



Sri Guru Gobind Singh College of Commerce

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National Conference

on

“Current Reforms in Management, Economics and Applied Business”

February 9, 2018

Venue: Sahibzada Ajit Singh Auditorium, SGGSCC

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 centre of higher learning combining academics with practical orientation for all-round personality development of the students.

About the Conference

With the opening up of economy, Indian business is facing new challenges and opportunities in the marketplace. 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. A number of reforms are inevitable in banking, monetary, fiscal and industrial policy framework of Indian economy.

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

We invite original research papers, case studies and conceptual papers on the following tracks.

1. Management

Innovations in Management
Managing Diversity in Business
Change Management
Management Information System
Social Responsibility
Supply Chain Management
TQM/Six Sigma
Knowledge Management
Management Practices in Global Context

2. Economics

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

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 may be considered for publication in blind peer-reviewed UGC approved journal of the college, "Journal of Business Thought". All the papers will be published in an ISBN numbered conference proceedings after author confirmation.

Who Should Attend

The National conference will be of immense interest to faculty from Delhi University and B-Schools across Delhi NCR, industry professionals, researchers and students. The seminar shall provide an ideal forum to share research papers, case studies and industrial experience among themselves.

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.sggsec.ac.in.

The registration charges are:

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

The registration fee includes conference kit, lunch and Tea/Coffee for one day.

No TA/DA or accommodation shall be provided to the outstation delegates.

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:	25th January, 2018
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Organising Team

Chief Patron

Dr. Jatinder Bir Singh (Principal)

Program Committee

Dr. Sangeeta Dodrajka
Ms. Harpreet Kaur
Dr. Kawal Gill Bhatia
Dr. D.D.Chaturvedi

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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-convener) Mob: 9811744541.

Sponsorships Enquiries : Ms. Bhupinder Kaur (9811550775),

Ms. Rasleen Kaur (9560809220)