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The review committee will select the paper for publication

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 **Nacon
2018**



**NATIONAL
CONFERENCE**

on

**“Changing Business
Dynamics in an
ERA OF TECHNOLOGICAL
DISRUPTIONS”**

16th Feb. 2018

by

**UNIVERSITY SCHOOL OF
MANAGEMENT STUDIES**



About Rayat-Bahra Group

Rayat-Bahra Group is an educational conglomerate which has 16 years of academic excellence in the field of technical, professional and medical education. Today, we have 8 Campuses and 2 Global Universities, 1 Skill Development Centre and 55+ institutes engaged in imparting quality professional education in numerous streams like Pharmacy, Engineering, Management, Law, Dentistry, Nursing, Hotel Management, Science, Arts and Education to over 30000_full time students. The group is also running schools to uplift the quality of education at the grass root level. In a short span of time, the group has attained the position of eminence and is regarded one of the leading educational groups in Northern India.

About University School of Management Studies

University School of Management studies, established in the year 2006, imparts professional education both at the postgraduate and undergraduate level in the field of management and computer applications. The campus has state of the art infrastructure and experienced faculty to deliver on the promise of producing industry ready professionals. At U.S.M.S, besides providing domain specific knowledge, emphasis is laid on developing soft skills of students. The students are provided with live projects from Industry, and are given hands on training for getting them prepared for working in the industry.

U.S.M.S works towards providing placements to all its students. Our recruitment partners are from Banking, Insurance, FMCG, Retail, Media, Consumer durable sectors.

Rationale

Innovation is the key to competitive advantage for any organization in corporate world today. Innovation challenges the existing assumptions, stimulate learning and facilitate change to develop the potential of any organization to excel in dynamic business environment of today's world. We are passing through fourth industrial revolution, where product life cycles are getting shorter, and industry and institutions are facing challenges in many areas, including environmental degradation, job losses due to automation, artificial intelligence, changing consumer patterns, changes in job profiles and skills required, digitalization of economies, information security and ethics and many more such areas.

CONFERENCE OBJECTIVE

National Conference on "Changing Business Dynamics in an Era of Technological Disruptions" aims to provide a valuable platform to academicians, professionals, research scholars and students of management and computer applications to explore the processes, change methodologies, innovations to unfold the organizational potential and achieve the path of sustained development. The conference aims to bring together a distinguished panel of speakers including academicians, management thinkers and researchers to share their views on achieving sustainable growth in these turbulent times.

Following subthemes have been decided for the conference
SUBTHEMES (suggestive but not exhaustive)

GENERAL MANAGEMENT

- Strategic Management
- Environment and sustainable development
- Healthcare management
- Retail Management
- Educational and Instructional Management
- Hotel Management & Tourism
- Project Management
- Leadership and Motivation

MARKETING & HR

- Product and Brand Management
- Consumer Behavior
- Service Marketing
- Rural marketing
- Digital marketing
- Green marketing
- Human Capital Management
- Workforce Diversity
- Motivation and Leadership
- Performance Management
- Training & Development

COMPUTER APPLICATIONS

- Network Security
- Artificial Intelligence
- Data Mining & Warehousing
- Cloud Computing
- Green Computing
- Machine Learning
- Communication and information Technology

FINANCE and COMMERCE

- Behavioral Finance
- Risk Management
- Management Accounting Practices
- Strategic Cost Management
- Financial Reporting
- Working Capital Management
- Foreign trade
- E-Commerce
- Direct & Indirect Taxes
- Entrepreneurship
- Econometrics and Economic analysis

IMPORTED DATES

Last date for Submission of Abstracts:	10 th January 2018
Intimation of acceptance:	15 th January 2018
Last date for Submission of full Paper:	25 th January 2018
Last date of Registration:	12 th February 2018
Conference Date :	16 th February 2018

SUBMISSION GUIDELINES:

1. The full paper can be sent in PDF or a word document by mail at usmsnacon2k18@gmail.com
2. Paper submitted for the conference should be in English in Times New Roman, font size 12 and type in double space only on one side of the paper with wide margin.
3. With the submission of the paper, the following should be included on the first page:
 - a) Cover page showing the title of the manuscript, the name, affiliation, and the full address of the authors with the email ID including the undertaking that neither paper has been copy from anywhere else nor it has been presented in any conference.
 - b) Abstract of up to 150 words
 - c) Five or fewer key words.
4. Provision for Paper presentation in absentia will exist. The fee in absentia will be the same.

PUBLICATION

Souvenir will be released at inaugural function of the conference, and selected papers will be published in form of Book with the ISBN number. The interested participants are requested to exhibit their intent to publish their papers at: usmsnacon2k18@gmail.com

Nominal publishing fee of Rs.600 will be charged per paper. One copy of book will be given to the participant whose papers are published.

Registration Fee Details

Conference fee per paper (presentation) and registration for academicians:

For Academicians :	→ Rs 1500
For Research scholars	→ Rs 1000
For PG students	→ Rs 500
For corporate	→ Rs 2500