ANSAL UNIVERSITY
School of Management Studies
invites you to

International Conference on
Innovative Strategies for Competitiveness
and Sustainability in Global Business Environments
(ISCSGBE) March 26-27, 2015

Venue: Ansal University Campus, Sector 55, Gurgaon, Haryana, India
About the Organiser

With a legacy of more than two decades, Ansal University is dedicated to providing an advanced quality of education. The University offers students several graduate, postgraduate and doctoral programs in Architecture, Design, Engineering, Management, Law and Allied Health Sciences. The campus is known for its state of the art infrastructure, facilities, ambience, learning environment and an organizational culture, that nurtures thinking and critical understanding needed in pursuit of perfect professional knowledge and competence.

About ISCSGBE-2015

In this era of dynamic business environment, Innovation is not only a key to competitiveness but has almost become a way for sustaining businesses. Keeping this in mind, we at Ansal University are organizing an International conference on Innovative Strategies for Competitiveness and Sustainability in Global Business Environments (ISCSGBE) in March 26-27, 2015 at Ansal University campus, Gurgaon.

Call for Papers

Academicians, Research Scholars, Management Students of B-Schools and Corporate/ Industry delegates are invited to contribute their research papers and case studies in the Conference. Only original and unpublished work will be accepted for the Conference.

Abstract and Full papers can be submitted at the email id: icau2015@ansaluniversity.edu.in

Indicative Themes

- Financial forecasting for business sustainability
- Management of financial services institutions
- International capital flows and inclusive growth
- Accounting standards & global practices
- Innovative strategies in working capital management
- Debt management & fiscal challenges
- Valuation in corporate restructuring and M&As
- Strategic marketing innovation: Role of social media
- Environmental complexity and sustainability in business
- Innovation and new age marketing practices
- Product design innovations for global markets
- Innovative practices in e-marketing
- Social Entrepreneurship
- Challenges of brand building in the global markets
- Role of entrepreneurship and venture capital
- Global competitiveness of sectoral business (healthcare, retail etc.)
- Cross cultural communication
- Strategic HR practices & benchmarking
- Developing creative and innovative work culture
- Innovative strategies for change management
- Human resource development
- Employee engagement issues in global scenario
- Benchmarking HRM practices in the international HR context
- Innovation for sustainable and inclusive growth
- Transferring knowledge for innovation
- Any other subject that connects to the conference theme.

Important Dates

Submission of abstract(s): December 31, 2014
Communication of acceptance of abstract(s): January 10, 2014
Submission of full paper: February 1, 2015
Communication of acceptance: February 16, 2015
Last date for registration: March 7, 2015
(Early Bird Incentive if registered by February 25, 2015)
Guidelines for Submission

The author(s) may send their full length research paper along with a Brief bio-data, Certificate of originality and Consent for publication. Paper Guidelines are:

Title Page: Title of Paper, Name of Author(s), Organization affiliation, Corresponding author details, Abstract (500 words) & Key Words (4-5) Full Paper: Title, Word limit: 5000–7000 words, Format – A4 Size, MS Word, Font Type – Times New Roman, Font Size – Heading 14; Text 12, Line Spacing: Single, Margins: 1.5 inch on all four sides.

Notes:

Tables and Figures must have titles and duly numbered and should be incorporated in to the text of paper as close to where they are first referred. References should be in APA style.

Award and Publication Opportunities

Best papers will be awarded. Proceedings of the conference will be published in the form of an edited book through a leading publisher. Few selected Papers may be published in bi-annual International Journal of Ansal University, Ansal University Business Review (AUBR, with ISSN: 2320-0502).

<table>
<thead>
<tr>
<th>Category of Delegates</th>
<th>With early bird Incentive (till 25 Feb ‘15) (in Rupees)</th>
<th>Regular fee (in Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>1000</td>
<td>1500</td>
</tr>
<tr>
<td>Research Scholars</td>
<td>1500</td>
<td>2000</td>
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<tr>
<td>Faculty Members</td>
<td>2500</td>
<td>3500</td>
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<td>Industry representatives</td>
<td>3000</td>
<td>4000</td>
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<tr>
<td>Accompanying person</td>
<td>1000</td>
<td>1500</td>
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<tr>
<td>Foreign Nationals</td>
<td>US $ 250</td>
<td>US $ 300</td>
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</tbody>
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Participants may send Bank Demand Draft in favour of ‘Ansal University’ payable at Gurgaon along with the duly filled-in Delegate Registration form (enclosed herewith) to the Conference Convenor, ISCSGBE-2015, School of Management Studies, Ansal University, Gurgaon, Haryana – 122 003, India. The registration amount can directly be deposited in the Bank as per the following detail.

Bank Name: Axis Bank Ltd
Address: Ground Floor, GL-5,6,7,8 Crossing Point DLF City Phase-IV, Gurgaon-122009 Haryana, India
Account No: 912010030580214
IFSC Code: UTIB0000131
MICR Code: 110211019
Swift Code: AXISINBB131

International participants can also remit in US dollars through swift transfer.

Travel

The new corporate hub and millennium city of Gurgaon is just 20 min from IGI Airport and is a part of the National Capital Region (Delhi– NCR). With strong presence of multinationals and connectivity through Delhi Metro, the culture of this city is truly cosmopolitan. Its proximity to Delhi makes it attraction for corporate and tourists alike, as Delhi is said to be one of the oldest existing cities in the world. It has a rich heritage and places of tourist interest abound in and nearby areas of Delhi NCR, including the famous Taj Mahal at Agra. One of the major attractions of Gurgaon is The Kingdom of Dreams, which is India's first live entertainment, theatre and leisure destination. During March, the weather is warm and pleasant in Gurgaon.

Accommodation

Ansal University extends assistance to accommodation in hotels in Gurgaon at the expense of participants. Gurgaon is home to modern and contemporary styling with a range of accommodation from budget hotel to luxury five star and seven star hotels. Limited accommodation for authors is available at campus guest house on first come first serve basis. Intimation for reservation of the room should be sent along with the registration fee.
People behind ISCSGBE 2015 Conference Office Bearers

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