

ICCB 2017-Call for Papers

International Conference on Changing Paradigms of Business in the 21st Century (ICCB 2017)

**Organized by: Department of Commerce, Shaheed Bhagat Singh College,
University of Delhi, Delhi**

Dates: 24–25 February, 2017

Venue: Auditorium, Vallabhbai Patel Chest Institute, University of Delhi, Delhi-110007

Important Dates

Submission: January 10, 2017

Registration: January 31, 2017

For details, visit our website: <http://www.duconference.in/> , <http://www.sbsc.in>

Email: sbscseminar@gmail.com

Call for Papers

We live in dynamic times, with things around us changing at a fast pace. The wheels of change started rolling in the last decade of the twentieth century, when Indian economy was liberalised and World Trade Organisation (WTO) was established. The economy evolved from a cocoon to an open and a vibrant one. The early twenty first century gave the business a new medium called Web, which changed the very fibre of business. E-commerce has turned the world into a global village with the constraint of time and distance, fading away. As academicians and industry leaders, the constant changes in the business environment require constant discussion and analysis in the field of finance, economics and business. We, at the Department of Commerce, Shaheed Bhagat Singh College, Delhi University are pleased to announce the much awaited “International Conference on Changing Paradigms of Business in the 21st Century (ICCB 2017)” on 24th and 25th February, 2017.

The business environment, both global and Indian, is more dynamic today than it has ever been before. The conference aims to track, analyse and debate some of the changes and how they have impacted the business strategies. The timing of the conference couldn't have been better since major developments are taking place since the dawn of the 21st Century impacting different aspects of business.

The latest of the changes in the series is the demonetisation of high value currency notes by the Government of India. It is being vouched as the boldest move by any government in the recent times. Many debates and discussions are happening around its possible long term effects. To

analyse the same briefly, it isn't a solitary move made by the Prime Minister. The Digital India and Jan Dhan Yojna were a precursor to what was about to follow. The intent of demonetisation is to curb black money by moving towards cash-less society. Unlike hard cash, digital payments make the transactions transparent and hence traceable. Now, from a business perspective, this would mean, even a vegetable vendor (unorganized retailer) who wasn't in the records would now be accepting either through digital wallets or Credit /Debit cards. Digital India is aiming to connect the whole of India digitally by 2020 and 20 crore Rupay cards were registered under the Jan Dhan Yojna by 23.11.16. The efforts have been made to connect the whole of the Indian population through online banking, through apps on the smart phones. This government move aims to change the way people do business in India, whether it succeeds or not is for us to analyse some other time.

E-commerce is already expanding in India and demonetisation has changed the way for it too. Cash-on-delivery (COD), payment option is unique to Indian e-commerce. The introduction of COD helped the e-commerce companies survive and expand in India. The companies like Amazon and Flipkart did away with COD for a few days post the announcement and instead offered discounts on Card on Delivery. In the long run, the cash-crunched e-commerce giants wanted to do away with COD and this has been fastened by a move towards cash-less society. Digital wallets especially Paytm experienced a growth of 500% the very next day of the announcement. India did witness deserted markets for a few days but as they say change is never easy, and things seem to be getting back to normal now.

The Goods and Service Tax, which is scheduled to come in full swing from April 1, 2017 shall have a comprehensive indirect tax on manufacture, sale and consumption of goods and services throughout India, to replace taxes levied by the central and state governments. The effort is towards simplifying the mechanisms and making India a desired destination for doing business. The forum may discuss whether it is the right time for GST? Can India handle so many changes at the same time? Can we expect to see the fibre of Indians change?

The impact on business changes like demonetisation and GST to Swachh Bharat Abhiyan, social networking, conscientious endorsements by celebrities, has been astounded. Social Networking Interactions online have great impact on business and everyday life of people. Some experts have given the credit of Donald Trumps win in the US presidential elections to the "Fake news" shared on the Facebook. The distances have dissolved and the speed of interaction magnified. The low budget entrepreneurs focus on advertising on social media, by

trying to increase the sharing in case of Facebook and increasing the number of followers on instagram/twitter. And at the same time businesses need to be cautious that one disgruntled customer can cause more harm now, than he could in pre-online social networking era.

“Data is the new Oil”, Big Data Analytics have added varied dimensions to business especially advertising. The analysed data results in targeting of the customers with such precision that the advertising effectiveness and hence the revenues have increased manifolds. The trend has moved from Digital print ads, bill boards, pop-up ads to video ads, which form the most creamy layer of advertising revenue.

Businesses keep evolving around the changes being introduced either by the government or induced by the technology. The International Conference provides platform for the presentation of novel and creative research results in the fields of theoretical and applied Finance, Banking, Economics, Business and Management.

The objective of ICCB 2017 is to provide a forum for exchanging ideas about innovation and research in business in order to help the fellow researchers dig into the issues deeply and explore the related areas.

We give below an indicative list of areas for the paper presenters:

<p>Marketing</p> <ul style="list-style-type: none"> • Conscientious Celebrity Endorsement • Social Media Marketing • New Products Developments Changing Lifestyles • Green Marketing • Changing facets of Advertising <p>General Management</p> <ul style="list-style-type: none"> • Managing Diversity in Business • Challenges of Virtual Organizations • Work Culture and Organisations • Supply Chain Risk and Adaptation <p>E-Commerce/E-Marketing Social Media Analytics</p>	<p>Accounting</p> <ul style="list-style-type: none"> • Reporting System • Human Resource Accounting • Environmental Accounting and Reporting • Social Accounting and Reporting • Web Reporting <p>Insurance</p> <ul style="list-style-type: none"> • The Upsurge of Health Insurance • Online Insurance <p>Banking</p> <ul style="list-style-type: none"> • Online Banking • Jan Dhan Yagna • Financial Inclusion • Agricultural Credit: Accomplishments and challenges • Islamic Banking 	<p>Demonetisation of Currency (Indian Scenario)</p> <p>Is the time ripe for GST?</p> <p>International Business</p> <ul style="list-style-type: none"> • Environmental Issues • Global Outsourcing • Implications of Brexit • Trump’s Win and implications for Indian software industry
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Paper Submission and Review Process

Please send the paper directly to sbscseminar@gmail.com

Mention your title (Prof. Mr. Dr. Ms.) and full address with contact numbers. All papers will go through blind review process and evaluated on the basis of relevance to the theme of the conference, originality, research depth/content (both qualitative and quantitative), and correctness before they are accepted. Review outcome will be informed within 5-7 working days.

All tracks are open to both research and industry contributors.

Last Date of Submission: January 10, 2017

Publication Opportunities: Papers presented at the conference may be published in the Conference Proceedings (with ISBN), if the authors choose this option.

Registration Fee:

Delegates/Presenters	Before January 31,2017	After January 31, 2017
Academic	Rs. 1000	Rs. 1,500
Industry	Rs.2000	Rs.2,500
Foreign Delegates	\$100	\$150

Note: Registration fee in the form of Cheque/DD favouring “**The Principal, Shaheed Bhagat Singh College**” payable at New Delhi or NEFT along with complete Registration Form, should be sent to the college latest by **January 31, 2017**. Registration Form can be downloaded from College Website /Conference Website.

Registration Fee Includes

- Conference bags
- Certificate of Presentation
- Lunch and Coffee/Tea Break on both the days
- Conference Program and Proceedings soft copy
- Access to all the sessions

GUIDELINES FOR PAPER PRESENTERS:

Contributors should note the following:

1. All the submissions must be made in word format.
2. The manuscript should not exceed 5,000 words (About 20 A-4 size pages typed in double space).
3. The cover page should state only the title of the page, name, official address, e-mail ID, phone/fax numbers of the author(s), a brief biographical note of the author(s) and acknowledgements (if any).
4. The first page of the manuscript (after the cover page) should also contain the title and the abstract only.
5. Footnotes should be kept to a minimum and be numbered consecutively throughout the text with superscript Arabic numerals.

Abstracts, Papers and Review Process and Best Paper Award

Guidelines for Abstract of Paper

The abstract of paper should not exceed 500 words and should include:

- Title
- Background
- Objectives
- Methodology
- Findings/Results

Please give name, affiliation, mailing address, E-mail and phone and fax number of the contributor(s) with the abstract

Review

The manuscripts will be subjected to a critical review. The decision of the Scientific Committee will be final and binding.

Final Paper Formatting, Publishing and Presentation

The final papers which are accepted may be published as a part of the proceedings of the Conference bearing ISBN.

How to submit paper?

Please submit papers using the on-line system on the national conference website

sbscseminar@gmail.com

Best Paper Award

The Best Paper Award will be given for each technical session. The Three Best Papers will be chosen by a panel of experts. The decision of the panel will be final and binding. The awards for the Best Three Papers will be announced on the second day of the conference. Best Paper for each session will be awarded on the basis of credits earned in Paper Writing Skills and Paper Presentation Skills.

Deadline for paper submission:

Full paper submission: **January 10, 2017 along with Abstract**

Notification of acceptance: **January 26, 2017**

Papers included in Technical Session only after conference fees has been received. The last date of registration for paper presenter is **January 31, 2017**.

Last date of registration for attending conference: January 31, 2017

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or visit

CONFERENCE WEBSITE

www.duconference.in

College Website

www.sbsc.in

REGISTRATION FEE:

Registration Fee:

Delegates/Presenters	Before January 31,2017	After January 31, 2017
Academic	Rs. 1,000	Rs. 1,500
Students/ Researchers	Rs.1,000	Rs.1,500
Industry	Rs.2,000	Rs.2,500
Foreign Delegates	\$100	\$150

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ACCOMMODATION:

Accommodation for outstation participants will be arranged at University Guest House/ International Students Hostel, University of Delhi, Delhi 110007 on first-cum-first arrival basis.

SHAHEED BHAGAT SINGH COLLEGE

Shaheed Bhagat Singh College is one of the leading colleges of University of Delhi imparting higher education in commerce, humanities and social sciences for over four decades. Our mission is to develop our students into academically sound and socially responsible citizens so that they are enabled to contribute meaningfully towards the development of the society.

We, at Shaheed Bhagat Singh College, have highly qualified, dedicated and committed faculty who are well known in their respective fields of specialization.

The College provides vibrant academic environment for the students to sharpen their intellect, interpersonal and communication skills. The co-curricular and extracurricular activities organized in the college provide a platform to the students for their personality development and the promotion of their creative talents in the diverse fields of debating, dancing, music and host of other cultural activities.

Our future plan is to develop the college into a centre of excellence to provide opportunities for all round development of the students in today’s fast changing competitive global environment.

We, at Shaheed Bhagat Singh College, stand committed to contribute and coordinate our resources for innovative educational programmes that will make our students competitive among the corporate sector in India and the world.

DEPARTMENT OF COMMERCE, SHAHEED BHAGAT SINGH COLLEGE

Our college has established itself as a premier institution in the field of commerce education. The Department runs the Three Year Undergraduate Programme in Commerce as per Choice Based Credit System (CBCS) and Master’s Programme in Commerce. The Department has an accomplished faculty of more than 50 members, actively engaged in research and teaching. To promote research in the area of business, the department publishes an annual journal titled the *Journal of Business Studies*.

Every year Commerce Department organizes National Conference on contemporary issues. Our first National Conference was organized in 2009 on “Corporate Laws: Contemporary Issues”, second National Conference was organized on “Financial Sector Reforms: The Road Ahead” in the year 2010, third National Conference dealt with issues on “Mergers and Acquisitions” in the year 2011-12. In the year 2012-13 the National Conference focused on “Foreign Direct Investment in India: Response and Challenge”. More than 400 delegates from across the country participated and

were addressed by Researchers, Policymakers, Government representatives, Professors and Academicians at these conferences. A National Conference on “Marketing in the 21st Century: Issues and Challenges” held on February 5-6, 2016 was well received by the academicians and the industry leaders who participated.

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Conference Website: www.duconference.in

DELEGATE REGISTRATION FORM

**“International Conference on Changing paradigms of Business in the 21st century” (ICCB 2017)
(February 24-25, 2017)**

Venue: Vallabhbai Patel Chest Institute, University of Delhi, Delhi-110007

Form No. _____

Date: _____

Name :

College/Deptt/Organisation:

Phone No. :

E-mail :

Address :

Payment Mode : Cheque / Cash **Amount** : _____

Cheque No. : _____ **Dated** : _____

Bank :

SIGNATURE

Note: Cheque to be issued in the name of “The Principal, Shaheed Bhagat Singh College” payable at New Delhi.

SHAHEED BHAGAT SINGH COLLEGE
(University of Delhi)
Sheikh Sarai, Phase-II, New Delhi-110017

Form/Receipt No. _____

Date: _____

ACKNOWLEDGEMENT

Received with thanks a sum of Rupees _____ (Rupees _____)

From Mr./Ms./Dr. _____

(College/Deptt./Organisation) _____

vide Cheque No. _____ dated _____ / cash as delegation fee towards the International Conference on Changing paradigms of Business in the 21st century" (ICCB 2017)" *February 24-25, 2017* at Vallabbhai Patel Chest Institute, University of Delhi, Delhi-110007.

Name & Signature
(AUTHORIZED SIGNATORY)