



**Faculty of Management,  
GLS University**

**National Conference on  
Advances in Theory, Research & Practices in Management  
(GLSU-ATRPM 2017)  
September 23, 2017**

Prefix (Circle One) Dr. / Prof. / Mr. / Ms.

Name (In Capital Letters) \_\_\_\_\_

Category:  Academic  Industry  Student  Alumni

Affiliation: \_\_\_\_\_

Address for Communication: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

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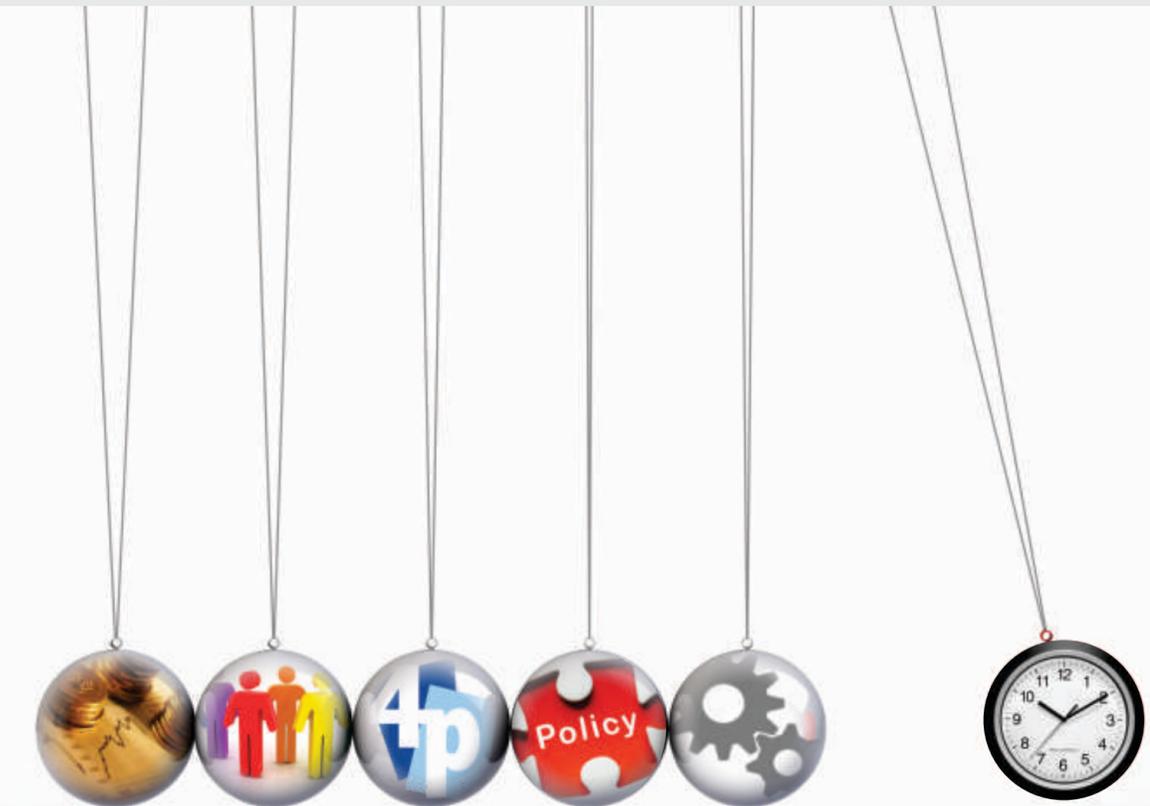
**Guidelines for the Author(s)**

- Only original and unpublished research work is sought. Any proposal submitted to present material that is identical or substantially similar to work already published, under review for another conference or publication will not be considered.
- The contributors should certify that manuscript has neither been published anywhere nor is being considered presently for publication anywhere.
- Paper (Not exceeding 5000 words) with abstract and 3-5 key words should be emailed to conf17.fom@glsuniversity.ac.in latest by August 25, 2017 in MS-Word.
- Submission should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address (es), telephone, a fax numbers and email address (es), title of the paper with 3 to 5 key words.
- The text for full paper and abstract must include the title but must not include the author(s) name or affiliation anywhere in the text. There should be no content in the main paper which suggests the source of author(s) since the paper will be blind reviewed.
- Please follow the format as per below guideline:
  - All papers must be written in Times New Roman font style, font size 12, 1.5 line spacing, 1" margin and 8.5" x 11" page setting.
  - All headings must be bold. and capitalized. All sub-headings must be bold and italicized.
- Acceptance of papers and suggested modification will be provided within 10 days of the receipt of the paper. The complete modified, camera ready paper must reach us latest by August 30, 2017 in hard and soft copy form. Electronic submission of final paper must be in MS word doc format only.
- At-least one author needs to pre-register for the conference and present the paper to be eligible for the paper to be published.
- A maximum of two papers can be submitted by an individual.



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## GLS University

GLS University came into existence in the year 2015 as a statutory private university in the state of Gujarat with a motto to provide an ideal and creative learning environment to students in pursuits of higher education.

Keeping up the spirit of its promoting body GLS (Gujarat Law Society) which was established before 90 years in the year 1927 by Shri Sardar Patel, GLSU is committed to offer world class education which is nationally entrenched, regionally recognized and globally relevant.

Since the establishment of GLS University, it has endeavoured to introduce programmes and design course structures by benchmarking the best prevailing global standards. The University has initiated various innovative programmes in diverse areas of Management, Information Technology, Communications, Social Sciences, Commerce and so on. Besides the existing programmes like B.com, M.Com, BBA, MBA, BCA and MCA, the University has also introduced other innovative diploma, undergraduate and postgraduate programmes in various upcoming disciplines such as Design, Analytics, etc. With a view to provide an impetus to research, the University has introduced Doctoral research programme in various disciplines.

## Faculty of Management

GLS University imparts Post Graduate Management education through its most prominent Institutes under Faculty of Management. The prime philosophy is to create innovative leaders well equipped with strong functional skills along with palpable ethos to contribute to the society.

Over a period of more than 20 years, the Institutes under the umbrella of Faculty of Management have grown into mature institutions with global reputation, imparting high quality management education resulting into being the first choice amongst aspiring management students in the state of Gujarat. Today, the Institutes continually evolve to meet its goals in an ever-changing business environment. The Institutes boasts of highly qualified more than 40 full-time faculty members incessantly contributing in the areas of research and academics. More than 2000 alumni members along with strong industry acquaintance act as a pillar of strength linking the Institutes with industry and ensuring quality placements year after year.



Faculty of Management, GLS University invites you to participate in National Conference on Advances in Theory, Research and Practices in Management (GLSU-ATPRM 2017). The prime objective of the conference is to offer a platform for discussion and exchange of ideas, knowledge and experiences among academic researchers, practitioners and doctoral students in various fields of economy, business and management.

Recent global markets being highly protective for local industry, challenges of business has intensified resulting in putting India in bright stop. Recent Developments demands extensive research, analysis of current trends and improved business models. The conference provides an opportunity for researchers to present their views and discuss the results of their research on such trends of business.

## Thematic Areas and Sub-themes

### 1. Economic Policy

- Make in India
- Start-up India
- Digital India
- Skill India
- International Economy under Globalization
- FDI & FII : National Growth Perspective
- Privatization and Disinvestment of PSUs
- Tax Reforms and Ease of Doing Business
- Smart Cities Initiatives
- Rural Entrepreneurship

### 2. Marketing

- Digital Marketing Strategies
- E-Commerce: Planning & Execution
- Buzz Marketing
- Ethical Issues in Advertising
- Marketing Analytics & Marketing Metrics
- Changing Context of Consumer Behaviour
- Entertainment Marketing
- Marketing in SMEs
- Rural Marketing
- Branding of Professional Services

### 3. Finance & Accounting

- Goods & Service Tax – Opportunities and Challenges
- Demonetization and its Impact on Indian Economy
- Digital Economy : Financial Implications
- Financial Informatics

### e. Advances in Accounting software

- Managing Business Risk and Performances
- Green Accounting
- Internal Control and Auditing
- Financial Literacy & Inclusion
- Web-based Financial Reporting

### 4. Human Resources

- HR Analytics
- Strategic Recruitment
- People, Process and Performance
- Organizational Learning
- Spirituality in Organizations
- Talent & Career Management
- Stress management & Psychological Aspects of Workforce
- Employee Happiness
- Managing Diversity at Workplace
- Performance Management System

### 5. Operations & Logistics

- Operational Challenges in E-commerce
- Mathematical Modeling
- Supply Chain Management
- Logistics Management
- Sustainable Operations Management
- Quality Management
- Project Management
- Advances in Inventory Management
- Lean Management & JIT
- Behavioral Operations Management

## Important Dates

- Full Paper Submission: August 25, 2017
- Full Paper Acceptance: September 1, 2017
- Registration: September 7, 2017
- Conference Date: September 23, 2017

## Registration Fee

| Category            | Registration Fees |
|---------------------|-------------------|
| Corporate Delegates | Rs. 2000          |
| Academician         | Rs. 1000          |
| Students            | Rs. 500           |

## Payment Mode

Registration Fee can be paid by Demand Draft in favor of 'GLS Centre for Management Excellence', payable at Ahmedabad. The DD should be sent along with the 'Registration Form' as per the dates mentioned.

For payment through NEFT/RTGS

Bank: HDFC Bank

Branch: Navrangpura

Account Name: GLS Centre for Management Excellence

Account No: 57500000020979

IFSC: HDFC0000006

## Cash Prizes

Papers presented at the conference will be evaluated by expert panelists and will be awarded cash prizes as follows:

| No. | Category  | Corporate/<br>Academicians | Students |
|-----|-----------|----------------------------|----------|
| 1   | 1st Prize | Rs. 10000                  | Rs.5000  |
| 2   | 2nd Prize | Rs. 5000                   | Rs.2500  |

Selected full papers will be published in a book with ISBN.

## Criteria for Evaluation

The jury/panel will evaluate research papers based on the following criteria:

- Theme of the Research
- Research Methodology
- Contribution by Researcher
- Overall Quality & Presentation



## Organizing Committee

### Chief Patron

Shri Sudhir Nanavati  
President, GLS University

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