

Publication

Selected quality and registered papers shall be published in ABS International Journal of Management with ISSN 2319-684X or in an edited book with ISBN number. For publishing papers in the Proceedings or Journal, the following conditions must be satisfied:

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

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.

Best Paper Award

The best paper presented in the seminar would be awarded. In absentia submissions will not be considered for the award.

Registration Fee for Participants

- Corporate Delegates: Rs. 1,500/-
- Academicians/Research Scholars: Rs. 1,000/-
- Students: Rs. 750/-

Fee can be paid in Cash, through Demand Draft or Online transfer

- Participation fee is non-refundable/ non-adjustable against any other programme of ABS, Noida. However, changes in nomination would be accepted
- Demand Draft should be made in favour of "**Asian Business School**", payable at Noida
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NATIONAL SEMINAR

ON

NEW INDIA @75: STRATEGIES FOR TRANSFORMATION AND GROWTH



12th October 2019

ASIAN BUSINESS SCHOOL

(Approved by All India Council for Technical Education (AICTE), Ministry of HRD)

About ABS

Asian Business School, under the auspices of AEG, is an innovative centre of academic excellence and one of the top colleges approved by AICTE for PGDM / MBA in India. The institute is strategically located at Noida in National Capital Region (NCR) and has a state of the art infrastructure, the finest of faculty members and a stimulating learning environment. With continuous transformation and innovation, ABS has become a trusted and an influential educational institution that supports the growth of business in the world at different levels by providing knowledge and managerial competencies. The business school has been established to prepare the youth with necessary intellectual capabilities so that they can take advantage of the unprecedented opportunities that lie in the business world. It also makes them industry ready to face the challenges posed by the global environment which has radically changed the face of business and management.

About Research & Development Cell

We, at Asian Business School, believe in creating the future leaders through quality education. Research and Development Cell is an integral part of Asian Business School and provides a major interface with the wider academic and business world. It aims to develop new theoretical frameworks and practices that enable reassessment and refinement of current practices and thinking. We are constantly working towards achieving this vision by organizing various activities under the Research and Development (R&D) Cell in terms of National Seminars, International Conferences, Faculty Development Programs and Management Development Programs. Asian Business School is proud to organize its 6th National Seminar on "New India@75: Strategies for Transformation and Growth".

About the Seminar Theme

It is a well-known fact that India is poised to become the youngest nation in the world by 2020 with 50% of its population below the age of 29 and India's young population will have to play a crucial role in making India the next superpower. The NITI Aayog released its comprehensive national Strategy for New India which defines clear objectives to accelerate economic growth to 9-10% and make the country a \$4-trillion economy by 2022-23. To realise this objective, a comprehensive Strategy needs to be devised to further improve the business environment in which private investors and other stakeholders can contribute their fullest towards achieving the goals set out for New India. Citizens are connecting with their cities- with industry and governments serving as enablers- and both are benefitting. This is a universal vision for India shared by its citizens. The seminar theme New India@75 : Strategies for Transformation and Growth aptly designs its initiatives with a special focus on citizens. Some of the key highlights of the seminar would include focus on drivers of economic performance like agriculture and production, building on the infrastructure, inclusion of the important dimensions like health, education and equity by providing a strong impetus to economic growth, and governance that would delve deep into how the structures can be streamlined and processes optimized to achieve better developmental outcomes. With extensive consultations and inputs from business experts and academicians, the seminar would reflect ground realities and a collective consensus on addressing the challenges and achieving the goals for a New India. It attempts to present a set of ideas that can provide the basis for a constructive public-private-personal partnership and promote a positive sentiment to propel India to the front ranks of the global economy.

Objectives of the Seminar

- To provide a platform for discussion of policy environment in which stakeholders can contribute their fullest towards achieving the goals set out for New India 2022.
- To analyze policies which facilitate adoption of new technologies, foster innovation and up skill Indian Economy in context of 'Industry 4.0'.
- To discuss the relevance of digital connectivity in economic growth and the need to eliminate the digital divide by 2022-23.
- To explore and discuss research ideas related to creation of ecosystem to support inclusive economic growth through sustainable utilization of available resources.

Call for Papers

We invite academicians, practitioners, research scholars and students to submit research papers. The given sub themes are indicative but not exhaustive. Research papers covering any other topic related to the main theme of the Seminar are welcome.

Human Resources & General Management	Information Technology (IT)
<ul style="list-style-type: none">• Human Capital Management in the Digital Age• Changing Organisational and HR Practices in 2020 and beyond• Re-skilling, HR Metrics and HRIS in Business and Strategy• HR Analytics and Future of Jobs• Corporate Social Responsibility, Ethics and Governance• Diversity and Inclusion• National Competitive Advantage• Entrepreneurship Development	<ul style="list-style-type: none">• Technology's Role in Communication Management• Technovation• Big Data Analytics• Cloud Computing & IOT• Artificial Intelligence• Cyber Security• Digital Trade.• Search Engine Optimization Analytics• Machine Learning & Data Visualization• Data Science
Finance & Economics	Marketing
<ul style="list-style-type: none">• Innovations in Investment Banking and Corporate Finance• Analytics in Banking and Finance• Digital Banking – the Way for Future Banking• Innovative Financial Derivatives• Future Trends in Micro Finance• Regional Economic Integration• Strategies for Trade Facilitation• Business Performance Management	<ul style="list-style-type: none">• Leveraging Big Data Analytics for Ensuring Marketing Excellence• Powerful Branding through Experiential Marketing• Artificial Intelligence in Retailing• Trends in Rural marketing• Use of Social Media Platforms for Effective Marketing• Revisiting the Marketing Metrics• Innovative CRM Strategies

Important Dates

Abstract Submission: 10th September 2019 Full Paper Submission: 30th September 2019
Abstract Acceptance: 16th September 2019 Registration: 30th September 2019
Please send your contributions to rdc@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.

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 10 minutes for the Power Point Presentation