



2nd INTERNATIONAL CONFERENCE ON EMERGING SOCIO ECONOMIC TRENDS & BUSINESS STRATEGY

24 & 25 January, 2020

Organised by

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



Venue : **ISB&M, Kolkata**

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

About ISB&M Kolkata:

ISB&M Kolkata is 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 Second International Conference on Business and Economics. This conference aims to provide a platform to address and deliberate on various issues and concerns in the fields of supply chain management, human resource management, financial management, marketing management 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.

GUEST SPEAKER

Dr. Roselina Ahmad Saufi, MBA & Ph.D (University of Sheffield, UK) *Professor, University Malaysia Kelantan*

CHIEF PATRON

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

THINK TANK

Prof. V. K. Malhotra, *President, IEA*

Prof. (Dr.) D. K. Madaan, *Secretary, IEA*

Prof. (Dr.) A. K. Tomar, *Joint Secretary, IEA*

Prof. (Dr.) S. K. Mishra, *Coordinator, IEA*

Prof. (Dr.) P. K. De, *Emeritus Professor, ISB&M, Kolkata*

Prof. (Dr.) Subhasis Bera, *Associate Professor, ISB&M, Kolkata*

Prof. (Dr.) Gautam Bandhopadhyay, *Associate Professor, NIT Durgapur.*

Prof. (Dr.) Soma Sur, *Dean XBS, St. Xavier's University, Kolkata.*

Prof. (Dr.) Shivaji Banerjee, *HOD-Mgmt., St. Xavier's College, Kolkata.*

Prof. (Dr.) Anirban Sarkar, *Assistant Professor, WBSU, Kolkata*



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

ORGANIZING COMMITTEE & CONTACT

Prof. Arpita Roy, *Secretary.*

Prof.(Dr.) Soumik Gangopadhyay, *Convener. 9903981505*

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

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

Supply Chain Management

- Value Chain
- Sourcing and Procurement
- Packaging & Labeling
- Pallets & Containers Shelving & Racking
- Warehouse Management
- All Warehouse/DC
- Supply Chain
- Enterprise Resource Planning
- Global Trade
- Inventory Management
- Retail chain
- Sales & Operations Planning
- Supply Chain Optimization
- Sustainability

*The above mentioned topics are only indicative and not exhaustive

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

Artificial Intelligence & Innovation

- Digitalisation & Data Security
- Creativity & Business Innovation in Extended Enterprise Planning
- Knowledge Management and Automation
- Artificial Intelligence and its Impact on Society
- Risk Management in Multi-Cloud Environment
- Emerging Trends in Blockchain Technology
- Application of Data Driven Analytics in Finance
- Financial Intelligence and its Challenges
- Risk Management & Digital Economy
- Internet of Things: Smart Cities to Smart World

Participation Fees :

Category of Participants	For India	For Others
Corporates / Academicians	₹ 2500	US\$200
Research Scholar / Students	₹ 2000	US\$100

- Accommodation will be given on first cum and first serve basis subject to payment of requisite fees.

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 30th Nov'19 followed by full paper by 30th Dec,19. 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 isbmconference2018@gmail.com. Two best papers will be awarded with certificate from each section. Selected Research Papers will be published in Scopus & ABDC Listed Journal: International Journal of Business Innovation and Research (ISSN NO: 1751-0260) and India Quarterly: A Journal of International Affairs (Sage Journal, UGC-CARE-A, Scopus) ISSN:0974-9284

Important Dates :

Submission of Abstract	30th December, 2019
Acceptance of Abstract	31st December, 2019
Submission of Full paper	02nd January, 2020
Date of Registration	10th January, 2020
Conference Date	24 - 25th Jan, 2020



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 Budge Budge 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

2nd INTERNATIONAL CONFERENCE
ON

EMERGING SOCIO ECONOMIC TRENDS & BUSINESS STRATEGY

24 – 25th January 2020.

Venue: ISB&M, Kolkata, 330/2 Pujali Trunk Road, P.S. – Budge Budge, Kolkata - 700138



Name of the participant: _____

Designation: _____

Name and Address of 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