

NCIBP – 2018

NATIONAL CONFERENCE
ON
INNOVATIVE BUSINESS PRACTICES & SUSTAINABLE
DEVELOPMENT IN MODERN ERA



**BENGAL SCHOOL OF
TECHNOLOGY & MANAGEMENT**

Sugandha, Delhi Road (Near Chuchura Rly. Station),
Hooghly, West Bengal, India.

033-65000964

<http://www.bstm.org.in>

21st April, 2018

ABOUT THE COLLEGE

Bengal School of Technology & Management (BSTM) is a noble venture of Supreme Educational Development & Charitable Organization (SEDCO) and established to produce professionals of the highest quality who will be able to cope with the challenges of the complex and volatile business environment as well as the ever evolving industrial needs of the country. The Institute is affiliated to Moulana Abul Kalam Azad University of Technology (formerly known as WBUT) and a sibling of Bengal School of Technology, a leading Pharmacy College in the State and of SKFGI Group of Institutions having Sir J.C. Bose School of Engineering, Dr. P.C. Mahalanabish School of Management (MBA College) and AICTE approved Diploma College within its fold. The aforesaid Education initiative has laid its footprint in the educational arena of the State from the very first year of its operation.

Because of its commitment to quality education, commendable performance of the students in the University Exams and for its placement records, the Institute is reckoned as one of the leading Colleges in West Bengal and receiving overwhelming support and confidence from its students and their guardians, The Institute boasts of the quality of its faculty members and next generation infrastructures and continuously endeavours to improve the facilities to cater the needs of the young talents and the fast changing industries as well.



ABOUT THE CONFERENCE:

We are the inhabitants of a globally connected yet versatile world where the word stability puts us in stake. The volatile complex nature of the world is really creating a hindrance to sail smoothly .It is really true that we have plethora of option to exploit. This too much opportunity has even managed to weave a barrier in our progress. This era of communication has evoked an environment of uncertainty around us. In such a situation, managing our assigned job is a high hill task. Complexity and ambiguousness thus invite only turbulence before us. The concept of innovative business practice brings a ray of hope to sustain and thrive in this competitive world. A handful of management experts believe that to rise in such an occasion, leaders at all managerial level need to evolve with innovative strategy and data-driven management. They need to explore themselves as agile learners who have the potentiality to exploit the changes to reap rich dividend in future.

CONFERENCE OBJECTIVES:-

The conference is expected to

- Provide a definite platform for researchers, academicians, policy makers as well as industrial professionals to present their research results, trends, concerns, challenges and best practices related to innovative business practices to bring Sustainability.
- Inspiring lectures by the renowned academicians enlightens students, research scholars and industrial professionals in this volatile world.

Honourable Speakers :

- **Prof. (Dr.) Tathagata Bandyopadhyay**
Production & Quantitative Methods Area,
Indian Institute of Management, Ahmedabad
- **Prof. (Dr.) Debasish Sur**
Head , Department of Commerce
The University of Burdwan
- **Prof. (Dr.) Isita Lahiri**
Department of Business Administration
The University of Kalyani

CONFERENCE SUB THEMES.

All original, previously unpublished research papers are solicited for presentation at the National Conference, 2018. We earnestly invite researchers, academicians, doctoral students and practitioners to submit their papers to one of the following Conference Sub Themes:



TRACK I: FINANCIAL EXCELLENCE –IN INNOVATIVE BUSINESS PRACTICES

- Financial Market and Financial Modelling
- Working Capital and Management
- Financial Derivatives and Risk Management
- Companies Act, 2013 and IFRS
- Impact of GST
- Portfolio Theory
- Security Analysis and Portfolio Management
- Financial Accounting Practices
- Indian Financial System

TRACK II: AGILE MARKETING IN INNOVATIVE BUSINESS PRACTICE

- CRM and Supply Chain Management
- Service Marketing
- Industrial Marketing
- Organized and Unorganized Retailing
- Strategic Marketing
- International Marketing
- Green Marketing
- Consumer Behaviour Analysis
- E-Marketing

TRACK III: STRATEGIC HRM IN INNOVATIVE BUSINESS PRACTICE

- Human Resource planning and development
- Organizational Culture and Climate
- Management Process
- Organizational Development and Theory.
- Behavioral Paradigm
- Entrepreneurship Development
- Management of Training and Development
- Employee Relations and Paradigm
- Green HR

STRUCTURED ABSTRACT AND SUBMISSION GUIDELINES

The selection of papers will be based on their significance and interest to a broad array of delegates.

The title of the paper should be Font 14 point times New Roman (Bold); the author(s) names should be font 12 point times New Roman; the designations, affiliations and email addresses should be Font 10 point Times New Roman.

At least 4-5 keywords (Font 12 point times New Roman). It should be provided after the abstract. (Font 12 point times new Roman).



FULL PAPER SUBMISSION GUIDELINES:

Upon acceptance of abstract, authors must submit the final paper within the stipulated deadline. Please refer to the following guidelines for submission of the full length paper research papers should be of 4000-5000 words in length (excluding tables, figures & references)

Your submission should contain the following details:

- Introduction (including problem definition)
- Review of Literature
- Objectives
- Research Methodology
- Findings and Analysis of the study

All content should be in font 12 point times new roman, except headings and subheadings which should be font 14 point times New Roman (bold). Paragraph spacing should be 1.5 and margins on all sides of the A4 sheet paper should be 2.54 cm (1 inch).

BEST PAPER AWARD:

High quality research papers will be evaluated for originality, research rigor, contribution to theory and/or practice, proximity to the broad theme of the conference and will be nominated for best paper awards. Authors who wish to contest for the best paper have to submit the full paper within the speculated time.

IMPORTANT DATES:

Abstract Submission Deadline	:	18 th March, 2018
Confirmation of acceptance of Abstract	:	29 th March, 2018
Full paper Submission Deadline	:	6 th April, 2018
Confirmation of Acceptance of Full Paper	:	10 th April, 2018
Last date of registration	:	16 th April, 2018
Conference Dates	:	23 rd April, 2018 (Saturday)



REGISTRATION & PAYMENT PROCEDURES

Authors are requested to kindly adhere to the following registration & payment formalities; once their papers have been accepted for presentation:

Participant Profile	Delegates
Corporate Delegates	Rs. 1,000/-
Academic Delegates	Rs. 500/-
Doctoral Delegates	Rs. 500/-
Student (PG / UG)	Rs. 300/-

Registration fee must be paid by NEFT or by demand draft in favour of Bengal School of Technology and Management, payable at Kolkata.

Registration can be also done through cash payment to the college (BSTM).

Account Name	: Bengal School of Technology and Management
Bank name	: Punjab National Bank (Sugandha Branch)
Bank Address	: Sugandha (West Bengal), Vill. + P.O: Sugandha, Pin - 712102
Savings Account No.	: 7625002100000227
IFSC Code	: PUNB0762500

Contact Information

All research papers and subsequent correspondence have to be mailed at: conference.bstm@gmail.com

Interested Participants and Delegates can also Contact us at
Soumya Mukherjee : 9433113859
Apala Ghosh : 9051070996
Mayukhjyoti Bhattacharjee : 8961320467

