



GAUTAM BUDDHA UNIVERSITY

Call for Papers

4TH INTERNATIONAL CONFERENCE ON

Advances in Management & Digital Sciences (SEPTEMBER 28 & 29, 2019)



Organized by:

Dr. Dinesh Kr. Sharma & Dr. Manisha Sharma
SCHOOL OF MANAGEMENT



GAUTAM BUDDHA UNIVERSITY SCHOOL OF MANAGEMENT

4th International conference on Advances in Management & Digital Sciences (September 28 & 29, 2019)

After the successful completion of three International Conferences on “Advances in Management and Decision Sciences” held in July, 2015, July 2016 and December 2017, the School of Management, Gautam Buddha University, Greater Noida takes pleasure while announcing the 4th International Conference dedicated to advances in management and digital sciences in the contemporary scenario.

OBJECTIVE OF THE CONFERENCE:

The objective of this conference is to provide an interdisciplinary forum for professionals, academicians, research scholars and entrepreneurs to discuss the most recent innovations, trends, and concerns, practical challenges encountered and the solutions adopted in the field of Management and Digital Sciences.

CONFERENCE THEME:

The theme for International Conference is “Advances in Management and Digital Sciences”. Papers are invited dealing with, but not limited to, the following topics:

- ☞ Business Analytics and Big data
- ☞ Machine Learning and its applications
- ☞ Digital Banking/Mobile Banking/ Retailing/Marketing
- ☞ Internet of Things (IoT) and Artificial Intelligence
- ☞ Blockchain and its applications
- ☞ 3D Printing
- ☞ Predictive Modeling
- ☞ Travel and Tourism
- ☞ Accounting & Finance

- ☞ Financial Risk Management
- ☞ Performance and Revenue Management
- ☞ Banking and Financial Services, Portfolio Models and Stock Markets
- ☞ Global Investment Decision Making
- ☞ Innovative Applications in Modeling and Decision Techniques
- ☞ Behavioral Aspects of Operations Management
- ☞ Product, Services and Knowledge Management
- ☞ Productivity and Efficiency Analysis
- ☞ Quality / Productivity / Risk Management
- ☞ Service Management
- ☞ Supply Chain Management
- ☞ Business Ethics & Corporate Social Responsibility
- ☞ Business Innovation Management
- ☞ Business Law
- ☞ Decisions Sciences in Governmental and Social Sector Organizations
- ☞ Economics & International Business
- ☞ Innovations and Entrepreneurship
- ☞ Innovations in Information Technology Applications
- ☞ Marketing Theory & Practice
- ☞ Marketing Research, Marketing Models, Retailing, Advertising and CRM
- ☞ Organizational Behavior / Organizational Theory
- ☞ Strategic HRM, Culture and Behavioral Impact on Performance Strategy
- ☞ Trends and Challenges in Family Business Management
- ☞ Social Sciences and Life Sciences

FOR WHOM:

Academicians, research scholars and practitioners involved in research, decision making or practices.

IMPORTANT DATES:

- | | |
|---|-------------------------------|
| ☞ Last Date for Abstract Submission | :July 15, 2019 |
| ☞ Notification of Acceptance of the Abstract | :July 30, 2019 |
| ☞ Last Date for Submission of Papers&Registration | :August 30, 2019 |
| ☞ Last Date for Registration with late Fee | :September 15, 2019 |
| ☞ Conference Dates | :September 28-29, 2019 |

REGISTRATION:

S. No.	Category	Registration Fee
1	Students/ Research Scholars	Rs.2000/-
2	Academicians	Rs.3000/-
3	Industry Professionals	Rs.4000/-
4	Foreign Participants	\$100/-
5	Paper in-Absentia	\$70/-

Registration fee should be sent latest by August 30, 2019, through a demand draft in favour of *GAUTAM BUDDHA UNIVERSITY* payable at New Delhi along with the registration form. Those who register themselves after August 30, 2019 and up to September 30, 2019 have to pay Rs.500/\$15 extra as late fee.

Registration fee includes the Kit for the participants, Conference proceedings, lunch and tea on the conference days. Accommodation on sharing basis will be provided in the University at International Conventional Centre at nominal rate of Rs.1500/- and at Guest House at a nominal rate of Rs.1,000/- per day per person inclusive of food, which is to be paid separately in cash on arrival.

Paper Presentation in-Absentia:

Those who are not able to present their papers in person at SOM-GBU Greater Noida, India but wish to present a paper in-absentia are encouraged to submit their abstracts/papers as per aforementioned dates. Paper presented in-absentia is eligible to be included in the conference proceedings as well as for the certificate.

Publication of Conference proceedings/Journal:

This International Conference will lead to publication of all the papers in the form of Conference proceedings with ISBN and the selected papers in the following Journals:

1. **FOCUS: Journal of International Business** published by Journal Press India (www.journalpressindia.com), listed in the **UGC CARE list** of journals

2. **International Journal of Business and Data Analytics (IJBDA)** published by Inderscience, Switzerland (<https://www.inderscience.com/jhome.php?jcode=ijbda>)

Papers of those participants who register themselves till August 30, 2019 will be included in the selection process for the proceedings/ Journal.

GUIDELINES FOR ABSTRACT SUBMISSION

An electronic copy of the abstract having about 200-300 words in MS Office Word 2003/2007/2010 version should be mailed to the program chair of the conference on or before July 15, 2019 at conference.gbu@gmail.com. Purpose of research, methodology, results and implications must be clearly indicated in the abstract. You are required to provide key references also. Abstracts will be blind

reviewed and only the papers whose abstracts get approved by the reviewers will be selected for presentation. Authors are requested to adhere to the following formatting criterion:

Length	About 200-300 words excluding title/cover page
Margins	1 inch
Font	Times New Roman, 12 point
Spacing	1 Line
Title Page	Title, author(s), affiliation(s), contact details
Key Words	Four or Five

ABOUT GAUTAM BUDDHA UNIVERSITY:

Gautam Buddha University, established by the Uttar Pradesh Act (9) of 2002, commenced its first academic session at its 511 acres lush green campus at Greater Noida in August 2008. The University envisions to become a world class centre for excellence in education with a special focus to serve the under privileged and economically challenged sections of the society. The campus is modeled as a fully residential educational campus in line with the best institutions of higher learning across the globe. The uniqueness of its reputation is acknowledged through the format, content and pedagogy of its programmes and their relevance to the society. The University is recognized by the University Grants Commission under UGC Act and is a member of the Association of Indian Universities.



SCHOOL OF MANAGEMENT:

The School of Management commenced its first batch of MBA in August 2008 with 120 students. Since then, it has been marching on with an integrated focus on exploring and creating new avenues for young aspirants through strategic collaborations with institutions and enterprises of national and international repute. The curriculum of all its academic activities has international and cross cultural focus. At present, the school offers three programmes in management, which are Masters in Business Administration (MBA) two year programme, Integrated MBA five year programme and Doctoral Programme (Ph.D.) in all areas of business management – Finance, Marketing, Human Resources and Organization Behaviour, Strategic Management, Entrepreneurship, Operations and Information Management.



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GAUTAM BUDDHA UNIVERSITY

School of Management

4th International conference on Advances in Management & Digital Sciences (September 28 & 29, 2019)

REGISTRATION FORM

Sr. No.	Particulars	Details
1	Name of the participant:	
2	Designation:	
3	Organisation/Institute/College/University:	
4	Address:	
5	Mob. No.:	
6	E-mail:	
7	Participant Category: (Student/ Research Scholar is required to submit a letter from HOD/ or Copy of Student ID Card)	Student/ Research Scholar
		Academicians
		Industry Professionals
		Foreign Participants
8	Paper Presentation in-Absentia	Yes <input type="checkbox"/> (Only for foreign participants)
9	Fees paid particulars: DD No:	
	Amount (Rs.):	
	Dated:	
	Name of the Bank:	
*PLEASE WRITE NAME, ADDRESS AND MOB. NO. ON THE BACK OF DD.		
10	Accommodation required: Yes <input type="checkbox"/> No <input type="checkbox"/>	Date of Arrival:
		Date of Departure:
11	Signature	

ABOUT GREATER NOIDA:



Greater Noida is located in the state of Uttar Pradesh of India and is a part of NCR (National Capital Region), Delhi. It is 40 km away from Delhi. Greater Noida is accessible from all the metros and major cities of the country.

How to reach Gautam Buddha University, Greater Noida?

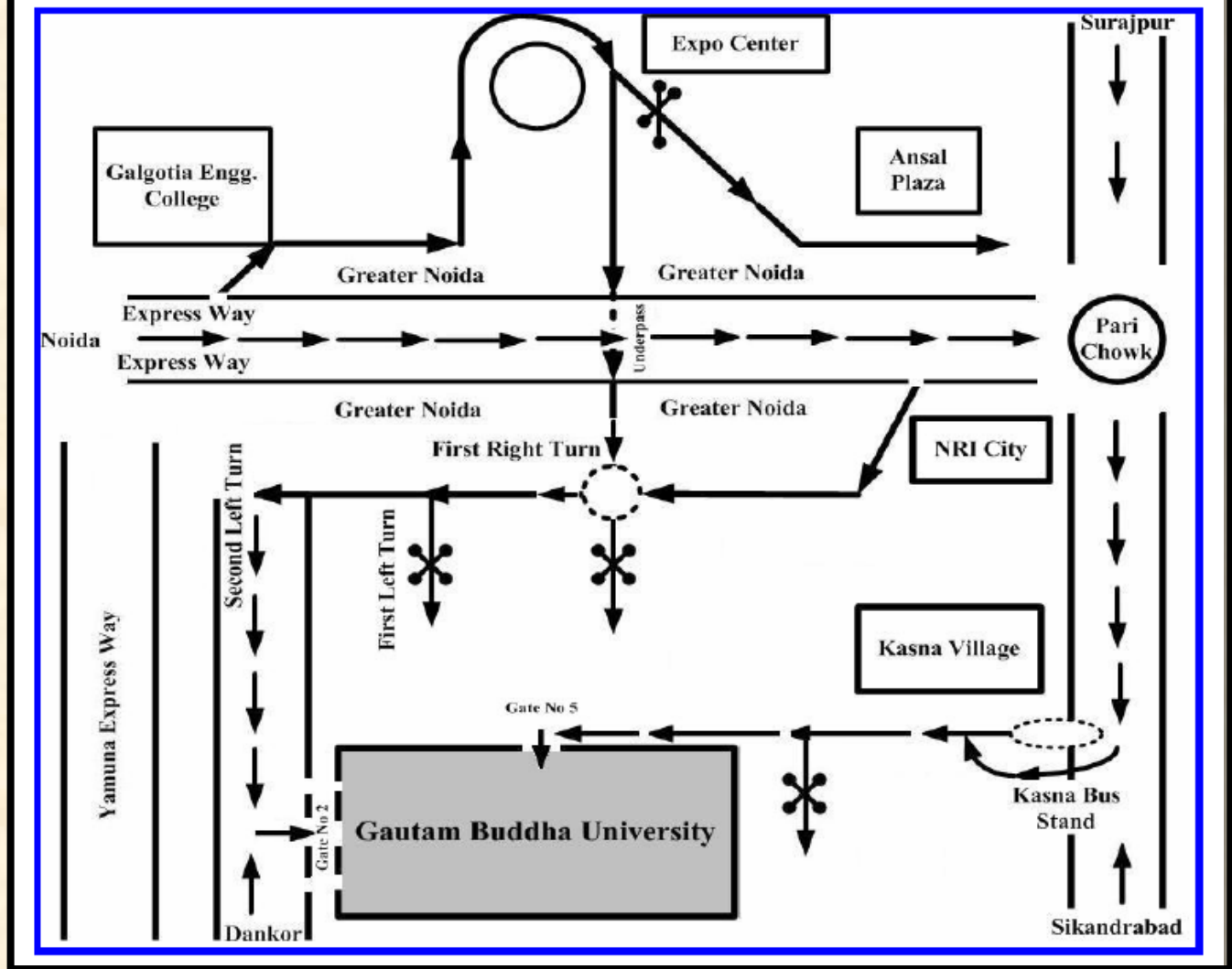
Greater Noida, due to its proximity to Delhi (The capital of India) is well connected to other parts of India through air, rail, and road. There are daily flights to Delhi from important cities in India. Direct international connections to all the countries are also available.

Gautam Buddha University is 55 minutes' drive from the IGI (Indira Gandhi International Airport) and 45 minutes from the New Delhi Railway station. For reaching GBU, on landing in the city ask the taxi/auto rickshaw for "Greater Noida". Taxis are available near the Railway Station as well as the Airport and the tariff varies according to distance.

Places to Visit

The cities that can be visited during the visit of Greater Noida are Delhi (Places to visit-The Akshardham Temple, The Lotus Temple, The Red Fort, The Qutub Minar, The India Gate among many others), Agra (Places to visit- The **Taj Mahal**(the medieval wonder) , The Red Fort, The Fatehpur Sikri, Agra is also famous for the 'leather work'), Mathura (The city of temples-Birth place of Lord Krishna-), Jaipur (The pink city of India).

GAUTAM BUDDHA UNIVERSITY ROAD MAP



Gautam Buddha University

Yamuna Expressway

Greater Noida

Gautam Budh Nagar

Uttar Pradesh (India) -201312

Phone No.: 0120-2344200