



Institute of Management Studies and Research

Organises

National Conference
(Under the aegis of UGC)

On

**“Changing Dimensions of Business Management and
Corporate Social Responsibility in Globalised Era”
September 26, 2017**



International
Business
Management



MAHARSHI DAYANAND UNIVERSITY, ROHTAK
(A State University established under Haryana Act No. XXV of 1975)
'A' Grade University Accredited by NAAC



About Our University

Maharshi Dayanand University, *ab initio* established as Rohtak University, Rohtak, came into existence by an Act No. 25 of 1975 of the Haryana Legislative Assembly in 1976 with the objective to promote inter-disciplinary higher education and research in the fields of environmental, ecological and life sciences. It was rechristened as Maharshi Dayanand University in 1977 after the name of a great visionary and social reformer, Maharshi Dayanand. It had a unitary and residential character in its nascent stage, but became an affiliating University in November 1978. The University secured the recognition of University Grants Commission – the higher education regulatory body of India - for central Govt. grants in Feb. 1983. The University is located at Rohtak in the state of Haryana. The University campus, spread over an area of over 665.44 acres, is well laid with state-of-the-art buildings and magnificent road network, and presents a spectacle of harmony in architecture and natural beauty. Educational and research programmes are offered through its 36 departments. There are as many as 10 Teaching Blocks, 10 Hostels with another 10 in the offing, an elegant Vivekananda Library with 6 off-shoots, the majestic Tagore Auditorium equipped with modern gadgetry and amenities, spectacular Students Activities Centre, Campus School, Health Centre, Faculty House, Sports Stadium, Swimming Pool, Multipurpose Gymnasium Hall, Community Centre, Printing Press, Canteens, Shopping Complex, and an Administrative Block.

About the Institute

The Department of Business Management established in 1976 assumed the status of the Institute of Management Studies and Research (IMSAR) on September 27, 1993. Quality, content and process of management education is basically determined by an approach of constant innovation and adaptation to the rapidly changing socio-economic environment, in particular. Over the last more than three decades it has emerged as a widely recognized centre of excellence in management education and research. In a span of 33 years, IMSAR has produced around 2000 management graduates, who are holding key positions in corporate world both in India & abroad. A large number of them are steering the public enterprises and many of alumni have proved their mettle as successful entrepreneurs. A large number of its alumni with entrepreneurial talents have set up their own enterprises generating employment opportunities for others. It has produced a large number of management doctorates which have made a mark in the field of academics.

About Conference

India is emerging as one of the strongest economic powers of the world. There are emerging challenges of uncertainty confronting business where traditional business models have been ripped apart by the disruptive nature of digital innovation/technology leading to short-term focus. It is time to question “how to do CSR?” CSR is such an all-inclusive umbrella notion that can encompass almost all organizational engagements. In the light of this, it invites the contributions of the academia, business world and the research scholars in the field of business management. The objective of the Conference is

to facilitate an interface among Society, Business Leaders, Academia and Pioneer Entrepreneurs on various issues related to changing dimensions of business. Conference aims at highlighting the important issues related to the changes taking place across the Globe in the Business Environment which is affected by changes in trade relationship, Government policies, modes of financing, business management styles, demand of masses etc. It would enhance understanding of Indian and international issues in a comprehensive manner.

Sub Topics

Sub topics of the conference will include the following areas:

- Banking and Finance
- Business Ethics
- E-commerce
- Human Resources Management
- Management
- Marketing
- Corporate Social Responsibility

Call for Papers:

Papers are invited from academicians, researchers, corporates and educators for presentation in the conference. The author should certify that the paper is his /her original contribution and has not been submitted or accepted for publication anywhere else. The authors shall be responsible for the facts and opinion made by them. Papers can include the objective of the research, methodology, findings and suggestions. The selection and editorial committee is having full authority to select or reject the full paper.

Format for Paper Submission:

1. Length: 3500- 5000 words or 10-12 Pages in MS word format only. First page should contain full name of authors with designation and correspondence address.
2. Abstract (not more than 500 words) and Keywords in MS Word format only
3. References - APA Style is required.
4. Margins: 1 inch or 2.5 cm.
5. Font: Times New Roman 12 points
6. Spacing: 1.5 between lines
7. Paging: Page number at the centre of every page
8. Tables, charts, graphs and diagrams to be in black.

Soft copy of abstracts along with full papers can be submitted electronically at imsarconference2017@gmail.com

Publication of paper

The peer-reviewed selected papers will be published in form of edited book bearing an International Standard Book Number (ISBN).

Registration

Registration fees: Rs. 300 (Rupees three hundred only)

No TA/DA will be paid to participants. Registration fees is not refundable.

Dates to remember:

- Abstract Submission September 10,2017
- Submission of full paper September 20, 1017

Conference Committee

Patron

Prof. Bijender K. Punia
Vice-Chancellor
Maharshi Dayanand University, Rohtak

Conference Convener

Prof. A. S. Boora, Dean and Director, IMSAR, MDU

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Assistant Professor

Dr. Sonia
Assistant Professor

Dr. Garima Dalal
Assistant Professor

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REGISTRATION FORM

Name of the Participant: _____

Designation: _____

Department: _____

Affiliated Institution/University: _____

Address for Correspondence:

District: _____ State: _____ Pin Code: _____

Mob. No. _____ E-mail: _____

Title of the Paper:

Name of Co-Author/s (if any):

Date: _____

Signature of the Participant

Note: Participants are requested to submit registration form along with hard copy of full paper at the time of registration.