



GAUTAM BUDDHA UNIVERSITY

Call for Papers

**2ND INTERNATIONAL CONFERENCE
ON
Advances in Management & Decision Sciences
(JULY 16&17, 2016)**



Organized by:

**Dr. Dinesh K Sharma & Dr. Manisha Sharma
SCHOOL OF MANAGEMENT**



GAUTAM BUDDHA UNIVERSITY SCHOOL OF MANAGEMENT

2nd International conference on Advances in Management & Decision Sciences (July 16 & 17, 2016)

After the successful conclusion of first International Conference on “Advances in Management and Decision Sciences” held from July 11-12, 2015, which hosted 95 delegates from across the globe including 14 international participants, the School of Management, Gautam Buddha University, Greater Noida takes pleasure while announcing the 2nd International Conference dedicated to advances in management and decision 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 Decision Sciences.

CONFERENCE TOPICS:

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

- ☞ 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
- ☞ Travel and Tourism

FOR WHOM:

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

IMPORTANT DATES:

- ☞ Last Date for Abstract Submission : **May 15, 2016**
- ☞ Notification of Acceptance of the Abstract : **May 20, 2016**
- ☞ Last Date for Submission of Papers & Registration : **June 20, 2016**
- ☞ Last Date for Registration with late Fee : **June 30, 2016**
- ☞ Conference Dates : **July 16 & 17, 2016**

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 June 20, 2016, through a demand draft in favour of *GAUTAM BUDDHA UNIVERSITY* payable at New Delhi along with the registration form. Those who register themselves after June 20, 2016 and up to June 30, 2016 have to pay Rs.500/\$15extra 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.2000/- (with AC) OR at Guest House at a nominal rate of Rs.1,000/- (with AC) 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 the certificate.

Publication of Edited Book and Conference proceedings:

This International Conference will lead to publication of selected papers in the form of an edited book along with the Conference proceedings of all the presented papers in soft copy. Papers of those participants who register themselves till June 20, 2016 will be included in the selection process for the edited book.

GUIDELINES FOR ABSTRACT SUBMISSION

An electronic copy of the abstract having about 200-300 words in MS Office Word 2003/2007 version should be mailed to the program chair of the conference on or before May 15, 2016 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 those 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



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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| | |
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GAUTAM BUDDHA UNIVERSITY

School of Management

International conference on Advances in Management & Decision Sciences (July 16 & 17, 2016)

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: | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
| | *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?

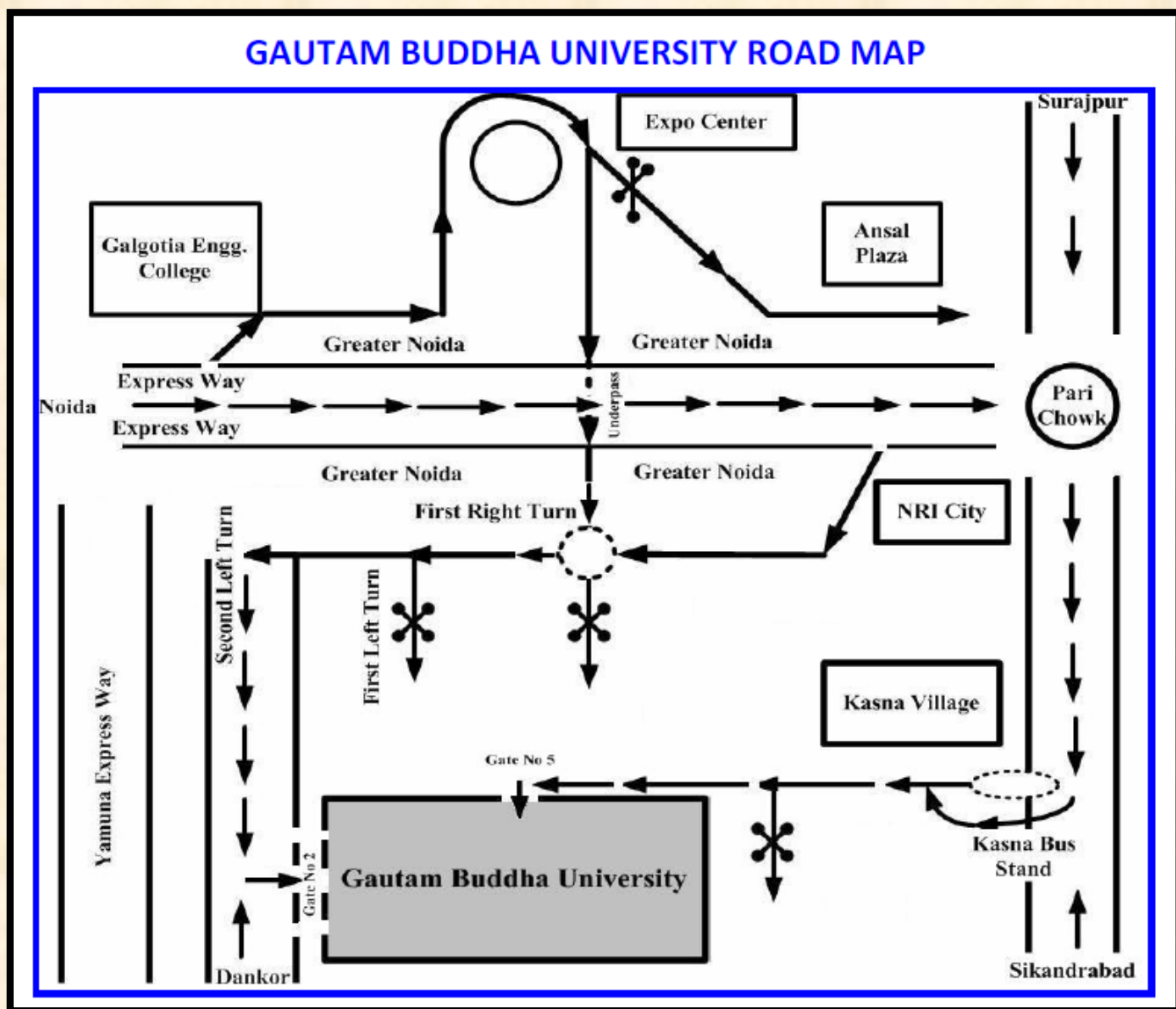
Greater Noida, due to its proximity to Delhi (The capital of India) is well connected to other parts of India through air, rail, and road. There are daily flights to Delhi from important cities in India. Direct international connections to all the countries are also available.

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