International Conference
On
Changing Dynamics in
Global Markets

Dates - 29-30 September 2016
at: India International Centre, New Delhi

Organized & Co-ordinated By:-
Symbiosis Centre for Management Studies, NOIDA
About Symbiosis

Symbiosis was founded by visionary Padma Bhushan Prof. (Dr.) S. B Mujumdar in the year 1971, based on the principles of Vedic thought of ‘Vasudaiva Kutumbakam’ - ‘The World is one Family’. Symbiosis International University, Pune came into existence in 2002 and today is one of the leading educational universities in India imparting quality education with an International flavor. The global family of Symbiosis International University epitomizes the vision, “Promoting International Understanding through Quality Education.” The University comprises of 19 constituent units and 12 Departments, imparting education under 7 Faculties. It has students who hail from all states of India and 80 different countries. Symbiosis is known to be a Multicultural, Multilingual and Multinational institution. A University- where academic democracy prevails; where law is the religion and freedom of thought and expression is the spirit; where equality is not preached but practiced; where Innovation, Passion and Compassion is nurtured.

About Faculty of Management, SIU

Faculty of Management is the largest Faculty at the University having 9 constituents units and 2 departments. Faculty of Management continues to expand with international focus, forming partnerships with universities globally. The programmes under Faculty of Management provide opportunities for all the students to expand their horizons, both personally and academically, and help in grow the Diverse University Culture. Faculty of Management also undertakes important research within their discipline areas.

About Symbiosis Centre for Management Studies (SCMS), NOIDA

Symbiosis Centre for Management Studies (SCMS), NOIDA, an off campus institute of Symbiosis International University, Pune began its operations in 2010. Based in the National Capital Region, it is currently offering quality education at graduate level. SCMS NOIDA aims at being an Integrated Management Education Provider and has in its short period of existence, established itself as a premier educational institution in the National Capital Region.

About The Conference

The modern world as we know it today is diametrically different from the conventional definition. With borders and boundaries losing their significance, modern philosophy treats the whole world as a global market. The modern corporate world too has gladly accepted the concept of global market and the services and products that were earlier restricted to a particular geographical area have easily transgressed geographical boundaries. Globalization as a concept is commonly used for describing the spread and connectedness of production, communication and technologies all over the world. That spread has led to the integration of economic and cultural activity involving the diffusion of diverse ideas, practices and technologies.

The advent of e-commerce has made it easy to make one’s business truly global in nature but has introduced fresh challenges as well. Globalization according to some has, without doubt, been a hugely positive force for entrepreneurs. By enabling capital, labor, goods and technology to flow freely across borders, it has increased exponentially the commercial opportunities that are available. However, it has also vastly increased the complexity of the business environment, multiplying risks and opportunities, as well as challenges in Global Markets.

In such a globally connected world, an internationally experienced management team with an ability to understand and adapt to varied cultures will be a key ingredient of success. Fast-growing businesses from the emerging markets are set to challenge the established Western leaders. As the global economy becomes highly networked, Governments across the world are becoming increasingly supportive of the ever evolving world of business enabling them to accomplish what was considered impossible some time ago.

In this context, the Faculty of Management, Symbiosis International University, in its International Conference on “Changing Dynamics in Global Markets” invites theoretical / empirical research papers relating to broad areas of different sectors viewed from a contemporary Global perspective of catering to Global markets. We welcome research papers/articles/case studies from Academicians, Corporates and Doctoral Fellows that advance our understanding of the Global scenario thereby providing a platform for productive interaction between the world of Business and Academics.

The idea underlying the conference is to offer a platform to the researcher and academic community to come under one roof and discuss their research and issues of concern.
Conference Benefits

Pre Conference Workshop
- *Pre conference workshop on research methods will be organized a day before the conference at SCMS, NOIDA. This workshop will be conducted by an Eminent International Faculty from Arizona State University, US.*

Publication Opportunity
- Few best papers will be published in an internationally indexed journal published by Arizona State University (Currently being finalized), US after double blind review by the Journal reviewers.
- Ten papers will be published in the special issue of *JOURNAL OF GENERAL MANAGEMENT RESEARCH (ISSN: 2348-2869) (online ISSN: 23485434)*
- The remaining papers and abstracts will be published in the conference proceedings.
- Few best Case Studies will be published in the form of a book by Thunderbird School of Global Management, US after screening by the Thunderbird Team.

Awards
- Cash prizes of Rs. 5000/- (Five Thousand) will be given to the best paper presenters of each technical session.

Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Abstract submission</td>
<td>March 30, 2016</td>
</tr>
<tr>
<td>Notification of acceptance of the abstract</td>
<td>April 5, 2016</td>
</tr>
<tr>
<td>Submission of full length papers</td>
<td>July 1, 2016</td>
</tr>
<tr>
<td>Acceptance notification for Presentation</td>
<td>July 31, 2016</td>
</tr>
<tr>
<td>Pre Conference Workshop</td>
<td>September 28, 2016</td>
</tr>
<tr>
<td>Conference Dates</td>
<td>September 29 &amp; 30, 2016</td>
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Registration Fees for Conference

<table>
<thead>
<tr>
<th>Delegate Type</th>
<th>Indian Delegates (INR)</th>
<th>International Delegates (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Participants</td>
<td>7000</td>
<td>100</td>
</tr>
<tr>
<td>Academicians</td>
<td>6500</td>
<td>45</td>
</tr>
<tr>
<td>Doctoral Fellows/Students</td>
<td>1500</td>
<td>25</td>
</tr>
</tbody>
</table>

*Registration fee includes registration kit, conference proceedings, tea and lunch. It does not include accommodation and transport charges.*
**Registration Fees for Workshop**

<table>
<thead>
<tr>
<th>Delegate Type</th>
<th>Indian Delegates (INR)</th>
<th>International Delegates (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop</td>
<td>7000</td>
<td>120</td>
</tr>
</tbody>
</table>

Participants can register themselves in conference and workshop both by paying Rs. 12000 only.

**Mode of Payment**

**Offline Mode:**
Demand Draft in favor of ‘SCMS NOIDA’, payable at NOIDA should be sent to the following:

Symbiosis Centre for Management Studies, NOIDA  
 Constituent of Symbiosis International University, Pune  
 Block ‘A’ Plot No. 47-48, Sector-62, NOIDA-201301

**Online Mode:**

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<tr>
<th>S.N.</th>
<th>A/C Holder Name</th>
<th>Bank Name</th>
<th>Bank Address</th>
<th>Bank A/C No</th>
<th>IFSC Code</th>
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</thead>
<tbody>
<tr>
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<td>SCMS RECEIPT A/C</td>
<td>BANK OF INDIA</td>
<td>Sector 62, NOIDA</td>
<td>712210210000013</td>
<td>BKID0007122</td>
</tr>
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Concessional offers:

- **Group concessions:**
  4 for the registration of 3 members  
  7 for the registration of 5 members  
  10 for the registration of 7 members
- **Concession for members of SCMS NOIDA Research Group (SRG):**
  All the participants of previous conferences organized by SCMS-NOIDA shall be eligible for the membership of the **SCMS NOIDA Research Group (SRG)**. They can avail a concession of 10% on the registration fees. To get this concession, the participants have to register with their SRG membership number.

**Call for Papers**
Empirical/Conceptual research papers and Case studies are invited on the following sectors which are currently impacting the dynamics of global markets or likely to do in the future:

- Oil, Gas & Power Sector  
- Automobile Sector  
- Consumer Goods  
- Banking and Financial Services  
- IT & Telecom  
- Medical  
- Aviation  
- Apparels and Fashion  
- Tour and Travels
Guidelines to Authors

Abstracts Guideline-

Abstracts (200-250 words) should be in the following manner:

- Paper Title
- Author(s)
- Affiliation with email ID and cell
- Purpose
- Design/Methodology/Approach
- Findings
- Research Limitations/Implications
- Originality/Value
- Keywords (Up to 4 to 5 in alphabetical order)

For detailed guidelines, logon to [www.scmsnoida.ac.in](http://www.scmsnoida.ac.in)

Accommodation

Accommodation can be arranged on payment basis to a limited number of participants on first come first serve basis. Depending on the availability of rooms, accommodation can be arranged on single/twin sharing basis. The details of the same will be forwarded on receipt of enquiry.

Chief Mentor

Padma Bhushan Prof. (Dr.) S.B. Mujumdar
Founder and President, SYMBIOSIS
Hon’ble Chancellor, Symbiosis International University (SIU)

Mentors

- Dr. Vidya Yeravdekar, Principal Director, Symbiosis
- Dr. Rajani Gupte, Vice Chancellor, Symbiosis International University, Pune

Advisory Committee (being expanded to include eminent international scholars)

- Dr. BhamaVenkataramani, Dean, Academics and Administration, Symbiosis
- Dr. T.P. Singh, Director SIT, Pune
- Amb. Sudhir Devare, Former Secretary, Ministry of External Affairs, Government of India
- Ajay Vinze, Ph.D., Davis Distinguished Professor of Business & Associate Dean International Programs Associate Vice Provost - Graduate Education, W.P. Carey School of Business, Arizona State University
- Dr. Anwar Hossain, Vice Chancellor, Southeast University, Dhaka, Bangladesh
- Dr. Badar Alam Iqbal, Professor, Department of Commerce, Aligarh Muslim University, India and Adjunct Professor, Monarch Business School, Zug, Switzerland
- Dr. Kanhaiya Singh, Professor, Fore School of Management, New Delhi

Convenor

- Dr. R Raman
  (Dean, Faculty of Management, SIU)

Organizing Secretary

- Dr. Shrirang Altekar
  (Director, Symbiosis Centre for Management Studies, NOIDA)
Organizing Committee

- Dr. Anubha Vashsiht
- Dr. Kriti Priya Gupta
- Dr. Bharti Wadhwa
- Dr. Harshit Maurya
- Ms. Nidhi Phutela

Contact us:
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Tel: +91-120-2405065/67 Fax: +91-120-2405066
Website: www.scmsnoida.ac.in
Email id: conference@scmsnoida.ac.in

Venue

- Conference

INDIA INTERNATIONAL CENTRE

Address: No.40, Max Mueller Marg, New Delhi, Delhi-110003
Phone Number: 011 2461 9431

Scan for location

- Workshop
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