Best Paper Awards

Four Selected best papers, one from each of the four tracks, will be awarded.

Who can participate in the seminar ?

The seminar can be attended by those who are teaching across the discipline of Management, Commerce, Economics, Law and other interdisciplinary areas at all levels, Research Scholars, Industry personnel, post-graduate students & Prospective Entrepreneurs.

Registration Fee :

Category	Amount
Faculty / academician	Rs. 2,500.00
Corporate Delegates	Rs. 3,000.00
Foreign Delegates	$ 120.00
Research Scholar and students of other University	Rs. 2,000.00
Foreign Students	$ 80.00

Registration fee includes seminar kit, High Tea and Lunch for two days.

Registration fee should be sent through Bank transfer (NEFT) in the name of O. S., MBA Seminar Acccount, Payable at Midnapore.

BANK NAME : UCO, Vidyasagar University Branch, Midnapore

Bank A/C : 17480110019191 IFSC : UCBA0001748

(The participants are also required to send a scanned copy / Snapshot of their filled-up Registration forms along with NEFT -Slip to vumbaseminar@gmail.com On receiving the copies, the participents will be acknowledged for the same.)

Accommodation :

Participants may be provided local accommodation on request intimated in advance. Please note that the registration fee does not cover lodging charges.

Address for Communication :

Dr. Sudin Bag, Organising Secretary, Department of Business Administration, Vidyasagar University, Midnapore - 721102, India, Telephone : 03222-276554 / 55/57/58, Extn. : 489, Fax : 03222-275329 - Mobile : 9239473056,
E-mail : sudinbag1@gmail.com

Dr. Debasish Biswas, (M): 9832362955, E-mail : debasish762010@yahoo.com

Prof. Kartick Chandra Paul, (M) : 9734593427, E-mail : kcpaul.vu@gmail.com

2-DAY UGC-SPONSORED INTERNATIONAL SEMINAR

ON

"Recent Innovations in Management, Accounting, Business and Entrepreneurship"

: Dates :
25th and 26th January, 2017

Organised by

DEPARTMENT OF BUSINESS ADMINISTRATION

VIDYASAGAR UNIVERSITY

VENUE

Vidyasagar University

Birendra Nath Sasmal Hall
Midnapore - 721102, West Bengal, India

Downloaded from Vidyasagar University; Copyright (c) Vidyasagar University
http://ecircular.vidyasagar.ac.in/DownloadEcircular.aspx?RefId=201612304265

About the University :

Vidyasagar University is named after one of the most illustrious sons of Bengal as well as one of the doyens of Indian Renaissance, Pandit Iswar Chandra Vidyasagar. The University was established with a mission to provide an answer to the needs of the region – be it ethnic, socio-cultural and geographical - along with mainstream education. The University presently houses 27 PG Departments / courses, 14 in Humanities and 13 in Science while 100 undergraduate colleges apart from 10 courses in yet 15 other colleges / institutes affiliated to it. Fourteen vocational subjects and six other specialized courses are also offered at the UG level. The National Assessment and Accreditation Council (NAAC) awarded Vidyasagar University 'B' Grade with a CGPA of 2.86 in its 3rd cycle of accreditation in 2014. The campus has a picturesque background within which afforestation programmes are being undertaken.

About the Department :

Globalization has brought about many changes. Naturally, the field of education has not been left out of its effects. Qualitative changes in the market – transformation from buyers' market to the sellers' one – have added many more new dimensions to the ramification of education. Unprecedented changes in the market to be served have increased the demand for management experts manifold. Recent renaissance for industrialization in India has added fuel to the fire. Having realized the growing need for management experts, Vidyasagar University launched this UGC and AICTE approved 2-year full-time MBA course in the year 2006 for initial nourishment under the able and proven academic and professional leadership of all other allied Departments and their faculties. The course is having specialization in Finance, Marketing, and Human Resource Management at present. Apart from the in-house faculties from various existing sister Departments of the University, sincere attempts are made to invite experts from the various Industries and aslo to invite Guest faculties from Management and allied Departments of other reputed Universities and Institutes to provide desired blend of input to the students.

CALL FOR PAPERS AND SEMINAR THEMES :

The Organizer cordially invites abstracts and full length research papers for Seminar presentation from the prospective participants all over the world to participate in the International Seminar on "Recent Innovation in Management, Accounting, Business and Entrepreneurship". The Seminar will bring together leading Scholars, Researchers, academicians, entrepreneurs industry personnel and students of Management and its allied disciplines, in the domain of interest from around the World. Topics of interest for submission include various sub-themes, but are not limited to the broad sub-themes meintioned here. The Seminar aims at providing an opportunity for exchange of ideas and dissemination of knowledge among Scholars for Sustainable Development. Contributions are invited from prospective authors from related areas. All contributions should be of high quality, original and not published elsewhere or submitted for publication. During the review period, Papers will be reviewed by eminent scholars in the respective areas. Some selected papers will be published in an edited volume having ISBN No. in print version.

Sub - Themes of the Seminar

Marketing :
Fundamentals of Marketing, Assessing Marketing Performance, International Marketing, Marketing Research, New Product Development, Marketing Strategy, Service Marketing, Merchandise Planning and Control, Buyer Behaviour, Sports Marketing, Product Management and Planning, Integrated Marketing communications, Marketing Innovation and Planning, Direct Marketing, E-Marketing, Relationship Marketing, Retailing, Supply Chain Logistics, Sales Strategies, Marketing Research, Marketing Data Analysis, Marketing Case Studies, Contemporary Issues in Marketing and all other marketing related topics.

Accounting, Finance, Banking, Trade & Economics : Management Accounting, Financial Accounting, Business Accounting, Accounting Information Systems, Auditing and Assurance, Accounting Process and Systems, Accounting and Financial Modelling, International Accounting, Cost Accounting, Accounting for Derivatives, Foreign Currency Accounting, Financial Reporting and Statement Analysis, Tax Accounting, Government and Non-Profit Accounting and Auditing, Banking and Finance, Economic Growth, Environmental Economics, Forest Economics, Innovation And Entrepreneurship, International Business-Economics, International Trade, Macro Economics, Risk Management, Capital Markets, International Banking, Bank lending, Central Bank Policy, Economic Development and Issues, Micro Finance and women empowerment and all other areas of economics, Accounting and Business.

Human Capital Management : Cross culture Management, International HRM, Diversity and inclusion, Talent Assessment Effective Performance, Organizational change, Change execution, Organizational Behaviour, Industrial Psychology, Organizational Development, Tranning and Development, Strategic HRM, IRs, Labour Welfare, Compensation Management , Human Rights, and all other human Capital related Issues.

Business Ethics, CSR, Resource Management & Enterepreneurship : Code of Ethics for Business, CSR, IT and ITes Sector, Corporate Governance in public sector enterprises, CSR and different stakeholders, Social Movement and CSR, Natural Resourse Management, Water Management, Forest Management, Enterepreneurship Development, Women Enterepreneur, Proplems and prospect of Enterepreneurship in India, MSME and all other Management related topics.

(The list Sub-themes is not exhaustive. Papers on Interdisciplinary themes related to the overall theme of the seminar may also be submitted)

Abstract Submission:

Abstracts not exceeding 350 words on any of the aforesaid themes should be sent to the Organizing Secretary through email at vumbaseminar@gmail.com on or before 10th January, 2017

Submission of Full Length Research Paper

Full length research paper, maximum in 7 pages in double column format as word doc along with APA formate references should be submitted latest by 14th January, 2017 through email at- vumbaseminar@gmail.com

Submission of Registration

Submission of Registration fees latest by 17th January, 2017. Registration process can be initiated after receiving acceptance letter of abstruct.

Acceptance of Abstract

The acceptance of abstract will be acknowledged by 12th January, 2017.

Downloaded from Vidyasagar University; Copyright (c) Vidyasagar University
http://ecircular.vidyasagar.ac.in/DownloadEcircular.aspx?RefId=201612304265

UGC sponsored
Two day International Seminar
on
"Recent Innovations in Management, Accounting, Business and Entrepreneurship"
25-26 January, 2017

REGISTRATION FORM

Name of the Delegate/ Author (s): _____

_____

Designation: _____

Delegate (s) Category (Please Select One)

Faculty / Academician ☐ Corporate / Industry Delegate ☐ Foreign Delegate ☐

Research Scholar ☐ PG Student ☐ Foreign Student ☐

Name of the Institute / Company: _____

_____

Title of Research Paper: _____

_____

_____

Mobile No: _____ E-Mail: _____

Accommodation Details: Yes ☐ No ☐

Food Habits: Vegetarian ☐ Non-Vegetarian ☐

Details of payment:

I hereby declared that the Registration fees of Rs. _____ _____ (in words) through NEFT in the name of 'O.S.,MBA SEMINAR ACCOUNT' (A/C No: 17480110019191), Payable at Midnapore, bearing transaction no. _____ _____ Bank & Branch Name _____ dated _____.

Signature: _____

Date: _____

Mail duly filled up form to ***vumbaseminar@gmail.com***

Contact Person: **Dr. Sudin Bag, Organising Secretary, Dept. of Business Administration, Vidyasagar University,Mob: 09239473056**

Downloaded from Vidyasagar University; Copyright (c) Vidyasagar University
http://ecircular.vidyasagar.ac.in/DownloadEcircular.aspx?RefId=201612304265