



## **Asia Pacific International Conference**

*On*

### **Changing Business Practices in Current Scenario**

**Venue:** SIESCOOMS, Sri Chandrasekarendra Saraswati Vidyapuram, Plot 1-E, Sector V, Nerul, Navi Mumbai – 400706

**Date:** 29<sup>th</sup> – 30<sup>th</sup> December, 2010

SIES College of Management Studies, University Of Mumbai, with 150 years of standing announces the Asia Pacific conference on Changing Business Practices in Current Scenario.

The **Objectives** of the conference are:

- To provide a special forum to present and discuss research on **“Changing Business Practices in Current Scenario”**.
- To facilitate research based knowledge among academicians and Practitioners.

This will be only achieved through multi-disciplinary research based idea generation and discussion. The objective is to bring about richness in discussion by encouraging contribution from the worldwide.

#### **Areas of interest**

Paper should broadly address the conference theme and issue related to changing business practices. Academicians and research professional are encouraged to contribute new ideas, concepts, and paradigms. The following will be the track:

**Following track, are invited. The tracks are mentioned below are indicative.**

<b>Marketing</b>	<b>HR Practices</b>	<b>Finance</b>	<b>General Management</b>
<ul style="list-style-type: none"> <li>- Brand Management</li> <li>- Sales Management</li> <li>- Advertising</li> <li>- Sales Promotion</li> <li>- Public Relation</li> <li>- Consumer Behavior</li> <li>- E-commerce</li> <li>- Supply Chain</li> <li>- Retail</li> <li>- Service Management</li> </ul>	<ul style="list-style-type: none"> <li>- Employee Engagement</li> <li>- Organizational Behavior</li> <li>- Developing people Through Training</li> <li>- Case study on HR practices</li> <li>- Managing HR issues in Merger &amp; Acquisitions</li> <li>- Developing Biotech</li> </ul>	<ul style="list-style-type: none"> <li>- Corporate financing and corporate growth</li> <li>- Corporate investment decisions</li> <li>- Control rights and corporate governance</li> <li>- Corporate financing in emerging markets</li> <li>- Mergers and acquisitions</li> <li>-Corporate finance and risk management</li> </ul>	<ul style="list-style-type: none"> <li>- Incorporating Sustainability in business</li> <li>- Increasing productivity</li> <li>- Corporate governance &amp; business ethics</li> </ul>

**Guidelines for Abstract Submission**

Selection of the paper would be based on detailed abstracts of at least 800 words and up to 1,500 words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implication, and key references. The author(s) should clearly mention under what area of interest of the conference the abstract is to be included. They should adhere to the following.

<b>Length</b>	<b>800 to 1,500 words excluding title/cover page and references</b>
Margin	<i>2.5cm. or 1inch</i>
Font	<i>Times New Roman, 12 point</i>
Spacing	<i>1.5</i>
Title	<i>Title author(s), affiliation, contact details</i>
Key words	<i>Four</i>

Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. A soft copy of the abstracts in the Microsoft Word for windows for the same should reach the conference committee not later than 30<sup>th</sup>, October 2010. The electronic copy should be mailed to [srivastava@vsnl.net](mailto:srivastava@vsnl.net), [chitra\\_raman@yahoo.com](mailto:chitra_raman@yahoo.com). Acceptance of the abstracts implies that at least one of the authors will attend the conference and present the paper. In case the paper is submitted for presentation *in absentia*, a processing fee of US \$100 would be charged.

### **BEST PAPER AWARD**

To recognize the outstanding contribution in the field of **Changing Business Practices in Current Scenario** with a particular focus in the theme of the conference, one paper shall be selected for the best paper. The author(s) should clearly indicate on the title page whether their paper is to be considered for the award.

### **Registration**

Registration fee of **Rs.5000 (US \$150)** per participant should be sent latest by 30<sup>th</sup> November, 2010 through a Demand draft in favour of SIES College of Management Studies, Navi Mumbai, payable at Navi Mumbai. For Research Scholar the fee would be Rs2500 (US \$100). Registration fee will include inaugural lunch and tea for the conference days, and a copy of the conference proceeding. Registration forms to be downloaded from [www.siescoms.edu](http://www.siescoms.edu). The registration form should be sent along with the demand draft. For Hotel Booking you can contact Parag Amin at [parag20@gmail.com](mailto:parag20@gmail.com), or mail to [vikram@yahoo.com](mailto:vikram@yahoo.com)

## IMPORTANT DATES

<b>Last date of submission of paper</b>	30 <sup>th</sup> October, 2010
<b>Notification of acceptance of abstract</b>	30 <sup>th</sup> November, 2010
<b>Last date for registration</b>	15 <sup>th</sup> December, 2010

### Committee Member:

1. Dr. Chitra, [chitra\\_raman@yahoo.com](mailto:chitra_raman@yahoo.com)
2. Prof. Nitin Vazirani, [vazirani.nitin@gmail.com](mailto:vazirani.nitin@gmail.com)
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