



**INTERNATIONAL CONFERENCE
ON**

**TECHNOLOGICAL REVOLUTION FOR INTERNATIONAL BUSINESS AND ECONOMIC SUSTAINABILITY
TRIBES – 2017**



14TH JANUARY 2017

ASIAN BUSINESS SCHOOL

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About ABS

Established under the aegis of Asian Education Group , Asian Business School (ABS) is a fast growing management institute in India, with the objective of providing "Growth with Education" through its quality education in post-graduate and undergraduate courses through Asian Business School, Asian School of Business and Asian Law College.

Asian Business School is an innovative centre of academic excellence with a global focus and its Research and Development Cell provides a major interface with the wider academic and business world. This cell has been organizing various international conferences and national seminars on a regular basis. The contributions on research work are published in the renowned publications of ABS, published with an ISSN and an ISBN.

About TRIBES 2017

This International conference is being organized to study the nature and magnitude of the impact of technological revolution on changing dynamics of International business and its sustenance. International business entails the widest and most generalized study of the field of business, adapted to a unique across-the-border environment. The impact of Technological revolution on the global economic structure is creating immense transformations in the way companies and nations design their business strategies.

OBJECTIVES OF THE CONFERENCE

- ✓ To bring together the world's academic experts, industry veterans, entrepreneurs and professionals to discuss and present the most recent findings on the growing impact of technology on ways of doing business internationally.
- ✓ To promote effective action through leadership and shared responsibility at all levels of government
- ✓ To foster technological growth aiming at increasing sustainable economies across the world.
- ✓ To provide a forum for discussion on the linkages of various areas of business and management which are in sync with the advent of recent technological advancements.
- ✓ To facilitate discussions on ramifications of existing legal structures and surpassing of legal boundaries with the advent of cyber currency and cyber-crime, and the need for improved measures of cyber security across the world.
- ✓ To provide an environment for effective brainstorming of new means of entrepreneurship and methods of solving problems of the world using technology as a medium.
- ✓ To promote accountability among all stakeholders engaged at various levels of businesses within and beyond national boundaries.

Sub-Themes for TRIBES 2017

Finance <ul style="list-style-type: none"> • Integration of global financial markets through technological improvements • Digitization of currency and its impact on global markets • Advancing Technology and global financial crisis • Technological advancements and its impacts on the growing banking sector 	HR <ul style="list-style-type: none"> • Integration of Technology and HRM Strategies • Opportunities and challenges in HR due to technological intervention • Effective management of human resources in international businesses • Evolving leadership styles in the new-age organizations
IT <ul style="list-style-type: none"> • Role of Big Data in global computing • Robotics and the use of Artificial Intelligence • Disruptive Technologies and their impact on international business • Mobile technology and its future towards economic growth 	Economics <ul style="list-style-type: none"> • Evolving tax regimes in the light of international trade • Effects of Demonetization on Indian and world economy • Cross border investments and economic sustainability • Technology as the connecting web of world economies
Entrepreneurship <ul style="list-style-type: none"> • Technology revolutions for entrepreneurship promotion • Entrepreneurship and economic sustainability • Technology as a facilitator towards entrepreneurial drive in the youth • Globalisation and entrepreneurship 	Legal <ul style="list-style-type: none"> • Globalisation and changing legal environment • Cyber economy - bypassing the existing legal boundaries • Impact of changing legal and tax structures on global business • Technological revolution and its impact on the legal environment

Marketing	Operations
<ul style="list-style-type: none"> • Technological Globalization of consumers • Technological Trends in Customer Relation Marketing • Importance of technology to marketers for global penetration • E-commerce and its role in International Marketing • Alternative marketing methodologies owing to technological improvements • Digital Marketing and Social Networking as latest marketing connectors 	<ul style="list-style-type: none"> • Role of technology in effectively managing global supply chains • Effective quality control and production planning using technology as a medium • Industrial automation and its impact on Indian and world economies • Cost-effective operations strategies for multinational corporations

Benefits to Participants/Presenters

Participants/presenters can avail TRIBES-2017 as a platform to:

- ✓ Update and be in sync with latest trends and knowledge
- ✓ Excellent platform to expand your networking horizon
- ✓ Position yourself as an expert
- ✓ Get published in a reputed ISSN Journal
- ✓ Grab a chance to be the " Best Paper" Author

Important Dates

Key Dates

Abstract Submission Deadline	Dec 10, 2016	Registration Ends	Jan 3, 2017
Full Paper Submission	Dec 24, 2016	Last date for sharing of Presentation	Jan 7, 2017
Registration Starts	Dec 27, 2016	Conference Date	Jan 14, 2017

Please send your contributions to internationalconference@abs.edu.in

Guidelines for Abstract Submission

Author (s) are requested to send their abstracts, not exceeding 300 words in font size 12, Times New Roman Font type in MS word with 1.5 line spacing and Margins of 2.5 cm (1 inch). A maximum of 5 keywords and 3 authors is allowed.

The Abstract should clearly indicate the following details – Title of the paper, Name of the Author (s) and their Affiliations. Paper contributors are requested to adhere to the above guidelines for submission of abstracts.

An expert committee will screen the abstract on the parameters of Research content, originality and conceptual clarity. Each of the submission shall go through the process of blind review.

Guidelines for Full Paper Submission

- ✓ The paper should be original and being presented for the first time. A written declaration about the originality of the work from the Author(s) should be sent along with the paper in the prescribed format.
- ✓ The paper should be clearly typed and should not exceed 6000 words.
- ✓ Use Times New Roman 12 size font with 1.5 line spacing.
- ✓ All graphs/tables should be sent on a separate sheet.
- ✓ After blind review, all the selected papers will be eligible for presentation.
- ✓ Each paper presentation will be given 15 minutes for the Power Point Presentation

Publication

Selected quality and registered papers as decided by the Expert Committee will be published in ABS International Journal of Management with ISSN 2319-684X or in the form of edited book with ISBN no.978-81-927282-0-9.

Abstracts of accepted papers will be published in the “**TRIBES-2017**” Seminar Proceedings.

Paper Submission in Absentia

Authors, who cannot attend the seminar in person, but wish to present a paper *in Absentia*, are encouraged to e-mail their submissions. These submissions will go through the blind review process. Authors of papers *in Absentia* must also complete the Registration process and pay the fees. For publishing papers in the Proceedings and/or Journal, the following conditions must be satisfied:

- a) The full papers are accepted by reviewers
- b) All the authors of the paper must complete the registration process, and
- c) All Manuscript Guidelines must be followed.

Best Paper Award

The best two papers presented in the seminar would be awarded:

1st Prize: Rs. 5,000

2nd Prize: Rs. 3,000

*Special prize for international delegates

Registration Fee for Participants/Presenters

National Delegates

1. Corporate Delegates: Rs. 2,000 /-
2. Academicians: Rs. 1,000/-
3. Research Scholars/Students: Rs. 750 /-

International Delegates

4. Corporate Delegates: US \$250
5. Academicians: US \$150
6. Research Scholars/Students: US \$100

- ✓ Participation fee is non-refundable/ non-adjustable against any other programme of ABS, Noida. However, changes in nomination would be accepted
- ✓ Bank draft should be made in the name of “Asian Business School”, payable at Noida
- ✓ For Online Payment:
 - Name of the Bank – Punjab National Bank; A/c No. – 4408002100512759; IFSC Code – PUNB0370200 (For International money transfers, delegates may contact the institute for Swift codes)
 - Delegates can also log in to www.abs.edu.in for Payment Gateway ,
 - Click on Pay-Apply on line,
 - Register yourself by filling up the required details,
 - Click on other payment,
 - Mention the amount and category along with “TRIBES-2017 (e.g. Corporate “TRIBES-2017)
 - Make the payment.

Organizing Committee

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