

The registration fee can be paid through:

- A. Demand Draft in favour of 'Principal, Islamia College of Science and Commerce, Srinagar, payable at Srinagar and send to us by Speed Post/Courier along with Filled in Registration Form addressed to Dr. Seema Bashier Conference Convener, Department of Commerce & Management Studies, Islamia College of Science & Commerce, Srinagar – 190002, Jammu & Kashmir, India.
- B. Online Bank Transfer (NEFT/ SWIFT) of cash deposit in any CBS Branch of J & K Bank – Details of Account are as below:
- | | | |
|-----------------------|---|---|
| 1. Account Name | : | Principal Islamia College |
| 2. Bank Name & Branch | : | J & K Bank, Islamia College, Srinagar- 190002 |
| 3. Account Number | : | 0363040500000001 |
| 4. Type of Account | : | Saving Account |
| 5. IFSC Code | : | JAKA0COLLEG |
| 6. MICR Code | : | 190051030 |
| 7. Swift Code | : | SCBLUS33 |

Please mention the Transaction ID alongwith the title of the research paper and send in advance intimation by submitting the electronic Registration Form enclosed at hodcommerceicsc@gmail.com / icscnationalconference@gmail.com

ACCOMODATION

Accommodation facility will be provided to the outstation participants on sharing basis in Guest Houses/Hotels free of cost. Accommodation shall be provided on advance request only. Accommodation is limited and is available on first cum first serve basis.

CHIEFPATRON

Prof. Talat Ahmad Vice-Chancellor, Univeristy of Kashmir, Srinagar

PATRON

Prof (Dr.) Yaseen Ahmad Shah, Principal, Islamia College of Science & Commerce

CONFERENCE CONVENER

Dr. Seema Bashir
Head, Department of Commerce & Management Studies

CO-CONVENER

Dr. Nasreen, Department of Commerce & Management Studies
Dr. Ajaz Ahmad Mir, Department of Commerce & Management Studies
Ms. Abida Ahsan, , Department of Commerce & Management Studies

ORGANISING SECRETARIES

Dr. Mohmed Amin Mir, Department of Commerce & Management Studies
Mohamad Rafiq Lone, Department of Commerce & Management Studies

JOINT CONFERENCE SECRETARIES

Dr. M. Yasin Malik, Department of Commerce & Management Studies
Dr. Farooq Ajaz Shah, Department of Commerce & Management Studies
Dr. Shamima Kamilli, Department of Commerce & Management Studies
Dr. Tabasum Nazir, Department of Commerce & Management Studies

CONFERENCE ORGANIZING TEAM

Dr. Mehraj-ud-Din Shah	Dr. Tariq A. Ganie	Dr. Qayoom Ahmad Wadoo
Mr. Sheikh Suhail	Ms. Saba Matto	Mr. Mohamad Tanveer Khan
Dr. Majid Shaban	Dr. Mehvish Maqbool	Ms. Rehana Batool
Mr. Shoaib Ahmad	Dr. Ishrat Bashir	Dr. Muntaheena
Mr. Qaisar Mohammad	Ms. Nusrat Jamal	Ms. Masarat Jan

VENUE

CONFERENCE HALL

Islamia College of Science & Commerce
Srinagar

For correspondence and further queries contact:

Dr. Seema Bashier

Conference Convener

Associate Professor and Head
Department of Commerce & Management Studies

Islamia College of Science and Commerce

Hawal, Srinagar, Jammu & Kashmir.

Email ID: hodcommerceicsc@gmail.com / icscnationalconference@gmail.com

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TWO DAY 2ND NATIONAL CONFERENCE

ON

BUSINESS AND MANAGEMENT IN THE 21ST CENTURY: ISSUES & CHALLENGES

March 12Th & 13Th 2019



Organised by

Department of Commerce
Islamia College of Science & Commerce
(UGC-AUTONOMOUS)
Srinagar, Jammu & Kashmir, INDIA

ABOUT THE CONFERENCE

The conference aims at creating a platform for researchers and academicians to discuss research on the contemporary issues on various subject areas of business and management. The business environment of today is a whirlwind of change, unpredictability and spontaneity. It is being led by trends of digitalization, agility, innovative technologies and marketing strategies by organizations around the globe. However, the challenges of urbanization, sustainability, climate change and lack of effective leadership pose a serious threat to the growth of world economies in future. In this plethora of opportunities and challenges, the world is looking up to India, as a leading emerging economy, to guide the way through 21st Century and prepare for the transitions ahead.

Designed to bring together thinkers, academicians, consultants and professionals along with the students at one platform, the Department of Commerce and Management Studies, Islamia College of Science and Commerce, Srinagar is organizing a Two Day 2nd National Conference on Business and Management in the 21st Century : Issues and Challenges on March 12th and 13th, 2019. The main objective of this conference is to focus on the current and future advancements in business and management that will present the organization with challenges and opportunities in the 21st Century. The deliberations at the conference are expected to analyze various business systems and methods to anticipate the required structural changes and how to make them through innovation.

PROSPECTIVE PARTICIPANTS

Academicians / Faculty Members/ Research Scholars
Business Professionals/ Senior Level Managers/Executives
Practitioners in Business & Non-Profit Organisations
Policymakers/ Entrepreneurs/ Enterprising Youth/ Industrialists/ Consultants
Non-Government Organisations (NGOs)

CALL FOR PAPERS

Two-day 2nd National Conference on Business and Management in the 21st Century: Issues & Challenges invites original, previously unpublished, research papers addressing research challenges and advances from researchers, academicians and corporate officials covering but not limited to the areas mentioned below:

TECHNICAL SESSION-I: Advances in Business, Accounting and Finance

Goods and Service Tax
Corporate Frauds
Financial Inclusion and Business Sustainability
Cryptocurrency and the Integration of Typical Accounting Measures
Private Equity and Venture Capital
International Business
Insurance and Risk Management
CSR & Corporate Governance
Forensic accounting, creative accounting, strategic accounting, carbon credit accounting, social accounting, environment accounting, human resource accounting
Cloud accounting and mobile accounting
Islamic Banking, Finance and Economics
Economics and Business Administration
Science & Business Management Technology
Data Mining and Fuzzy Technologies
Other related topics

TECHNICAL SESSION-II: Changing Dynamics of Marketing

Digital Marketing, Marketing to Millennials
Sustainable Marketing and Strategies, Integrated Marketing Communication
Ethical Issues in Marketing
Customer Engagement Strategies
Data Analytics
Trends in Consumer Research
Other related topics
Customer Engagement Strategies
Data Analytics
Trends in Consumer Research
Other related topics

TECHNICAL SESSION-III: Paradigm Shift in Human Resource Management and Organisational Behaviour

Green HRM
Industrial Laws & HR (Workforce Security)
Gender Equality
Management of Millennials at Workplace
Workforce Diversity and Inclusion
Modern methods in Talent Acquisition
Transformational Leadership and Employee Engagement
Workculture and Ethics, Workplace Spirituality
Stress Management, Personality Development and Communication Skills
Other related topics

Above list of the related areas is not exhaustive. Related research work / case studies / articles would also be highly appreciated.

IMPORTANT DATES

Abstract Submission	Feb 10th 2019
Abstract Acceptance	Within 4 - 5 days from submission of abstract
Deadline for Full Paper Submission Alongwith Registration Fee	Feb 20th 2019
Conference Dates	March 12 & 13, 2019

BEST PAPER AWARD

The Best Paper Award will be given for each technical session. The decision of the panel will be final and binding. Best Paper for each session will be awarded on the basis of credits earned in Paper Content, Writing Skills and Presentation Skills.

PUBLICATION OPPORTUNITIES

Selected quality research papers may be considered for publication in an edited book with the consent of author(s).

GUIDELINES FOR PAPER SUBMISSION

Abstract : Not more than 300 words
Full Paper : Not more than 4000 - 4500 words
Title Page : Title, Author (S), Designation, Professional Affiliation, Contact Details & e-mail.
Text Font : Times New Roman
Font Size : 12
Line Spacing : 1.5
Document Size : A4
Margin : 1" on all sides
References : Standard APA format
Tables & Graphs : Romans and embedded in the text

Final paper submission must accompany an undertaking by the first author that the paper is an original piece of work and has neither been published nor submitted for publications elsewhere.

The participants are requested to forward the abstract and full paper (mentioning the relevant the relevant Track) via soft copy at the following email IDs: hodcommerceicsc@gmail.com and icscnationalconference@gmail.com

DESIRED PAPER FORMAT

The following is the suggested format for paper submissions:

Paper Title
All authors Title (e.g. Dr, Mr, Mrs, etc.) & Name, Affiliation, Email etc.
Abstract and Keywords (Maximum of 300 words)
Introduction / Background / Objective
Literature Review
Methodology, Findings, Analysis & Discussion
Conclusion, Limitations and Recommendations
References - Harvard or APA Style is required.
Tables, Figures, Etc. In Their Appropriate Location In The Paper (If Applicable)

ABOUT THE COLLEGE

The Islamia College of Science and Commerce, was established in the year 1961 in the Sheri Khas of the district Srinagar and is one of the leading colleges of Kashmir imparting higher education in commerce, management, computers and sciences for over 4 decades. The college offers undergraduate and post graduate courses. The college till date has produced scores of degree holders who are working all across the Globe. Over the years, the College has emerged as a choicest seat of learning for higher education. Based on its track performance, the UGC has conferred the College with Potential for Excellence (CPE) status and was subsequently granted Autonomous Status.

The Department of Commerce is well known for initiating and imparting commerce and business education in the valley and presently offers three year full time Bachelor of Commerce programme, Bachelor of Commerce (Hon.), Bachelor of Business Administration, two year full time Master of Commerce, One Year Diploma in Stenography and Diploma in Paper Machie and Crewel Craft. The College is spread over an area of hundred Kannals and on the eastern side stretch towards the bottom of Kohi Mara Hill. The College is located in down-town adjacent to Grand Mosque - Jamia Masjid.

REGISTRATION FEE

Once the abstract/paper is submitted for the conference, acceptance will be given via email to the candidate. After receiving the acceptance letter/email, you have to register with the required registration fee as per the registration details. In case of multi-authors, desirous of certificates, all authors will have to separately register themselves. Registration fee includes Conference Kit, copy of conference Souvenir, Lunch & tea and a Certificate of Participation.

Category	Upto Feb 20, 2019	After Feb 20, 2019
Academicians	Rs. 1500	Rs. 2000
Research Scholars	Rs. 800	Rs. 1000
Corporates/Business Professionals/Executives /Consultants/Senior Level Managers	FREE	