

Our Vision

To build an education edifice, where young men & women have freedom to excel, fulfill their career aspirations through a globally networked, corporate savvy, research driven management education system.



GLOBSYN MANAGEMENT CONFERENCE 2015

Changing Business Scenario & Evolving Management Practices

globsyn
business school
AMBITION OF THE YOUNG

Globsyn Business School
New Campus: Mouza Chandi, PS - Bishnupur, Amtala,
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18th December, 2015

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.



About Globsyn Management Conference

The background of Globsyn Management Conference (GMC) stems since 2014, when we received a worthwhile response from both the academia and industry towards their unstinting support and encouragement which made our maiden Conference a grand success. Eminent personalities like Dr. Ajitava Ray Chaudhuri, Department of Economics, Jadavpur University, Dr. Bhabatosh Banerjee, President, IAA Research Foundation and Editor of Indian Accounting Review, Dr. Ashok Banerjee, Dean of New Initiatives and External Relations, IIM Calcutta and Mr. P. K. Chatterjee, Joint President (HR), Birla Corporation Limited participated in the panel discussion based on the theme, 'Applicability of Research in Management Decision-Making'. A wide network of competent researchers, from premier institutes presented papers based on an array of contemporary issues from the domain of Finance, Marketing, HR and Strategy. GMC 2014 also received a significant support from the industry of which Tata Steel Processing and Distribution Limited (TSPDL) was one of the key sponsors.

With this as the background, Globsyn Business School is organizing its second annual management research Conference, GMC 2015. The theme for this year is '**Changing Business Scenario and Evolving Management Practices**'.

GMC 2015

As we stand at the juncture of this new millennium, business and industry stands on the sharp edge of double-sided sword. On one side industry is faced with enormous opportunities poised by the rise in the aspirations and disposable incomes of around 4.5 billion middle-class population spanning BRICS nations; while on the other side we are facing businesses that do not have the potential to become resilient to change. Change is engulfing us like never before, older paradigms are fast outpacing newer ones. Survival of the fittest has long become extinct, and survival of the most innovative is slowly giving way to an emerging paradigm - 'survival of the most adaptable'. At the business forefront, challenges are abound: boundaries between industries are falling leading to convergence, product life-cycles are increasingly becoming shorter, technologies are proliferating in a flat world, innovations disrupting existing industries and a lot more. In this new era the future will belong to those who can manage change seamlessly across boundaries.

Keeping this underlying theme in mind, GMC 2015 invites papers from academicians, researchers, industry practitioners to present their research findings on the evolving areas of Management in the light of the changing scenario.

The Conference aims to create awareness on implementation of best practices in organizations. GMC 2015 endeavors to create a wider reach and network between the industry and the academia. The Conference will provide a unique platform to an eclectic blend of young and experienced researchers from the academics and industry to present their research articles and case studies on the relevant issues of Management pertaining to diverse domains.

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

General Management and Business Strategy

- Corporate Governance in the Changing Business Scenario
- Sustainability in the 21st Century through Learning and Innovation
- The Online Economy : Strategy and Entrepreneurship

Marketing Management

- B2B Marketing – the Digital Way
- Online advertising
- e - Services
- Branding in Business
- Marketing implications of word-of-mouth
- Multichannel Markets
- Celebrity Endorsements
- Marketing in Times of Economic Volatility

Guidelines for Abstract Submission

Abstract (not exceeding 500 words) should be submitted by 17th July, 2015 (Friday). 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.edu.in

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	17th July, 2015 (Friday)
Intimation of acceptance	31st July, 2015 (Friday)
Submission of full paper on or before	30th September, 2015 (Wednesday)
Registration for the conference on or before	13th November, 2015 (Friday)
Conference date	18th December, 2015 (Friday)

Guidelines for Full Paper Submission

The full paper (not exceeding 5000 words) should be submitted by 30th September, 2015 (Wednesday). 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.edu.in

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.

People Management

- Management and Business Skills
- Ethical Leadership
- Flexible working: impact on talent management
- Spirituality in the Workplace
- HR as a Strategic Business Partner
- Employer Branding
- Diversity and Equality
- Pay for Performance

Financial Management

- Entrepreneurial Finance
- Reforms in the Financial Sector
- Ethics and Governance in the Financial Sector
- Financial Inclusion
- Changing Financial Reporting by Adopting IFRS
- Financial Management of MSMEs
- Global Mergers and Acquisitions
- Investor Sentiment and Behavioral Finance
- Advances in Risk Management
- Banking Sector Reforms: Institutions and Regulations

Kindly note that the subthemes are indicative good quality research papers and case studies from other allied fields will also be accepted.

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. There will be an opportunity to papers publish in the Proceedings of the Conference with ISBN number.
- Selected papers 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 Fee

Category	On or Before 13th Nov, 2015 (INR / \$)	After 13th Nov, 2015 (INR / \$)
Corporate Delegate	4000 / 100	4500 / 120
Academic Delegate	2500 / 80	3000 / 100
Research Scholars	1500 / 50	2000 / 70
Students	500 / 30	1000 / 50

Note:

Kindly send Cheques / Demand Draft to be drawn in favour of **GLOBSYN KNOWLEDGE FOUNDATION**, Payble at KOLKATA alongwith the Registration form (duly filled - in) 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.

Patron

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.) Ashok Banerjee
Indian Institute of Management, Calcutta

Prof. (Dr.) Soumendra De
Menlo College, USA

Prof. (Dr.) Amitava Sarkar
Indian Institute of Social Welfare and Business Management

Prof. (Dr.) Tridib Mazumdar
Whitman School of Management, Syracuse University, USA

*Awaiting confirmation from other eminent academicians and industry experts

Venue: Route Map

Program Chair	Joint Conveners
Prof. (Dr). Subir Sen Dean, Globsyn Business School	Prof. Ipsita C. Patranabis Prof. Sangita Dutta Gupta

Conference Steering Committee
Mr. Biswajit Chakraborty Prof. (Dr.) D. P. Chattopadhyay Dr. Debajyoti Majumder Dr. Debraj Datta Prof. B. K. Bhattacharya Prof. Krishnendu Ghosh Prof. Malay Bhattacharjee Prof. Amitabha Ghose Prof. Arpita Chowdhury

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For regular updates on the Conference,
please visit www.globsyn.edu.in/gmc2015/index.php

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