

Areas / Themes (Only an Indicative List)	
<b>Finance and Accounting</b>	<b>Human Resource Management</b>
<ul style="list-style-type: none"> <li>Capital Markets and Asset Pricing Anomalies</li> <li>Financial and Commodity Derivatives</li> <li>Security Analysis and Portfolio Management</li> <li>Mutual Funds</li> <li>Banking and Insurance</li> <li>Behavioral Biases and Market Volatility</li> <li>Micro Finance and Financial Inclusion</li> <li>Financial Reporting Standards</li> <li>Financial Risk Management</li> <li>Governance and Financial Frauds</li> <li>Corporate Valuation and IPOs</li> <li>Goods and Services Tax</li> <li>Crowd Funding</li> <li>Public Finance</li> </ul>	<ul style="list-style-type: none"> <li>Global HRM and Workforce Diversity</li> <li>Work Life Balance</li> <li>Talent Management</li> <li>Performance Management</li> <li>Stress Management</li> <li>Change Management</li> <li>HR Accounting and Audit</li> <li>Employer Branding</li> <li>Human Resource Outsourcing</li> <li>Spirituality and Management</li> <li>Green HRM</li> <li>Labour Laws and Employee Relations</li> <li>Leadership Heterogeneity</li> <li>Human Capital, Creativity and Innovation</li> </ul>
<b>Marketing Management</b>	<b>International Business</b>
<ul style="list-style-type: none"> <li>Consumer Behaviour</li> <li>Integrated Marketing Communication</li> <li>Retailing</li> <li>Service Marketing</li> <li>Rural and Agricultural Marketing</li> <li>Branding</li> <li>Customer Relationship Management</li> <li>Online Marketing</li> <li>Green Marketing and Consumerism</li> <li>Eco-Tourism</li> <li>Logistics and Supply Chain Management</li> <li>Creating Customer Value</li> </ul>	<ul style="list-style-type: none"> <li>Trade Strategies in New World Order</li> <li>FDI and FII</li> <li>India's Foreign Trade and Policy</li> <li>W.T.O - Issues and Challenges</li> <li>Foreign Exchange Markets</li> <li>Regionalism and Economic Cooperation</li> <li>HR Issues in International Business</li> <li>International Marketing</li> <li>International logistics</li> <li>International Financial Management</li> <li>International Financial Reporting</li> <li>Special Economic Zones</li> </ul>
<b>Strategy &amp; Entrepreneurship</b>	<b>Economic Trends And Issues</b>
<ul style="list-style-type: none"> <li>Strategic Issues for Micro, Small and Medium Enterprises</li> <li>Globalization and Strategic Management</li> <li>Social Entrepreneurship</li> <li>Trends and Challenges in Family Business</li> <li>Corporate Governance and Sustainability in Business</li> <li>E-Commerce</li> <li>Corporate Restructuring</li> <li>Women Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>Macroeconomic Environment and Policy</li> <li>Microeconomic Environment and Policy</li> <li>Competitive Policy and Regulatory Issues</li> <li>Regional Economic Development issues</li> <li>Fiscal Policy</li> <li>Role of Digitalization in economic growth</li> <li>Labour Economics</li> <li>Welfare Economics</li> <li>Make In India</li> <li>Urban Economics</li> </ul>

### Registration Fee

The registration fee is to be paid by each author and co-author(s) of the paper individually and separately as detailed below.

Category	On or before December 2018	After December 2018
Faculty/Professionals/ Accompanied Person	₹ 2000/-	₹ 2500/-
Research Scholars/ Students	₹ 1500/-	₹ 2000/-
Foreign Students	US\$30 or Equivalent INR	US\$40 or Equivalent INR
Foreign delegates	US\$100 or Equivalent INR	US\$150 or Equivalent INR

All outside participants are required to pay registration fee only through **Demand Draft**, drawn in favour of **Registrar, GJUS&T, Hisar** payable at **Hisar**. Accommodation will be provided to outside participants registered up to December 2018. Registration fee includes Certificate, conference kit and meals. The **Registration form** is enclosed. The registration form and Demand draft should be sent by speed post addressed to conveners of the conference. No TA and DA will be paid to delegates for attending the conference.

Conference Patron
<b>Prof. Tankeshwar Kumar</b> Vice Chancellor, GJU S&T, Hisar
Advisory Committee
<b>Prof. Prem Kumar</b> Director, Tan Advisors Pvt. Ltd., Ex- Vice Chancellor, Munjal University, Haryana
<b>Prof. B. K. Punia</b> Vice Chancellor, Maharishi Dayanand University, Rohtak
<b>Prof. R.K. Mittal</b> Vice Chancellor, Ch. Bansi Lal University, Bhiwani
<b>Mr. Milind Vengulerkar</b> Vice President, Axis AMC, Mumbai
<b>Mr. J.S. Nijjar</b> Sr. Divisional Manager, LIC Zonal Training Centre, Gurugram
<b>Mr. B.S. Dagar</b> Head – Group Employee Relations, Escorts Limited, Faridabad
<b>Prof. Harbhajan Bansal</b> HSB, GJUS&T, Hisar
<b>Prof. S.C. Kundu</b> HSB, GJUS&T, Hisar
<b>Prof. (Mrs) Usha Arora</b> HSB, GJUS&T, Hisar
<b>Dr. Anil Pundir</b> Registrar, GJUS&T, Hisar
Conference Director
<b>Prof. N.S. Malik</b> Dean & Director, Haryana School of Business, GJUS&T, Hisar , Haryana, INDIA Tel: + 91 1662 236111(0) M: + 91 9354321068

**Conference Conveners**  
**Prof. Pardeep Gupta & Prof. Anil Kumar**  
Haryana School of Business  
Guru Jambheshwar University of Science & Technology,  
Hisar – 125001, Haryana, INDIA  
Tel: +91 1662 263557  
M: +91 9896348456, M: +91 9896326600

Email: [hsbconference@gmail.com](mailto:hsbconference@gmail.com)

HSB 11<sup>th</sup> ANCBM FEBRUARY 7-8, 2019



## 11<sup>th</sup> Annual National Conference 2019

### HARYANA SCHOOL OF BUSINESS

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR (HARYANA) INDIA**

(Established by State Legislature Act 17 of 1995)

'A' Grade University Accredited by NAAC

*Invites*

### Research Papers/Articles/Posters

For

**HSB 11<sup>th</sup> Annual National Conference on  
Business and Management**

**(February 7-8, 2019)**



## Guru Jambheshwar University of Science & Technology, Hisar

Guru Jambheshwar University of Science & Technology (GJUS&T) started its journey on October 20, 1995 under Haryana State Legislative Act No. 17 of 1995 at Hisar, Haryana State of India. It is named after Guru Jambheshwar Ji Maharaj, a saint environmentalist of 15th Century. The University aims at imparting education on the frontiers of Technology, Pharmacy, Environmental Studies, Non-conventional Energy Sources, Mass Media and Management Studies. Today the university is rock standing on 372 acres of lush green land with 17 Teaching Departments classified in 10 Faculties for coordinated teaching in particular and effective governance in general. The University has been accredited by National Assessment and Accreditation Council (NAAC) as grade 'A' for the third time in a row in the year 2014. The University has been chosen as one of the few universities of the country for Global Initiative for Academic Network (GIAN).

### Haryana School of Business

Haryana School of Business (HSB) is a coveted name in the Northern region of the country, as a provider of value based business education. HSB is guided by industrialists, academicians and other professionals whose expertise facilitate in achieving the vision and mission of HSB. The School has 31 qualified, experienced and dedicated faculty members and has state-of-art infrastructure. HSB is offering MBA, MBA (Finance), MBA (Marketing), MBA (International Business), with a total intake of 180 students through CAT Score. HSB is also offering M.Com, MSc. Economics, MBA-Part Time (Evening) and Ph. D programmes. HSB regularly organizes Annual National Conference on Business and Management and workshops on Research Methodology. It publishes its own Journal 'HSB Research Review'.

**Location:** Haryana School of Business, Guru Jambheshwar University of Science & Technology is situated at Hisar , a rapidly growing town situated at about 166 Kms. from Delhi on Delhi-Rohtak-Hisar-Sirsia National Highway (NH-09) and at a distance of about 230 Kms. from Chandigarh on NH-65. It is well connected by rail and road.



## About The Conference

### Objective of the Conference

The conference is an attempt to encourage communication and collaboration on issues pertaining to "Business and Management" among elite academicians, researchers, businessmen, entrepreneurs and students. It also intends to promote professional interaction and lifelong learning; recognize outstanding contributions of individuals and organizations. The conference would provide a platform for deriving better alternatives to tackle the upcoming challenges in the world of business.

### Conference Schedule

#### February 07, 2019

Registration, Inauguration Session, Lunch break, Technical Sessions/Plenary Sessions.

#### February 08, 2019

Technical Sessions, Lunch break, Technical Sessions.

### Dates to Remember

- |  |                             |
|--|-----------------------------|
| • Last date of submission of paper   | <b>October 16, 2018</b>     |
| • Notification of acceptance of the paper  | <b>October 31, 2018</b>     |
| • Last date of submission of final (after modification, if any) version of paper | <b>November 15, 2018</b>    |
| • Last date of registration (without late fee)                                   | <b>December 31, 2018</b>    |
| • Conference dates   | <b>February 07-08, 2019</b> |

## Call for Papers/Articles/ Posters

Haryana School of Business invites academicians, researchers, practitioners and students to submit research papers/ articles/ posters based on original empirical research or case-studies related to the theme of the conference. Broad areas for the conference are given ahead. However, the list of areas is indicative. Papers from other relevant fields of management will also be considered.

### Guidelines for Submission

**Research Paper/ Article:** The soft copy of the research paper/article (all references should be in APA style only) in Microsoft Word-2007 for Windows should reach the conference conveners latest by October 16, 2018. The electronic copy should be E-mailed to: hsbconference@gmail.com and the authors of the selected papers/articles shall be intimated in due course by email only. The acceptance of the manuscript implies that at least one of the authors will attend the conference and present it. No participation/presentation certificate shall be given for participation in absentia. Papers must include a clear indication of the purpose of research, methodology, major results, implications and key reference. The author(s) should clearly mention their affiliation as to which institution he/she belongs along with designation.

## Paper/ Article Specifications

<b>Maximum Length</b>	6000 words including title/cover page and references
<b>Margins</b>	1 inch all sides
<b>Font</b>	Times New Roman, 12 points, Justified
<b>Line Spacing</b>	1.5
<b>Title Page</b>	Title, Author(s), Affiliation(s), Contact details, E-mail address(es)
<b>Abstract</b>	Not more than 200 words and a maximum of five key words

**Note:** Tables, illustrations, charts, figures, formulae etc. should be placed within the text at appropriate places. Referencing should be in the APA style.

### Format of Research Paper/ Article

- Title of the Paper (Bold)
- Name of the Author(s) with designation and complete address of affiliating institution.
- Abstract (Around 200 words)
- Keywords (Not more than five)
- Introduction
- Objectives and Relevance of the Study
- Literature Review and Hypotheses/Propositions Formulation
- Research Methodology
- Results and Discussion
- Managerial Implications
- Limitations and Future Research Directions
- References (APA Citation Style)

**Poster Presentation:** These represent findings from a current working paper related to theme of the conference. Authors display readable posters of their research, distribute their papers, and are available to discuss and answer questions during the assigned poster session. Submission of an electronic copy of the Poster in PDF format is a must before the deadline. Poster Size & Dimensions are A1 size i.e. 84.1 cm height X 59.4cm width. The poster MUST be in portrait layout only (not landscape layout).

**Note:** The authors must send the declaration that the Paper/ Article/ Poster is original and has not been sent elsewhere for publication or presented in any Conference/Seminar.

### Paper Publication

The initial screening of the papers/ articles for publication would be based on their relevance, originality and clarity. The manuscripts that pass the initial screening will follow a double blind review. Selected research papers/ articles received up to November 15, 2018 with requisite conference fees will be considered for publication in special issue of HSB Research Review Journal before or after the conference. Papers/ articles received after November 15, 2018 along with Registration Fee will be considered for presentation only.



# HARYANA SCHOOL OF BUSINESS

Guru Jambheshwar University of Science & Technology, Hisar  
(Established by State Legislature Act 17 of 1995, "A" Grade NAAC Reaccredited University)

Registration Form for HSB 11th Annual National Conference on Business and Management  
(February 07-08, 2019)

Full Name (Author & Co-author) : .....

Designation : .....

Organization/Institution : .....

Official Address : .....

City ..... State ..... Pin .....

E-mail : .....

Mobile number : .....

Whether Presenting Paper in the Conference : Yes ..... No .....

If yes, Title of the Paper : .....

.....

Paper Code : .....

### Registration Fee Details

Teacher/ Professional ..... Research Scholar/ Student .....

Name of Bank ..... Draft Number .....

Amount of Registration Fee: ..... Dated .....

Whether Accommodation Required : Yes ..... No .....

Date.....

Signature of Delegate

**Note: All correspondence including submission of papers should be sent to**  
**E-mail: hsbconference@gmail.com**