**CALL FOR PAPERS**

**National Seminar**

**On**

***“STRATEGIC BUSINESS IMPERATIVES: FOSTERING GROWTH AND INNOVATION”***

**18th and 19th January 2019**

**Organized by:**

**DEPARTMENT OF COMMERCE**

**SRI AUROBINDO COLLEGE**

**UNIVERSITY OF DELHI**

**MALVIYA NAGAR, NEW DELHI-110017**

***For more details, visit our website:*** [***http://www.aurobindo.du.ac.in/***](http://www.aurobindo.du.ac.in/)

**ABOUT THE SEMINAR**

Technological changes, increasing globalisation, digitalisation, changing regulations and at the same time blurred boundaries across countries and industries are creating constant market turbulence. These unprecedented disruptions challenge the established business practices and models. However, the message is clear: To sustain growth, innovation is no more an option but a business imperative, which is crucial for success. Even for established companies, which are market leaders, the need to constantly transform and retool themselves is imperative to cope up with the changes in the areas of finance, marketing, human resource and international trade.

This two-day National Seminar focuses on four dimensions identified under the broad theme *“Business Imperatives: Fostering Growth and Innovation”.*

The first dimension that this seminar seeks to ponder upon is strategic role of finance. The landscape of finance industry has undergone a sea change over the last couple of years. “FinTech” i.e. financial technology has led to complete transformation in the way banks, financial institutions and financial markets operate today. A recent Financial Stability Board (FSB) study highlighted some of the potential benefits of FinTech, including efficiency improvements, risk reduction and greater financial inclusion. Some of the major FinTech products and services currently used in the market place are Peer to Peer (P2P) lending platforms, crowd funding, block chain technology, distributed ledgers technology, Big Data, smart contracts, Robo advisors, E-aggregators, etc.  The rise of [chatbots in finance and banking](https://botcore.ai/banking-bots/) sectors is the latest wave of new technologies adopted, that has changed the face of the communication interface.  With all these developments taking place, government regulation of finance industry is also changing significantly. Outlawing of the cryptocurrencies by several governments has been a game changer. With many governments still trying to figure out how they should treat cryptocurrencies, the future of cryptocurrency is dubious. On the accounting front, introduction of new Accounting Standard AS-115 by the Indian government in April 2018 is expected to impact all companies especially their accounting policies.

The second dimension that this seminar focusses on the changing trends in globalization. A striking feature of globalisation over the last two decades has been the rapid integration of emerging economies, more particularly BRIICS (Brazil, Russia, India, Indonesia, China and South Africa), into the world economy. While still being dominated by the advanced economies, the share of emerging economies in global trade and investment has exhibited upward momentum and has been resilient to the global recessionary trends experienced in the form of US sub-prime crisis in 2008 and Euro-Zone crisis in 2012. The enquiry and interest in this new wave of globalization is further driven to ascertain its sustainability in the wake of more recent developments at the global level such as anti-globalization stance of advanced industrial economies, changing dynamics of regionalism, evolving role of supranational institutions, more particularly of the World Trade Organization and the changing geopolitical order. In this context, it becomes vital to explore various nuances of globalization from emerging economies.

Today, no business around the world can afford to ignore the importance of marketing and human resources. So in this light, the third dimension relates to the recent developments in the area of marketing and human resources. According to Niti Aayog, agricultural development in India has entirely ignored the potential of marketing. Therefore, it has recommended crucial reforms pertaining to marketing in agriculture such as creation of a national market for agriculture (ENAM), launching Agricultural Marketing and Farmer Friendly Reforms Index, etc. Technological innovation and growth in digital and social media, has led to a huge transformation in the way consumers engage with firms. Government of India has also launched the Digital India Program with the vision to transform India into a digitally empowered society and knowledge economy. It includes GEM, E-KRANTI among many others.

India is at the cusp of demographic transformation when every 1 in 3 Indian is young.  The median age of the country is 28 compared to Japan, which is 48 or China, which is 37. By 2020, India is projected to have the largest youth percentage in the world. This “demographic advantage” can give India a tremendous edge over ageing economies of west and east to provide workforce. Companies are seeking improvement on organizational effectiveness through digital workplace practices in order to optimize people investments. The 2018 NASSCOM Digital HR Summit points to the fact that business leaders and HR decision makers need to adopt Digital Workplace capabilities to revolutionize people practices for better business outcomes. A number of recent trends have created opportunities for organizations to focus on Work-Life Balance, Industrial Relations, Talent management, Employee Engagement, Emotional intelligence, Diversity management, Ethical human resources and create a positive impact on lives of the workforce.

The fourth dimension is the exigencies of law and governance. Corporate governance has become a mainstream concern for corporate leaders, global investors, regulators, policy makers, and legislators all over the world. Such concern can be attributed to changes in corporate ownership patterns, greater expectations of the society, scams, criminalisation of politics, corruption and hostile take-overs. [Cyber-crime](https://timesofindia.indiatimes.com/topic/cyber-crime) cases across India rose 44% between 2013 and 2017 indicating the need for stronger digital policy even as the government makes a push for going cashless. Not only this, Indian banks are also facing distressing signals on sustainability and durability due to increase in the non-performing assets (NPAs). Government of India together with SEBI and Ministry of Corporate Affairs have been taking initiatives and proposing acts and related amendments to accelerate growth and ensuring good governance in the country. Some prominent organizations in the international community like United Nations, IMF and the World Bank are also working in the same direction.

It is with this state of affairs in mind that we have planned this two day national seminar. The seminar will make an effort to bring together experts and practitioners from ministry, academics and industry in order to provide a stage for discussion and exchange of ideas on this premise. The seminar will be of great interest to policy makers’, research scholars, students and experts, consultants and professionals working in various organizations. We invite original high quality research papers for the following technical sessions:

* Finance as a Strategic tool
* Emerging Economies: A new economic order
* Emerging face of Marketing and Human Resources
* Exigencies of Law and Governance

**SUB THEMES**

The Sub themes for the Seminar include, but are not limited to the following:

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| * *Dynamics of crowdfunding* * *Impact of Digital finance on financial inclusion* * *The future of peer to peer lending* * *FinTech: Challenges and Opportunities* * *Indian Accounting Standards- Reality and Ambitions* * *Government financial regulation and growth* * *Crypto World- What’s next?* * *The impact of upsurge of global value chains (GVCs) on international trade* * *Multinational Enterprises from Emerging Economies (EMNEs)* * *Role of IT and business system innovation in emerging economies globalization* * *Regional groupings and its impact on emerging economies* * *Implications of EMNEs on host advanced economies* * *International migration of talent: Diasporas as connecting link.* * *Emotional intelligence* * *Service marketing* * *Ethical HRM* * *Cross-cultural issues in HRM* * *Digital workplace capabilities* * *Talent management and mobility* * *Offshore outsourcing and implications for HRM* * *Workplace inequality and diversity management* * *Technological innovation, management innovation and implications for HRM* * *Corporate Governance Framework in India* * *Good Governance: Need and Challenges* * *Corporate Frauds in India: Perceptions and Emerging Issues* * *Governance of Banks and Financial Stability* * *Non-Performing Assets: Trend and Impact* * [*Business and Community: The story of corporate social responsibility in India*](https://books.google.co.in/books?hl=en&lr=&id=YTE6Ew7OGfUC&oi=fnd&pg=PP2&dq=corporate+scams+india&ots=1B4kW-lvAl&sig=uzVNWgPLXjQENU9IFXMALCoAnys) * *Digital India- A step towards E-Governance* * *E-Governance: Evolution and Challenges* |

**PAPER SUBMISSION**

Abstracts and full length research papers are to be submitted electronically at the following email address: [***papersubmission.aurobindo2019@gmail.com***](mailto:papersubmission.aurobindo2019@gmail.com)

**Timeline**

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| Abstract Submission *- 20th October, 2018*  Full Paper Submission – *15th November, 2018* |

**Guidelines for Authors**

* **Title page**: The title page of the article must consist of title, author(s) name(s), designation(s), affiliation(s), phone number(s) and email id(s). Also, indicate the name and contact information of the corresponding author to whom all the communications shall be directed.
* **Abstract**: Abstract should not be of more than 200 words and should include the title, objectives, methodology and findings/results.
* **Key words**: At least 3 and maximum 5 keywords to be given at the end of the abstract.
* **Manuscript Format**: Font type- Times New Roman; Font Size- 12; Spacing- 1.5; Alignment- Justified; Page Margin- 2.
* **Figures and Tables**: Please ensure the figures and the tables are placed next to the relevant text in the manuscript, rather than at the bottom or the top of the file. Also, tables should be numbered consecutively in the text in Arabic numerals.
* **Referencing style**: Citations in the text should follow the referencing style used by the American Psychological Association (APA).
* **Originality**: Submitted paper must be the original work of the author(s) and should not have been previously published nor be currently under consideration for publication elsewhere.

**Review Process**

All submissions will be rigorously reviewed by the seminar committee. The review process acceptance criteria will focus on originality, presentation quality, technical soundness and relevance to the theme of the seminar. The decision of seminar committee will be final and binding in all respects.

**Best Paper Award**

One paper in each technical session will be selected to receive the Best Paper Award. The selection will be made by the panel of experts and their decision will be final and binding. The result for each technical session will be announced at the end of the respective session. And the Best Paper Award will be presented in the valedictory session of the seminar.

**Publication**

Selected papers will be published in the **“*AUROBINDO COLLEGE JOURNAL OF RESEARCH AND STUDIES”****,* a journal published by the college having ***ISSN no. 2455-5401.***

**REGISTRATION DETAILS**

**Registration Fee**

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| * Student/Research Scholar - Rs.500 * Faculty - Rs.750 * Corporate Delegates - Rs.1500 |

**\*** *Fee includes Seminar kit, Certificate of Presentation/Participation, Lunch and high tea on both the days*

***\**** *Registration is mandatory for all the authors/ co-authors of an accepted paper.*

**Mode of payment**

The registration fee can be paid by **any one** of the following mode:

* In the form of Cheque/Demand Draft in favour of “Principal, Sri Aurobindo College”, payable at Delhi to be sent at: **The Principal, Sri Aurobindo College, Malviya Nagar, New Delhi – 110017,** or
* By NEFT/RTGS as per the details:

**Account Holder Name: Sri Aurobindo College Day Boys, Account Type: Saving, Account Number: 8462101000020, Branch: Sri Aurobindo College, Malviya Nagar, IFSC Code: CNRB0008462**

**Registration form**

The form can be downloaded from the college website. Scanned copy of the filled form along with the proof of payment has to be send at [aurobindoseminar2019@gmail.com](mailto:aurobindoseminar2019@gmail.com)

**HIGHLIGHTS OF THE SEMINAR**

* *Distinguished speakers from the Government of India.*
* *Eminent professors and academicians from renowned universities.*
* *Paper presentation by Faculty members/ Research scholars.*
* *Poster Paper Presentations.*
* *Best Paper Award in each technical session/ poster paper presentation.*
* *Students will also be encouraged to attend as delegates and for presenting a poster paper.*

**ORGANIZING COMMITTEE**

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| * **Dr. Vipin Kumar Aggarwal**   Principal, Sri Aurobindo College   * **Dr. Anjali Bhatnagar**   Associate Professor, Sri Aurobindo College   * **Dr. Meenakshi Gupta**   Associate Professor, Sri Aurobindo College   * **Dr. Subhanjali Chopra**   Associate Professor, Sri Aurobindo College |

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**(University of Delhi)**

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**DELEGATE REGISTRATION FORM**

**“Business Imperatives: Fostering Growth and Innovation”**

(January 18 - 19, 2019)

**Form No. \_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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