



TEQIP-II Sponsored
National Conference on
Current Issues & Opportunities
in
Emerging Global Business Scenario
April 7th - 8th, 2016

Organized by

Departments of Humanities & Management Studies
GIANI ZAIL SINGH
Campus College of Engineering & Technology
Maharaja Ranjit Singh State Technical University, Bathinda

ABOUT THE CONFERENCE

The World Economy has passed through many phases over the past two decades and is now set to enter a new phase business transformation. The fast changing business macro environment compels the stakeholders to raise their eyebrows on various strategies of business enterprises. The key external influences are fast changing technology, financial products, customers taste and preferences and interdependence of nations. From this prospective, Giani Zail Singh Campus College of Engineering & Technology is organizing National Conference on “Current Issues and Opportunities in Emerging Global Business Scenario” on 7th -8th April 2016. The conference will provide a common platform for interaction and exchanging of ideas amongst academicians, researchers, business participants, and government officials

CALL FOR PAPERS

We invite all original empirical, conceptual, case based research, case study from Academicians, Doctoral Scholars, Industry Professionals, Management Consultants, Management and Engineering students. Following is the list of **indicative (not restrictive)** sub themes in various management disciplines.

Sub Themes	Topics
Finance & Economics	Market Volatility, IPOs and M&A, Financial Issues in “Make in India, Risk Management, Economic Issues in Business Scenario
Marketing	Digital Marketing, Green Marketing, Viral Marketing, Cross Culture Marketing Challenges in “Make in India”
HR	Competency Mapping, HR Analytics in OD, HR Issues in Make in India, Spirituality in Workplace, Global HR issues in Industrial relations
Entrepreneurship	New Global Ventures in Entrepreneurships, Entrepreneurships & “Make in India”, Entrepreneurship & Economic Development
IT	Cloud Computing & Business Scenario, IT Development & Make in India, IT in Management Decision Making, IT innovations in Business Development
Communicative Issues	Digital media and language choice in education, Second Language Acquisition, Linguistic barriers experienced by migrant populations in urban contexts, Cross Culture Communication
Misc. Issues	Supply Chain Management, TQM, Environmental Science, Operations

ABOUT THE INSTITUTE

GZS Campus College of Engineering and Technology, Bathinda is the first Engineering institute established by the Punjab Government as Government Engineering College, Bathinda and is spread over an area of 156.6 acres. The foundation stone was laid by the then Governor of Punjab, His Excellency Sh. S.S. Ray on Oct. 23, 1989. In 1992, it was given autonomous status and renamed as College of Engineering & Technology, Bathinda. In 1996, in honour of ex-president of India Honorable Giani Zail Singh Ji, the name of the institute was renamed as Giani Zail Singh College of Engineering & Technology, Bathinda. The college was upgraded as a constituent college of Punjab Technical University, Jalandhar in 2011. Recently, the Campus college has been further upgraded as the constituent college of newly established Maharaja Ranjit Singh State Technical University Bathinda and renamed as Giani Zail Singh Campus College of Engineering and Technology. This campus college is running UG and PG courses in six engineering disciplines and UG course in Architecture. The campus college also runs following courses - MBA, MCA, M.Sc. (Physics), M.Sc. (Chemistry) and M.Sc. (Mathematic). The campus has been granted the QIP centre of AICTE, New Delhi and has awarded 10 scholarships to the PhD research scholars per annum w.e.f. 2012. Many research scholars are pursuing their PhD under the supervision of various faculty members of the institute. The Campus has been selected for World Bank Sponsored “Technical Education Quality Improvement TEQIP -II Project” from MHRD, Govt. of India.

AUTHORS GUIDELINES

- Papers with original research ideas and on empirical analysis will be preferred
- The certificates will be issued only to those participants who are registered.
- Selected papers will be published in a CD with an ISBN number.
- In case of joint authors, each author has to register individually.
- Registration Fee does not include accommodation charge.
- A delegate can also attend the conference without submitting any paper by paying the registration fee.

GUIDELINES FOR MANUSCRIPTS

Length	Abstract - Maximum 150 words Full Paper - Minimum 1800 Words & Maximum 3500 Words
Margin	2.5 cm or 1 inch from all sides
Font & Line Spacing	Times New Roman - 12 Line Spacing 1.5
Title Page	Title of Paper - Bold and Centred with font size 16 Author's Name - Font Size 13 (Times New Roman) Affiliation, Email, Contact No - Font Size 8(Times New Roman)
Key Words	4
Paper Structure	Introduction, Review of Literature, Methodology, Results, Conclusion & References
E-mail for Submission	nchm2k16@gmail.com

REGISTRATION FEE

Category	Fee (in INR)	On Site
Academicians	1000	1200/-
Research Scholars	500	800/-
Corporate	1200	1500/-
Only Attending, Not presenting paper	700	1000/-

IMPORTANT DATES

Last date for submission of full length paper	11 th March 2016
Notification for Acceptance of Paper	19 th March 2016
Last date for Registration	28 th March 2016

PAYMENT DETAILS

DD in favour of "Chairperson, Department of Humanities and Management Studies, GZSCCET Bathinda" Payable at Bathinda

For Online Payment - Bank Name - Central Bank of India

Account Name - Department of Humanities & Management Studies

Account Number - 3518474213 IFSC Code - CBINO283469

Branch Name - Giani Zail Singh Engineering College, Dabwali Road, Bathinda

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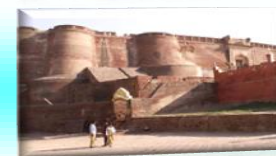
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ABOUT BATHINDA - CITY OF LAKES

Bathinda is one of the oldest and historical city of Punjab. It is known as fastest developing city of Punjab. The prominent industries like Guru Gobind Singh Refinery, Bathinda (a unit of HPCL-Mittal Energy Ltd.), Three thermal power plants, NFL plant, Vardhman Polytext Limited, Transformer industry, Verka Milk Plant have been established around and within the city. The city is proud of having Asia's largest Army Cantonment, Central University of Punjab, Regional centre of Punjabi University, Patiala, Adesh Medical University and various government managed colleges of high repute running science, commerce and humanities courses. State government propose to establish AIIMS, an international Airport, Five star hotels and world class international Cricket Stadium. The city is well connected to the rest of the country by rail and road.



NEED ASSISTANCE - FEEL FREE TO CONTACT

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