



INTERNATIONAL CONFERENCE ON **EMERGING SOCIO ECONOMIC TRENDS & BUSINESS STRATEGY**

18 & 19 January 2019

Organised by

International School of Business & Media, Kolkata (ISB&M)

In association with

Indian Economic Association (IEA)



Venue : **ISB&M, Kolkata**

330/2 Pujali Trunk Road, P.S. – Budge Budge, Kolkata - 700138

About ISB&M Kolkata:

ISB&M Kolkata was the second campus in the ISB&M family, set up in 2004. ISB&M, Kolkata has over 2000 alumni performing exceedingly well in different parts of the country and abroad. The ISB&M riverside campus is presently situated on the banks of the river Hooghly, in historical Budge Budge suburb. This peaceful, quiet, lush green, and unpolluted waterfront campus provides perfect ambience for learning and growth. An ideal setting to nurture learning and provide our scholars with endless and healthy "space" to grow.

About the Conference:

On successful completion of 18 years of prestigious stay at Pune, Kolkata and Bangalore, ISB&M Kolkata is hosting the 1st International Conference on Business and Economics in association with Indian Economic Association. Indian Economic Association is a registered body of Indian Economic Professionals, established way back in 1917, with the objective of providing a forum for debate and discussion of theoretical and policy oriented issues of Economic Science. The IEA (<http://indianeconomicassociation.in>) is a member of the International Economic Association & has so far organized 100 annual conferences in different parts of India. This conference aims to provide a platform to address and deliberate on various issues and concerns in field of human resource management, finance, marketing and economics. The conference would attempt to facilitate researchers around the world to present their research work, expanding knowledge and insight into the significant current challenges. The program is structured to favor interactions among attendees coming from diverse horizons, both from academic and industry. It specially aims to synthesize research perspectives and foster interdisciplinary scholarly dialogues for developing integrated approaches to complex problems of Global Business Dynamics in different countries and various disciplines.

CHIEF PATRON

Dr. Pramod Kumar, PhD (IIT B) – *President, ISB&M Group*

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Prof.(Dr.) N. Srividya, *Coordinator, 9831610069*

Ms. Susmita Sadhukhan, *Asst. Coordinator, 9433798315*



Sub Themes of the Conference :

Human Resource Management

- Big Data Analytics in HRM
- Organization Development
- Performance Management
- Training & Development

Marketing

- Social Media Marketing
- Bottom of the Pyramid
- Advertising
- Green Marketing
- Pricing & Distribution issues
- Digital Marketing
- Luxury Marketing
- Dark Tourism
- Hospitality Management

Finance

- Financial Analytics including Accounting
- Environmental Accounting
- Inflation Accounting
- Responsibility | Hedge | Forensic Accounting

Economics

- Green Economy, Green Business & Green Computing
- Price Instabilities & Economic Volatilities - Inflation & Recession
- Health Economics
- Health Econometrics
- Financial Economics
- Global Economic Volatilities and Impact on National Economies
- Behavioral Economics

Participation Fees :

Category of Participants	Registration fee	Accommodation fee (Per person)
Executive/ Consultant	₹ 2000 / US\$ 300	₹1500 / US\$100
Academicians	₹ 1500 / US\$ 250	₹1500 / US\$100
Research Scholar	₹ 1200 / US\$ 200	₹ 1500 / US\$100
Student	₹ 500 / \$100	₹ 1500 / US\$100

Guidelines for paper submission:

The conference solicits unpublished research papers, case studies and articles submissions prepared on listed conference theme and sub themes from prospective author of India and abroad. Soft copy of the abstract of 500 words(.doc & .docx file only) should reach by 2nd Nov'18 followed by full paper by 10th Dec'18. Each article should be formatted in Times Roman (12font size) and reference should be written in APA 6 format. Each article must contain at least 5 key words. Send your abstract/article at soumik74@gmail.com; soumik.gangopadhyay@isbm.ac.in. Two best papers will be awarded with certificate from each section. Articles will be published in a conference proceedings with ISBN number.

Important Dates :

Submission of Abstract	2nd Nov'2018
Acceptance of Abstract	20th Nov'2018
Submission of Full paper	10th Dec'2018
Date of Registration	2nd Dec'2018
Conference Date	18-19 Jan'2019

Travel & Accommodation:

ISB&M is well connected by road and rail. Campus is on Budge Budge trunk road and near to Pujali guest house. Reach BudgeBudge station by availing train from Sealdah station or drive through Taratola-Kolkata and then reach Achipur. On / off campus accommodation will be provided on request.



REGISTRATION FORM

INTERNATIONAL CONFERENCE ON

EMERGING SOCIO ECONOMIC TRENDS & BUSINESS STRATEGY

18 – 19th January 2019



Name of the participant: _____

Designation: _____

Organization: _____

Address of the organization: _____

Nationality: _____

Title of Article: _____

Mobile No: _____ Email address: _____

Registration Category: Academician Corporate Research Scholar Student

Food Habit: Vegetarian Non Vegetarian

Mode of Payment: Cash Demand Draft NEFT / RTGS

Amount ₹/US\$: _____ (in words) _____

Demand Draft No: _____ Date of Issue: _____

Issuing Bank: _____ Branch: _____

Payable At: _____

Bank account details for RTGS or NEFT:

Beneficiary Name	International School of Business & Media Kolkata
Bank account no. (SB)	918010060098965
Name of the Bank	Axis Bank Ltd
Branch name & address	Budge Budge CAL, WB, Kolkata- 137
IFSC Code	UTIB0002260
SWIFT Code	AXISINBB351

DD can be made in favor of 'International School of Business & Media Kolkata'

Date:

Signature of participant