



# Sri Guru Gobind Singh College of Commerce

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## National Conference

on

### *“Current Reforms in Management, Economics and Applied Business”*

*February 9-10, 2018,*

*at College Auditorium*

#### About the Conference

The country embarked upon a structural adjustment programme in 1991 leading to economic and industrial policy reforms for an open economy. With the opening up of economy, Indian business is facing new challenges and opportunities in the market place. The quality conscious customers, international products, competitive pressures and inflationary forces, changing policies and fluctuating international business environment have forced entrepreneurs to invest more in research and development and search for tools and techniques which offer larger market penetration and customer satisfaction.

In order to be successful, organizations have to understand the significance of innovation in business practices. Innovative management is a process that involves changes in planning, ideation, technical execution and utilization of resources in such a manner that it makes it functional for people. A number of reforms are inevitable in banking, monetary, fiscal and industrial policy framework of Indian economy. The corporate governance and ethics in decision making is another area of concern. Most of the developing countries are facing a crisis of intellectual property rights, copyrights, knowledge management and shortage of capital.

In this academic session, the college plans to organize a National Conference on the topic, “Current Reforms in Management, Economics and Applied Business”, on February 9-10, 2018, at the Sahibzada Ajit Singh Auditorium at the college. This conference will provide a window to the world of recent reforms and innovations in the areas of Management, Economics and Business.

## About the College

Sri Guru Gobind Singh College of Commerce (SGGSCC), founded in 1984, is a premier commerce college of the University of Delhi. It has been accredited “A” Grade by NAAC. The college has emerged as a center of learning combining scientific studies with ethical orientation. We aspire to develop future leaders in business, government and academia by offering excellence in undergraduate and masters level training in economics and commerce. In order to provide a platform of dissemination of information, a blind peer reviewed research journal, titled, “Journal of Business Thought” is published every year. The present conference is an addition to the series of such national and international conferences held during last few years conducted successfully by the college. These seminars help in dissemination and sharing of research findings among the academic fraternity as well as a great learning opportunity for students.

## Aim of Conference

The college strives to focus on overall development of our students. Every year, the college organizes a number of Faculty Development Workshops and seminars for students to encourage industry-academia interface. The current conference aims at encouraging research in recent reforms in economics and management of modern business practices in India. The conference will provide an insight into latest strategic choices and innovative practices in modern Indian business environment.

## Sub-themes of Technical Sessions

We invite original research papers, case studies and conceptual papers on the following tracks. The list is only indicative and not exhaustive.

### 1. Management

Innovations in Management  
Managing Diversity in Business  
Change Management  
Management Information System  
Social Responsibility  
Supply Chain Management

### 2. Economics

Monetary and Fiscal Reforms  
Finance and Investment/ FDI  
Banking Reforms  
Inflation Control  
Tax Reforms: GST  
TRIPS/TRIMS/WTO

TQM/Six Sigma  
Knowledge Management  
Management Practices in Global Context

### **3. Applied Business**

Strategic Business Sustainability  
The Entrepreneurial Challenges  
Digital Marketing  
Social Context of Marketing  
Environmental Issues  
Business Ethics  
Strategic Management of Human Resources  
Green Marketing  
Business Intelligence Models  
Digital Outreach and Marketing Practices

This list is not exhaustive but only suggestive and other topics relevant to the main theme may be considered for the conference. The selected papers shall be considered for publication in blind peer-reviewed UGC approved journal of the college, “Journal of Business Thought”. However, they will be subjected to peer review by Editorial Board of the journal.

All the papers will be published in an ISBN numbered conference proceedings after author confirmation.

## **Submission Guidelines**

The papers should be submitted in Docx/word format with a title page, author details on separate page, abstract, key words (4-6 words), References in Harvard APA style, with the main theme to be mentioned in subject line. It can be sent as word attachment to [seminar2018@sggsc.ac.in](mailto:seminar2018@sggsc.ac.in) and [sangeetasggs@gmail.com](mailto:sangeetasggs@gmail.com). The paper should not be more than 5000 words, in a font : Times New Roman, font size 12, spacing 1.5.

## **Who Should Attend**

The National conference will be of immense interest to faculty from Delhi University and B-Schools across Delhi NCR, professionals, researchers and students.

## Registration Fees

Please register through the online form to participate/attend the conference. The registration form can be accessed [here](#) or through our website [www.sggsc.ac.in](http://www.sggsc.ac.in) .

The registration charges are:

- INR1000 for Faculty/industry Professionals
- US \$50 for Foreign Delegates
- INR 500 For researchers and
- Rs. 300 for Students

The registration fee includes conference kit, lunch and Tea/Coffee for two days.

## Payment Details

Participants can send the completed registration form along with a Demand Draft in favour of “Principal, Sri Guru Gobind Singh College of Commerce” or can pay online to SGGSCC, PSBSB A/c No: 08941000005001, IFSC Code PSIB 0000894.

**Last Date For Registration: 20<sup>th</sup> January, 2018.**

**The last date of submission of Abstracts is Nov. 15<sup>th</sup> , 2017.**

**Submission of Full Paper : 15<sup>th</sup> December, 2017.**

**Final acceptance of Full Paper: 20<sup>th</sup> January, 2018.**

## Organising Team

**Chief Patron**

Dr. Jatinder Bir Singh (Principal)

**Program Committee**

Dr. Sangeeta Dodrajka  
Ms. Harpreet Kaur  
Dr. D.D.Chaturvedi

**Publicity Chair**

Ms. Navdeep Kaur  
Ms. Meenu Gupta  
Dr. Manjeet Kaur  
Dr. Renu Gupta

**Technical Chair**

Mr. S.S.Lamba  
Dr. Manju Bhatia  
Dr. Surjeet Kaur  
Ms. Aradhana Nanda

**Sponsorships Chair**

Ms. Bhupinder Kaur Aneja  
Ms. Rasleen Kaur  
Ms. Gurveen Kaur

**Organizing Chair**

Ms. Vandana Kalra  
Ms. Bimaldeep Kaur  
Ms. Avneet Kaur

**For Queries, Contact:**

For queries related to Convention, contact: Dr. Sangeeta Dodrajka (Convenor) Mob: 9811616232; Ms. Harpreet Kaur (Co-convenor) Mob: 9811744541.

**Sponsorships Enquiries** : Ms. Bhupinder Kaur (9811550775),

Ms. Rasleen Kaur (9560809220)