



**RNB**  
GLOBAL UNIVERSITY  
Educating stars for tomorrow



**ANNUAL NATIONAL CONFERENCE  
ON  
CONTEMPORARY ISSUES, CHALLENGES &  
DEVELOPMENTS IN COMMERCE &  
MANAGEMENT**

**09<sup>th</sup> & 10<sup>th</sup> March 2019**

**(Saturday & Sunday)**

**Organized By: School of Commerce & Management,  
RNB Global University, Bikaner, Rajasthan**

Venue: RNB Global University,  
RNB Global City, Ganganagar Road, Bikaner, Rajasthan - 334601.  
For More Info Visit [www.rnbglobal.edu.in](http://www.rnbglobal.edu.in)  
Phone: +91-7230834441/42/43/44  
Email ID: [conference@rnbglobal.edu.in](mailto:conference@rnbglobal.edu.in)

## ABOUT THE UNIVERSITY

The RNBGU has been established by the Act 20 of 2015 passed by the Rajasthan Vidhan Sabha and notified by the state of Rajasthan on 27/04/2015. Optimizing learning experience through a perfect ambience that corresponds with qualitative academic initiative to enhance the ability of the students to perform better. At RNB Global University, we render following pursuits of systematic learning through: Amphitheatre style Lecture Halls with Audio Visual aids, enriched E-Library, versatile sports facilities and fully equipped Labs. At RNB Global University, we understand the indispensable role of technology plays in education. On Cloud University Management System, Comprehensive UTM to overcome security threats, and Intra campus connectivity on 10 GBPS backbone. RNB Global University follows a progressive learning approach: Industry Oriented Syllabus, Multi-Disciplinary Approach, International Methodologies and Choice Based Credit System. The University follows a comprehensive pedagogical approach to enhance students' learning experience and nurture them to take the lead in future evolving as winners in all respect through Centre for Leadership development, Skill Enhancement Program, Tailor-made Personality Development Programs, cultural activities. RNBGU that's why aims for educating stars for tomorrow. For more information, please visit:

<https://www.rnbglobal.edu.in/university-overview>.

## ABOUT THE CONFERENCE

The conference is dedicated to the discussion, exchange of ideas & views, propelling creative approach and the advancement of theory & practices in the field of commerce and management with a multi-disciplinary approach. All technical sessions are predominantly related to finance & economics, sales & marketing, production & human resource, business ethics, law & strategic management. The conference promotes collaborative excellence between the academicians, corporate professionals, industrialists & entrepreneurs from all over India; to fill the gap/difference of understanding between the theory and practice. The aim is to provide a robust platform for expression of interest & cognitive thoughts and promote research esteem among all the active participants in the conference. This invites research papers that encompass conceptual analysis and application of business research tools in handling the recent issues/trends in commerce and particularly in practicing management discipline. All papers, submitted for possible presentation at and for publication in the proceedings, are subject to peer review process. (Peer review methods are employed to maintain standards of quality, improve performance, and provide credibility. In academia, scholarly peer review is often used to determine an academic paper's suitability for publication.) All accepted papers will be included in the conference proceedings.

***"What is said is not as important as what we hear and what we feel. That is why we make an effort to experience conference in a setting where the still small voice of the spirit can be clearly heard, felt and understood."***

## ABOUT BIKANER



Bikaner is a city in the northwest of the state of Rajasthan, India. It is located in 330 kilometres (205 miles) northwest of the state capital, Jaipur. Bikaner city is the administrative headquarters of Bikaner District and Bikaner division. The city was founded by Rao Bika in 1486 and from its small origins it has developed into the fourth largest city in Rajasthan. The city celebrates its foundation day on Akshaya Tritiya by flying kites and eating special Rajasthani food that includes *Bajre Ka Khichda* and *Imli ka Paani* (Tamarind Water) among other snacks. The city is most famous for its savoury snack *Bhujia* which is sold all over the world. It is also known for a large variety of *namkeens* that are offered and the *spicy papad* which is another speciality. The *Samosa* and the *Kachori* which you get at every nook and corner are highly recommended by the locals. The Laxmi Niwas Palace is a former residential palace built by Maharajah Ganga Singh, the ruler of the former state of Bikaner. It was

designed by the British architect, Col Samuel Swinton Jacob in the year 1902. The style of architecture is Indo-Saracenic. It is now a luxury Heritage hotel owned by the royal family of Bikaner. The Karni Mata (क़र्णी माता) Temple or the Rat Temple of Rajasthan is situated around 30 km away from the Bikaner city and is dedicated to Karni Mata, a famous mystic of her times, believed to be an incarnation of goddess Durga. Bikaner is efficiently well connected with Harayana, Punjab, Delhi, Gujarat and Maharashtra by train as well as road. Bikaner, the desert city of Rajasthan draws large number of tourists for its picturesque golden sand dunes and world famous 'Camel Festival'.

## IMPORTANT DATES

Last Date of Submission of Abstract	31 <sup>st</sup> January, 2019
Last Date for Submission of Full Paper	15 <sup>th</sup> February, 2019
Intimation of Acceptance of Abstract and Full Paper	Within 10 days from the date of receipt
Last Date of Registration	15 <sup>th</sup> February, 2019 ( <i>Authors are encouraged to register at the earliest to avoid end-hour rush, with full paper submission</i> )
Conference Date	9 <sup>th</sup> & 10 <sup>th</sup> March 2019 (Saturday & Sunday)

## REGISTRATION FEES

Authors / Participants Category	Registration Fee (Rs.)		
	Early Bird (1 <sup>st</sup> December to 31 <sup>st</sup> December 2018)	Standard (1 <sup>st</sup> January'19 to 15 <sup>th</sup> February'19)	After 15 <sup>th</sup> February'19 to the date of the conference
Academicians	1200/-	1500/-	2000/-
Ph.D. Scholars	1000/-	1200/-	2000/-
Corporate Professionals	1200/-	1500/-	2000/-
Listeners (entry fee)	500/-	700/-	1000/-

### Bank Details for payment of registration fees

Name of A/c Holder: RNB GLOBAL UNIVERSITY, payable at Bikaner,

A/c No: 61276471798, Bank: SBI, IFSC Code: SBIN0031725

## TERMS AND CONDITIONS

- 1) Registration fee includes two high tea, two lunches, certificates, author's kit and one-night stay.
- 2) In case of two authors for a single paper and both authors arrive at conference then 80% extra will be charged for the co-author. Maximum two authors for a single paper allowed to arrive. Co-authors are entitled to receive all benefits as given to the author, if he arrives. But if co-author does not arrive at conference then extra 50% charges will be applied while registration. However, the co-author is entitled to receive the certificate in-absentia, if he does not arrive.
- 3) Registration of both Co-Author and Listener, is compulsory.
- 4) Legal Spouse of the author is allowed as listener. Listeners will be provided 'Certificate of Attendance' and two high tea and two lunches but no author's kit. Moreover, an extra charge of Rs. 500/- will be applied for hotel stay for the listener accompanied with the author.
- 5) Accepted papers registered without payment, will not be published in any manner by the organizers.
- 6) On the Spot Cash Payment is also acceptable subject to acceptance of your paper earlier.
- 7) In case of cancellation, registration fee will not be refunded.
- 8) Kindly send the scanned copy of the Registration Form, Fee Payment Proof and the Photo ID Proof, duly signed, to the conference e-mail ID: [conference@rnbglobal.edu.in](mailto:conference@rnbglobal.edu.in)
- 9) The original registration form photo ID proof, and the payment transfer documents, to be presented at the conference venue.
- 10) The conference committee reserves the rights for any changes in the design of the whole conference.
- 11) Right to Admission is Reserved.

## CALL FOR PAPERS

*The conference committee invites academicians, researchers, Ph.D. candidates/scholars and management practitioners nationwide to submit full papers, book reviews and critical corporate case studies on the following issues/topics (exhaustive but not limited to):*

**DAY – ONE – 9<sup>th</sup> March 2019, Saturday**

Timings	Sessions	Call for Papers
09:30 to 10:30 AM	<b>Inauguration</b>	
10:30 to 11:00 AM	<b>High Tea Break</b>	
11:00 to 01:00 PM	<b>Technical Session – I</b> <b>Marketing &amp; HR:</b> Papers related to the discipline of – <b>Marketing</b> (Principles of Marketing, Advertising Management, Consumer Behavior, Services Marketing, International Marketing, Sales & Distribution Management, Retail & Mall Management, Digital Marketing, & Marketing Research) <b>Human Resource Management</b> (HRM, Industrial & Labor Legislation, Industrial Relations, Organization Change & Development, & OB)	Green Marketing Customer Relationship management, Strategic Branding decisions Recent Trends in Marketing, Recent trends in Advertising, Consumer behavior and Marketing Strategy, International Marketing , Product Decisions, Branding in today's world, Integrated Marketing Communications, Pricing Decisions in service Sector, Work-Life Balance in Private Sector, Employee-Employer Relationship Factors in Private Sector, Organizational Leadership and Change, Strategic HRM, Glass-Ceiling, Or anything about recent developments or current affairs related to
01:00 to 02:00 PM	<b>LUNCH BREAK</b>	
02:00 to 04:00 PM	<b>Technical Session – II</b> <b>Economics, Production &amp; IT:</b> Papers related to the area of – Managerial Economics, Indian Economy, Statistics, Management Information System, Supply Chain & Logistics Management, Operations Research, Quantitative Techniques, and Production & Operations Management.	Product, Process and Service Design, Operations Quality Management, Supply Chain and E-Business, Master Production Scheduling, Quality Control Charts, Demand and Demand Function, Production Function, Pricing and Output Decisions in Various Market Structures , Theory of Games and Strategic Behaviour, Consumption and Investment Demand, Monetary and Fiscal Policy of India, Forex Policy of India, Comparative Advantage Sources of a Nation, Or anything about recent developments or current affairs related to

**DAY – TWO – 10<sup>th</sup> March 2019, Sunday**

Timings	Sessions	Call for Papers
09:30 to 11:30 AM	<b>Technical Session – III</b> <b>Finance, Accounts &amp; Business Law:</b> Papers related to the discipline of – Financial Accounting, Cost Accounting, International Finance & Role of Transfer Pricing, Security Analysis & Portfolio Management, Banking & Finance System, Income Tax Law, Mercantile Law, Company Accounts, Corporate Taxation & GST, Insurance & Risk Management, Secretarial Practice, and Auditing.	Mercantile Law, Depreciation Accounting, Diversified Portfolio: Risk-Return Analysis, Financial and Operating Leverage, Dividend Policy, Insurance Market, Term Loans and Leasing, Corporate Restructuring, Comparative analysis of IND AS, IFRS & Indian GAAP, Credit risk modelling and management, Behavioural Finance , Forecasting Financial Markets, International taxation- Concept of Transfer Pricing, Auditing Environment in IOT (Internet of Things), Recent Changes on e-Filing of Tax Audit Report, Indian Accounting Standard (Ind AS) 115, Revenue from Contracts with Customers, Reinforcing Ethics in Finance, Or anything about recent developments or current affairs related to
11:30 to 12:00 PM	<b>Tea Break</b>	
12:00 to 02:00 PM	<b>Technical Session – IV</b> <b>General Management:</b> Papers related to the discipline of – Strategic Management, Entrepreneurship, Foreign Trade, International Business & Trade Practices, WTO & Other International Institutions, Research Methods in Business, Corporate Governance & Business Ethics, State & Central Government Policies related to Business & Public Welfare, Business Communications, and Principles of Management.	Corporate and Business Level Strategies; Competitive and Cooperative Strategies, Behavioral Implementation of Strategies, Application of Porters' 5 Forces Model in Industry Analysis, Competitive Analysis Techniques-how to use, Models & Techniques used in Environmental Scanning, Impact of Regulatory Environment on Corporate Strategies, Corporate Strategic Advantage; Core and Distinctive Competencies, Corporate Governance, Business Ethics and CSR, Innovation and Competition; Strategic Issues in Managing Technology and Innovation, Role of the Entrepreneur as Strategist, Green Innovation and Entrepreneurship, Business Process Re-engineering, Bottom of the Pyramid; Blue Ocean Strategy, Approaches of International Risk Assessment, Global Branding Issues in Strategic Management, Approaches to Evaluating Competitive Intelligence, Relationship of Total Quality Management and Strategic Issues, Business Models of various sectors, Business Emotions, Or anything about recent developments or current affairs related to
02:00 to 03:00 PM	<b>LUNCH BREAK</b>	
03:00 to 04:00 PM	<b>Valedictory</b>	

### **ABSTRACT SUBMISSION GUIDELINES:**

The title should not exceed 20 words. The title should, preferably as per the 'CALL'. The abstract word limit is maximum 300. Keywords to be mentioned separately. Mention the name of the primary author and co-author separately. Please do not include references in the abstract.

### **PAPER SUBMISSION GUIDELINES:**

Papers, preferably, should address one of the topics listed in the 'call for papers' (but not limited to) and can describe a wide range of research (pertaining to technical session designed) including empirical or conceptual or theoretical or project-based business research studies. Contribution of original paper is encouraged in word file to the conference e-mail ID. The standard format could include: Background, Objectives, Methodology, Findings, Summary or Conclusion. Word Limit should be a maximum of 3000 (or max. 8 pages) including abstract, content, tables, figures and references. Times New Roman, Heading Size: 14, Sub-Heading Size: 12 and Content Matter Size: 10, Line spacing: 1.5, Alignment: Justified. Kindly follow the 6th edition of APA Referencing Style.

### **PRESENTATION GUIDELINES:**

Kindly prepare a PPT and preferably e-mail it at least two days before the date of conference, in order to include it in the list of the presentation in time. Time Limit for PPT is maximum 10 minutes.

### **CERTIFICATES**

- a) ***Certificate of Participation and / or Paper Presentation***; for those whose has attended the conference physically, their paper accepted & confirmed and/or presented the paper in the conference.
- b) ***Certificate of Attendance: Legal Spouse of the author is allowed as listener.***
- c) ***Certificate In-Absentia***, only if the paper is confirmed & accepted but the author couldn't attend the conference. In this case, the certificate will be sent to the postal address of the author, after the conference.
- d) ***'Best Paper Award'(Overall) - 'Certificate for the Best Paper Article' and Rs. 5001/- prize.***
- e) ***'Best Paper Award' (For Each Technical Session) - 'Certificate for the Best Paper Article' and Rs. 2001/- prize.***

### **CONFERENCE COMMITTEE MEMBERS**



- a) ***Conference Advisor / In charge:*** Prof. (Dr.) A.K. Mitra, Dean, School of Commerce & Management
- b) ***Conference Convener:*** Dr. Amit Upadhyay
- c) ***Conference Co-Conveners:*** Dr. A.S. Ramnarayanan
- d) ***Organizing Members:*** Mr. Sanjay Didee and Mr. Mayank Agarwal
- e) ***Editorial Board:*** Dr. Amit Upadhyay, Dr. Manjoo Saraswat, Dr. Sandeep Solanki, Dr. Vikas Sharma
- f) ***Invitation and Registration Committee -*** Dr. Pallav Goswami (+91-9694084424), CS Shikha Saxena (+91-9828212958), Mr. Rahul Singh Shekhawat (+91-8905364337), Mr. Suraj Dixit (+91-9414571565)