author has to pay additional ₹ 1200. Maximum three authors are allowed for single paper.

Important Dates

Abstract Submission	23/02/2019
Intimation of Acceptance	28/02/2019
Submission of Full Paper	08/03/2019
Early Bird Registration	01/03/2019
Last date of Registration	15/03/2019
For Submission of PPT	06/04/2019

Venue

MBA
Auditorium
Registration
Time: 9:30 AM

Accommodation for outside participants can be made with nearby Hotels on request basis

Registration Guidelines

The participants will be required to fill the registration form, which includes participation details & payment confirmation details along with declaration of the ownership of article.

Mode of Payment

The Registration Fee may be deposited through Online/NEFT /DD in favour of "Vishwa Vishwani School of Business"

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