



International Conference
on
Recent Trends in Management of Marketing, Accounting, Business,
Entrepreneurship, Economics and Tourism
(MABET- 2017)

Organized by
“Krishi Sanskriti Publications & Dr. G. C. Mishra Educational
Foundation”

on
29th January, 2017
5th March, 2017

Venue:
Jawaharlal Nehru University,
New Delhi

CALL FOR PAPERS AND CONFERENCE THEMES:

The Organizer cordially invites abstracts and full length research papers for oral/poster presentation from all over the world to participate in the **International Conference on Recent Trends in Management of Marketing, Accounting, Business, Entrepreneurship, Economics and Tourism. MABET-2017** is the premier forum for the presentation of new advances and research results in the fields of theoretical, experimental and applied marketing, banking, business, finance public administration and tourism. The conference will bring together leading researchers, Entrepreneurs and Academicians in the domain of interest from around the world. Topics of interest for submission include various subthemes, but are not limited to the conference aims at providing an opportunity for exchange of ideas and dissemination of knowledge among Scholars for Sustainable Development. Contributions are invited from prospective authors from related areas. All contribution should be of high quality, Original and not published elsewhere or submitted for publication. During the review period, Papers will be reviewed by eminent scholars in the respective areas. All selected papers will be published in International Journal having ISSN No. in print version and online version and that will be released on the day of conference.

Themes:

Leadership and Management

Change and Organizational Leadership, Creativity and Leadership, Global Business Perspectives, Global Entrepreneurship and New Ventures, Global Innovation, Global Leadership, Health Care Leadership, Higher Education Innovation, Online Education, Public Policy and Leadership, Socially Conscious Leadership, STEM Leadership in developing and developed countries, Strategic Management and leadership, Use of Technology in Global Innovation, Women Global Leadership, Modern Management, Human Resource Management, Organizational Behavior, Leadership, Strategic Management, Strategic Human Resource Management, Managing People and Organisation, Managing Change, International Business, Management of Small Business, Entrepreneurship, Entrepreneurial Development, Management Science, Operations Management, Business Dynamics, Strategic Policy and Entrepreneurship, Managing Multinational Enterprise, Environmental Management, Public Institutions Management, Governance, Supply Chain Management, Hospitality Industry Management, Contemporary Issues in Management, and all other Management areas.

Marketing:

Fundamentals of Marketing, Assessing Marketing Performance, International Marketing, Marketing Research, New Product Development, Marketing Strategy, Service Marketing, Merchandise Planning and Control, International Retaining, Buyer Behavior, Services Marketing, Sports Marketing and Sponsorship, Product Management and Planning, Integrated Marketing communications, Marketing Innovation and Planning, Delivering Customer Value, Direct Marketing, E-Marketing, Relationship Marketing, Retailing, Supply Chain Logistics, Customer Service and Customer Relations, Sales Strategies, Marketing Research, Marketing Data Analysis, Marketing and International Consumers, Marketing Theory, Marketing Case Studies, Contemporary Issues in Marketing, and all other market related topics

Trade, Economics and Finance

Banking and Finance, Bioeconomics, Defence Economics, Demographic Economics, Econometrics, Economic Growth,

Economic Growth In Asian Countries, e-Health Technologies, Emerging Technologies, Energy Economics, Environmental Economics, Financial Marketing, Forest Economics, Game Theory, Health Economics, Hospitality / Tourism / Smart Tourism, Human Resource Management, Industrial and Systems Engineering, Industrial Engineering, Industrial, Mechanical, Systems Science and Engineering, Innovation And Entrepreneurship, Innovation in services, logistics and supply-chain management, Innovation Policy and Management, Innovation, Management and Technology, International Business-Economics, International Trade, IT Management: e-Government, Health Informatics, Logistics and Scheduling, Machinery and Machine Design, Macro Economics, Managing IT and E-Commerce, Manufacturing and Production Processes, Manufacturing Systems Engineering, Marine Resource Economics, Micro Economics, Neuroeconomics, New Product Development, Political Economics, Process Innovation, Real Estate Economics, Regional And Urban Economics, Regional innovation systems, clusters and industrial networks, Risk and Security Management, Risk Management, Semantic Web and Ontology Management Technology, Social Science Studies, Sustainable Development, Technology Strategy, Telecommunications Technology, Health Services, and Technology Assessment, Telemedicine Technologies and Telehealth Services, Theory of Technology, Transportation Economics, Water Desalination Technologies, Web Technologies and Information Management and so on

e-Business

Business process integration, Customer relationship management, e-Collaboration and e-Services, Enterprise application integration, Future work environments for e-Business, Future work environments for e-Business, Innovative business models and so on.

IT and e-Commerce

Accounting and Financial Information System, Adoption of information technology in organizations, Auditing and IT Governance, Automated mediation in group support systems, B2B, B2C, and C2C models, Business strategy and information systems, Business/Enterprise Architectures, Consumer protection in e-Commerce, Digital goods and products, Distributed information systems, electronic commerce, Dynamic pricing models, E-government, policy and law, e-Marketplaces, e-Hubs, and portals, e-Negotiations, auctioning and contracting, Engineering and Software Development, Enterprise Information Systems-ERP, e-Payment systems, Human factors in information systems, Information and Communication Technology, Information Quality and Strategy, Information systems planning and management, Information Technology Management, IT Education and Society, Knowledge acquisition, expert systems, Knowledge based systems to support database design, Object-oriented enterprise modeling, Project Management, Public Policy Management, Software copyright infringements, Systems analysis and design methods and so on.

Accounting:

Management Accounting, Financial Accounting, Business Accounting, Accounting Information Systems, Auditing and Assurance, Accounting Process and Systems, Corporate Governance and Accountability, Accounting and Financial Modelling, International Accounting, Cost Accounting. Accounting for Derivatives, Foreign Currency Accounting, Financial Reporting and Statement Analysis, Strategic Management Accounting, Financial Statement and Business Valuations, Financial Reporting, Governance and Financial Fraud, Public Sector Financial Management, Accounting Education, Tax Accounting, Government and Non-Profit Accounting, Contemporary Issues in Accounting and Auditing and all Other Accounting Areas

Banking:

Bank Death and Credit Crunch, CDOs and Bank Collapse, International Banking, Bank Lending, Bank Management, Commercial lending, International Banking, Consumer lending., Central bank policy, Lending decisions and Lending Policy, Institutional Assets and Liability Management, Banking Law, Banking and Financial Services Marketing, Country Risk, Loan Default, Islamic Banking , Investment Banking, Financial Institutions Management, Net Banking, Finance and Banking Relations, Public Borrowing, Financial Institutions Planning and Strategy, Financial Service and Banking Regulation, Microcredit, NGOS and Credit Delivery, Contemporary Issue in Banking and All other Banking issues.

Economics:

Global Economic Crisis, General Economics, International Development, Economic Development and Policy , Macroeconomics, Microeconomic Issues, Monetary Economics, Unemployment, Inflation, Monetary and Fiscal Policies, Public Taxation, Quantitative Economics, Financial Economics, International Economics, Interest Rates, Foreign Exchange, International Trade, Public Finance, Monetary Economics, Islamic Economics, Labour Economics, Foreign Direct Investment, Health Economics, Environment and National Economy, International Trade Policy and WTO, Privatisation, Economic Policy, Contemporary Issue in Economics, Trade Blocks, Emerging Economies, Globalization and

Economic Growth, Increasing Trade in Challenging Times, Industrial Development, Inclusive Growth and Microfinance, International Trade, Commodities Markets, Economic Growth and Development, Labor, Migration and Urbanization, Social and Economic Infrastructure, Poverty and Human Development, Regionalism and Economic Cooperation, Role of Technology Advancements, Sustainable Development and Special Economic Zones and All other economics topics

Finance:

Global Financial Crisis, Corporate Finance, Corporate Treasury Management, Personal Finance, Derivatives Market and Products, Financial Institutions, Options and Futures, Stock markets, Bond Markets, Merger and Acquisition, Financial Restructuring, Money Market Dealings, Financial Modelling, International Investment Management, Quantitative Finance, Islamic Finance, Asian Capital Markets, Corporate Governance, European Financial Markets, US Financial Markets and Long Term Funding, Capital Markets, Risk Financing, Risk Transfer and Insurance, Finite Risk and Risk Management, Micro-finance, Contemporary Issues in Finance, Risk Transfer and Insurance, Risk Management Process, Options, Futures and Risk Management, Insurance Law, Risk Control and Law, Alternative Risk Products, Securitisation, CAT Bond, Finite Risk Products, Risk Analysis. Islamic Insurance Products and Process, Environmental Risk and Safety, Legal and Regulatory Aspects, Market Regulations, Personal Wealth Management and Global liquidity constraints and Contemporary Issues in Finance , Risk Management and Insurance

Tourism:

Alternative and Special Forms of Tourism, Authenticity and Commodification, Case Studies and Applied Research on Various Types and Forms of Tourism, such as Agro-Tourism, Rural Tourism, Eco-Tourism and Cultural Tourism, Challenges and Best Practices of Hospitality and Tourism Marketing and Management, Climate Change and Natural Disasters, Community Responses to Tourists and Tourism, Destination Marketing, Economic/Social/Environmental/Cultural Impacts/Forecasting of Tourism, Emerging technologies and e-tourism, Gambling tourism, Globalisation Effects, Green tourism, Hospitality education, Hotel and restaurant management, Industry's Role in Managing Growth, Information Technology in Tourism, Local Government Role and Responses to Tourism Development, Managing Human Resources in Hospitality and Tourism, Medical tourism, Meeting, incentives, convention & exhibition, Movie and drama tourism, Negotiation in Tourism, Public Administration of Tourism Development, Resiliency Planning, Shopping tourism, The Effects of Crime, Terrorism, Safety and Security, The Future of Tourism, Theoretical Perspectives on Tourism, Tourism Development, Policy and Planning, Tourism Education and its Role in Managing Tourism Development, Tourism Mobilities, Tourism Research and Methodology, Tourism sustainability, Transportation and Tourism and so on.

Other Business Related subjects:

Business Statistics

Business Ethics

Business Law and

Business Education

Abstract Submission:

Abstracts not exceeding 300 words on any of the aforesaid themes should be sent to the Organizing Secretary through email at newdelhi.management@gmail.com on or before **25th February, 2017**.

Submission of Full Length Research Paper

Full length research paper, maximum in 6 pages in double column format as word doc and copyright form should be submitted together as separate attachment latest by **27th February, 2017 through email at newdelhi.management@gmail.com**

Submission of Registration

Submission of Registration fees latest by **1st March, 2017**. Registration process can be initiated after receiving acceptance letter of full paper.

Accommodation

Free one day Accommodation will be available to the limited no. of out station non N.C.R. delegates at nearby guest houses/hotels around conference venue.

The Tariff rate for next day and subsequent day accommodation is as follows: Double-bed Room @ Rs.800/- per person

(Indian non N.C.R. delegates) and 35 USD for Foreign delegates on sharing basis per day (check out time noon to noon). To and fro transportation facility from guest house to the conference Venue will be provided by the organizer.

Mandatory steps to be followed:-

1. In case of multi authored research paper, at least one Registration is mandatory.
2. In case other author/co-author wish to physically attend the conference they need to pay full Registration fees individually, separate Journal & Certificate along with the conference kit will be issued to them. Co- Authors are requested to fill & submit separate Registration forms in case they are physically attending the conference.
3. Charges for extra copy of Journal/ Certificate for other Co-author (if required) should be paid along with preliminary Registration by the corresponding author.
4. Co-Authors will not be considered as accompanying person. Listeners are not entitled for free accommodation (it will be on paid basis). However they will be issued conference kit and participation certificate.
5. All Selected papers will be available online after 15 to 20 days of conference date over, in order to download the papers the authors need to go in the publication section of Krishi Sanskriti website.

Registration

The participants are requested to register by sending the duly filled Registration form through e-mail along with their research paper and registration fees (**through RTGS/ Wire Transfer or Online Transfer**).

Bank Details mentioned below for **RTGS/ Wire Transfer or Online Transfer**:

Beneficiary Name : Dr. Govind Chandra Mishra Educational Foundation
Bank Name : Canara Bank
Bank Address : Jit Singh Marg, New Delhi
Account No. : 1484101037210
Account Type : Saving
IFSC Code : CNRB0001484
Swift Code- : CNRBINBBBID

Registration Charges:

Categories	Indian Delegates	SAARC/ African Country Delegates	Rest of the countries
Academic faculty/Industrial Delegates	3500 INR	125 USD	250 USD
Research Scholars(Ph.D) / NGO	3000 INR	100 USD	200 USD
Students(BA/ MA /BBA /MBA /B.Com/M.Com etc)	2500 INR	75 USD	150 USD
Printing of Additional Page in Proceeding	300 INR	15 USD	20 USD
Listener / Accompanying Member(only Indian Delegates)	1500 INR	**	**
Journal & Certificate (additional copy) (for Co-Authors in absentia)	700 INR	20 USD	30 USD
Only Journals(additional copy) for Co-Authors (in absentia)	500 INR	15 USD	25 USD
Only Certificates (Co-Authors in absentia)	300 INR	10 USD	20 USD
Additional Research paper for same authors	1500 INR	25 USD	35 USD

****Foreign Participants as listener are not allowed, only authors from foreign country/countries will be allowed in this conference.**

NOTE-1: In case Research article is accepted by the editorial committee it will be published and released on the day of conference in case the delegates are not able to physically present their paper due to some or other reason his/her research paper will be published (in absentia) and published copy along with certificate will be dispatched to his/her correspondence address by post just after the conference at no extra cost. **All communication should be by e-mail/online only (no hard copy is required to be posted).**

For details visit our Website

<http://krishisanskriti.org/mabet17.html>

Dr. K. S. Rao
Organizing Secretary

Dr. G. C. Mishra
Conference Chair

For Enquiry Contact at: +91-8527006560