

2014

GLOBSYN MANAGEMENT CONFERENCE

June 6th, 2014 (Friday)



globsyn
business school
The Corporate B-School

National Campus, Amtala, D.H. Road, Kolkata - 743 503

About Globsyn Business School

With an AICTE approved residential National Campus at the outskirts of Kolkata, Globsyn Business School (GBS[®]) has uniquely positioned itself as India's only 'Corporate B-School', drawing from the strength and diversity of the fast evolving global corporate world. The new economy background of the school makes it one of the most forward thinking institutions in India today. With an edifice built on Innovation, Research and Technology, coupled with unique initiatives in the form of 'Knowledge Connect' and 'Corporate Connect', Globsyn is well on its path to creating a truly globally networked, corporate savvy, research driven management education system which moves beyond traditional forms of management knowledge dissemination to a research based delivery framework to create 'Industry Ready Managers' - an agile group of professionals equipped to operate in today's technology driven business environment.

Research Orientation

At GBS[®], research forms the foundation of the academic delivery system from which emanates all other artifacts. The research initiatives undertaken by the school has deep rooted focus on Knowledge Creation – an area which is woefully under serviced by management institutions. GBS[®] has its dedicated research unit which ensures that students are exposed to the most contemporary curriculum and also develops a range of academic artifacts, not only limited to case studies etc., keeping in mind the growing role of Indian, Chinese and other fast growing economies. Case Studies developed by the school have found acceptance by leading international case houses – a testimony to the academic excellence of the school's publications. In addition Globsyn Business School (GBS[®]) has its dedicated EBSCO enlisted journal – The Globsyn Management Journal (GMJ) – an attempt to contribute to a better understanding of organisations and their functioning by presenting conceptually sound and methodologically rigorous articles which provide insights and advance knowledge on managerial, business and organization issues. GMJ is also enlisted in the prestigious Cabell's Directory, USA and the ProQuest database.



National Campus

About the Conference

Businesses today are becoming more complex, faster and less predictable. Environmental challenges have been a conspicuous and persistent driver of innovation in business organizations. The changing environmental challenges have forced many corporate behemoths to realign their business strategies, so that they suit the internal as well as the external environments. Innovation induced by environmental issues not only yields advantages from an ecological standpoint, but also from an economic and strategic point of view. The conference focuses on the changing nature of work which is increasingly knowledge-based, cognitively complex, time-pressurized and demands high technological competence. Today's workplace focuses on team-based collaborative work which has to be undertaken in a far more competitive environment than ever before.

In this background, Globsyn Business School (GBS^{*}) announces its first academic conference titled "Globsyn Management Conference". This research conference will try to identify and understand the impact of the emerging business trends and evaluate how they may influence future growth opportunities of a business.

The conference will offer a platform for intellectual deliberations related to the various domains of management in an attempt to understand the business challenges from a contemporary global perspective. The conference aims to build an industry-academia interface where scholars and practitioners may deliberate and deliver the challenges and opportunities of a business at present and in the near future and also formulate competitive strategies which may bring a positive change in the business scenario in the domestic and global markets.

Pre-conference tutorial sessions for academicians and researchers will be held on the day of the Conference. These tutorial sessions will be conducted by experts from the industry and academia.

Conference Objectives

- To explore the issues and challenges faced by the managers in the new era
- To create awareness on implementation of the best practices in the organizations
- To encourage innovation induced by environmental challenges

Call for Papers

The conference invites empirical and conceptual research papers and case studies on the following tracks and subthemes:

Indicative Tracks

Changing Trends in Management Education

- Entrepreneurship in the Global Economy
- Workplace by Year 2020
- Education in Management
- Influence of Technology in Education
- Strategic Approach to the Future of Management Education

Marketing Management

- Managing Service Quality in New Business Environment
- Social Media Marketing
- Ethics in Comparative Advertising
- Surrogate Advertising
- Branding in Business
- Consumer Buying Behavior
- Rural Marketing
- Celebrity Endorsements
- Cross-cultural Marketing
- Green Marketing

People Management

- Organizational Democracy
- Learning and Development
- Managing Aspirations in the Workplace
- Challenges of Performance Management
- HR as a Strategic Business Partner
- Managing Change and OD Interventions
- Employer Branding
- Talent Management & Retention
- Business Leadership Development
- Spirituality in the Workplace

Financial Management

Advances in Risk Management
Portfolio Selection and Management in Volatile Markets
Microfinance and Alleviation of Poverty
Lessons from Global Financial Crisis
Banking Sector Reforms, Financial Policy Choice, Institutions and Regulations
Market Microstructure
Investor Sentiment and Behavioral Finance
Changing Financial Reporting by Adopting IFRS
Mergers and Acquisitions
Asset Pricing and Financial Market Volatility

Guidelines for Abstract Submission

Abstract (not exceeding 500 words) should be submitted by 15th April, 2014 (Tuesday). Participants are required only to email the abstract in the form of a word file (in.DOC format only). Abstract should include a clear indication of the purpose of the study, research methodology, major results and implications.

The abstracts should be sent to gbsconference@globsyn.com.

Abstract submission should include in a separate page title of the paper, names of author(s), affiliations, their addresses (postal and email), phone/fax numbers. The abstract should be written in Times New Roman font with size 12, line spacing of 1.5 with 1-inch margins on all four sides in A4 size paper. The abstract should also be accompanied by 3 – 4 keywords and 2 – 3 references in APA format.

Timelines

Submission of abstract on or before	15th April, 2014 (Tuesday)
Intimation of acceptance	18th April, 2014 (Friday)
Submission of full paper on or before	9th May, 2014 (Friday)
Registration for the conference on or before	15th May, 2014 (Thursday)

The full paper (not exceeding 5000 words) should be submitted by 31st March 2014 (Monday). Participants are required only to email the paper in the form of a word file (in .DOC format only).

The paper should be sent to gbsconference@globsyn.com.

Full paper submission should include in a separate page title of the paper, names of author(s), affiliations, their addresses (postal and email), phone/fax numbers. The article should be written in Times New Roman font with size 12, line spacing of 1.5 with 1-inch margins on all four sides in A4 size paper.

Title Page:

Article title, author(s) name(s) with affiliation and e-mail(s), corresponding author's address, telephone number(s), mobile number(s) and fax number(s) should be included.

Second Page:

The title and an abstract of 500 words, with 3 – 4 keywords. The second page onward the paper should be completely anonymous for blind review.

Main Text:

Should be more readable, technical details should be provided in appendix, ideas proposed should preferably be supported by examples from real life scenarios.

Footnotes:

Should be used as sparingly as possible and must be identified in the text by consecutive numbers placed as superscript.

Tables and Figures:

Should be numbered consecutively. Tables should be titled at top and figures captioned below. No table and figure included in the paper should be left unreferenced in the text. Referencing should be done as per table number figure number. Any illustration/photos should be considered as figure and numbered accordingly

References:

Should be done in APA format.

Length:

Paper should not exceed 5000 words (including abstract, reference and appendix), maximum pages, in Times New Roman font with size 12 and line spacing of 1.5.

The author(s) should provide the declaration that the paper submitted by him/her has neither been submitted for publication nor published elsewhere in any print/electronic form. If copyrighted materials are used, the author should give proper references.

Conference Benefits

- All papers will undergo a blind review process. All accepted papers will be published in the Proceedings of the Conference in the form of a CD/DVD with ISBN number.
- Some of the presented papers selected by reviewers will be published in the peer-reviewed Globsyn Management Journal (GMJ), ISSN: 0973-9181 (enlisted in EBSCO, ProQuest and Cabell's Directory).
- A certificate will be issued for presenting a paper/attending the conference.

Registration Fees

Category	Before 15th May, 2014 (INR / \$)	After 15th May, 2014 (INR / \$)
Corporate Delegate	4000 / 100	4500 / 120
Academic Delegate	2500 / 80	3000 / 100
Research Scholars (full-time)	1500 / 50	2000 / 70
Students	500 / 30	1000 / 50

Note:

Registration fee includes conference kit, lunch and hi - tea. Kindly send Cheques / Demand Draft to be drawn in favour of **GLOBSYN KNOWLEDGE FOUNDATION**, Payble at KOLKATA at the Correspondence address provided.

Accommodation:

Accommodation will be arranged on request, at least 15 days in advance. Charges, as applicable, shall be borne by the participant.

Mr. Bikram Dasgupta
Founder and Executive Chairman – Globsyn Group

Conference Advisory Committee

Prof. R. C. Bhattacharya
Vice Chairman, Globsyn Business School

Prof. (Dr.) Ajitava Raychaudhuri
Jadavpur University

Prof. (Dr.) Tridib Mazumdar
Associate Dean for Faculty Development & Research, Whitman School of Management,
Syracuse University

Prof. (Dr.) Ashok Banerjee
Indian Institute of Management, Calcutta

Mr. P. K. Chatterjee
Joint President (HR), Birla Corporation Limited

Mr. Nadeem Kazim
Director (HR & Personnel) Exide Industries Ltd

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Dr. J. N. Mukhopadhyay
Dr. Subhendu Dey

Conference Convener

Ms. Ipsita C. Patranabis

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Conference Venue

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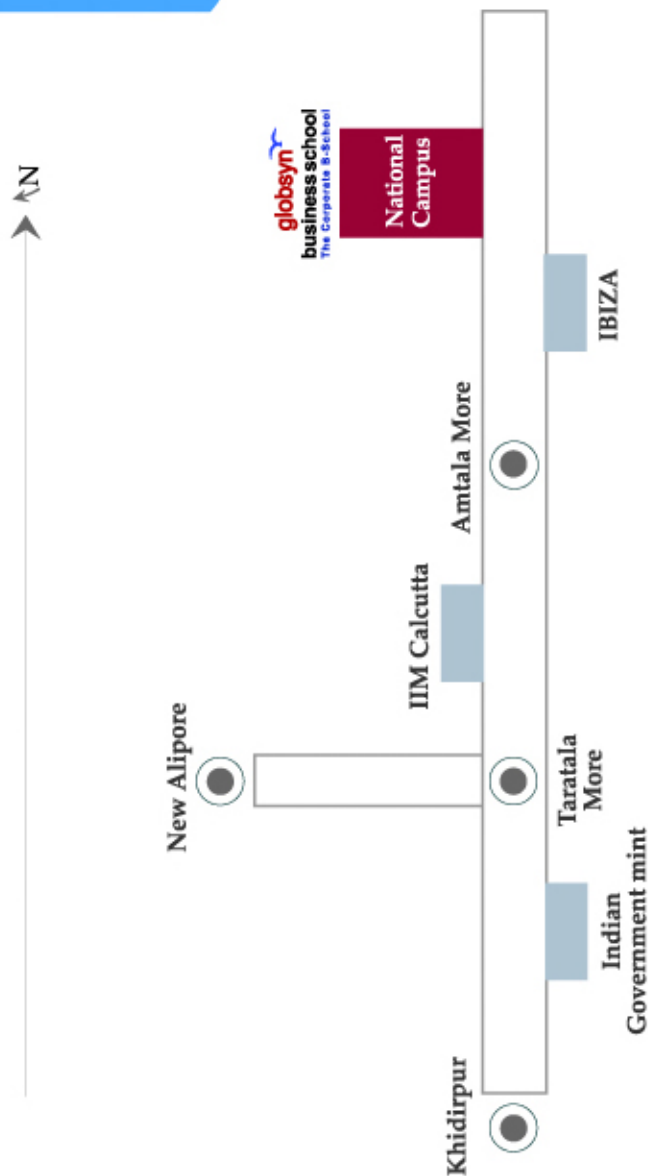
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For regular updates on the Conference,
please visit www.globsyn.edu.in

For further queries contact:

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Venue Route Map



Downloadable Registration forms and list of accomodation facilities in & around GBS National Campus is available online at www.globsyn.edu.in



Globsyn Business School

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