

SEMINAR OBJECTIVES

- ◆ The major objective is to hold a thorough discussion on the FDI policy in its entire gamut, including its impact on economy and supply chain ranging from farmers to retailers, customer and manufacturer.
- ◆ To suggest various ways and means for the effective implementation of the policy of FDI in retail
- ◆ To provide participants a critical understanding of the role of FDI in retail in India and its impact on the Indian economy
- ◆ To provide an opportunity to delegates to enrich their knowledge as well to interact with eminent speakers , high profile corporate representatives and Government officers .

SUB THEMES OF SEMINAR

HRM

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|----------------------------|----------------------|---------------------------|
| ◆ Talent Management | ◆ Employee Retention | ◆ Human Resource Mobility |
| ◆ Training and Development | ◆ Stress Management | ◆ Quality of Work Life |
| ◆ Employment Dimension | ◆ Employee Welfare | ◆ Cultural Dimensions |

FINANCE

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|------------------------|------------------------------|--------------------------------|
| ◆ Liquidity Management | ◆ Financial Economics | ◆ Ethical Brand Equity |
| ◆ Inflation and Growth | ◆ Financial Engineering | ◆ Merger & Acquisition |
| ◆ Risk and Return | ◆ International Trade Issues | ◆ Exchange Rate |
| ◆ Balance of Payment | ◆ Corporate Restructuring | ◆ Economic Reforms Tax Reforms |

MARKETING

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|--------------------------|--------------------------------|-----------------------------|
| ◆ Social Marketing | ◆ Rural & Agriculture Dev. | ◆ Green Marketing |
| ◆ Consumer Behaviour | ◆ Cross Cultural Issues | ◆ Vertical Marketing System |
| ◆ Relationship Marketing | ◆ Logistic Management | ◆ E-Marketing |
| ◆ Marketing Paradigm | ◆ Retailing- Trends and Issues | |

GENERAL

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|-----------------------------------|---|-----------------------------------|
| ◆ Economic Development | ◆ Corporate Governance | ◆ Ethical Standards & |
| ◆ Corporate Social Responsibility | ◆ Technology Transfer | Corporate governance |
| ◆ Entrepreneurship | ◆ Monetary & Fiscal Policy | ◆ Any other topic related to them |
| | ◆ Ethics in production & operation management | |

GUIDELINE FOR ABSTRACT / PAPER SUBMISSION

- ◆ The abstract should not exceed 250-300 words on any subtheme / related theme.
- ◆ The paper should be of high quality, original and not published or submitted for publication elsewhere.
- ◆ The manuscript of full paper in MS-Word with Times new roman ,font size should be 12 point, with margin of 1.5 inch.
- ◆ Cover page should contain “ Title of the paper”, Author's and co-author's name ,designation and organization, along with e-mail and contact number.
- ◆ Manuscript should be sent by email to nsfdir2013@bvmgroup.org
- ◆ The paper should not exceed more than five pages.
- ◆ Short listed papers will be published in the book having ISBN No.