



International Conference
On
Leadership Strategies for Management of Marketing, Accounting,
Business, Entrepreneurship, Economics, Tourism,
Education, Law and Governance
(MABEL- 2017)

Organized by
“Krishi Sanskriti Publications”

on
9th December, 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 Leadership Strategies for Management of Marketing, Accounting, Business, Entrepreneurship, Economics, Tourism, Education, Law and Governance (MABEL- 2017)* the premier forum for the presentation of new advances and research results in the fields of *Leadership Strategies for Management of Marketing, Accounting, Business, Entrepreneurship, Economics, Tourism, Education, Law and Governance (MABEL- 2017)* as well as theoretical/experimental and applied Management Practices. 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 Holistic Development of the Society. 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 Organization, 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.

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, Public Responsibility and Ethics, Regulatory 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

Management

Modern Management, Human Resource Management, Organizational Behavior, Leadership, Strategic Management, Strategic Human Resource Management, Managing People and Organisation, Production and Organizations, Hospital Management, Production/Operations Management 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, Information technology 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

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, Globalization 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.

Education

Distance Education, E-learning, Higher Education, Lifelong Learning, Teaching and Learning, Academic Entrepreneurship, Business Simulation, Challenging Academic Conventions Change, Management, Competitive Skills Education, Creative Collaboration, Creative Thinking and Problem Solving, Creativity and Cognition, Creativity in Teaching & Learning, Entrepreneurial Learning And Teaching In Higher Education, Entrepreneurship, Fostering Creativity Global Business, Global Economic Development, Government Policy Issues, Innovation by Design, Innovation Education, Innovation in Lifelong Learning, Organization Problem Solving, Organizational Behavior, Organizational Creativity, Organizational, Personnel Training, Public Funding of Research and Development, Social Benefits of Entrepreneurship, Socially Responsible Entrepreneurship, Game-Based Learning, Human Computer Interaction, ICT in Teaching and Learning, Information and Computer Education, Information Systems, Information Technology Management, Innovation Management in Ed Technologies, Mobile Applications, Mobile Social Media, Multi-Virtual Environment, Second Life Use in Education, Social Media in Teaching and Learning, Technology in Music Education, Application of Technology in Lifelong Education, Application of Technology in Career Education, Application of Technology in Continuous Education, Audio-Visual Education, Cloud Computing and Mobile Learning,

Digital Course Design and Delivery, Digital Divide, Distance Education, E-learning, E-school and E-university, E-Society, Educational Communications and Technology, Educational Technology, Academic Advising and Counseling, Acoustics in Education, Adult and Continuing Education, Adult Education Human Resources Management, Alternative Practices in Assessment and Evaluation, APD/Listening, Art Education, Assessment in the 21st Century, Authentic Assessment, Barriers to Learning, Biology Education, Chemistry Education, Communication and Collaboration, Communications Management, Comparative Education, Contemporary Pedagogy Issues, Continuing Education, Cooperative Education, Curriculum Reform Knowledge Management, Curriculum, Research, and Development, Early Childhood Education, Education Counselor, Education Curriculum Research and Development, Education Policy and Administration/Leadership, Educational Administration, Educational Foundations, Educational Leadership, Educational Measurement and Evaluation, Educational Psychology, Educational Reform Organizational Management, Educational Theory Management, Elementary Education, ESL/TESL, Ethical Issues in Education, Family Education

LAW

Justice and legal studies, Accidents & Injuries, Arbitration & Mediation, Bankruptcy & Debt, Car & Motor Vehicle Accidents, Civil Rights, Consumer Issues, Criminal Law, Dangerous Products, Divorce & Family Law, Education Law, Elder law & Aging, Employee's Right, Estates & Probate, Health Care Law, Immigration Law, Intellectual, Internet Law For The Public, Justice and legal studies, Lawsuits & Lawyers, Real Estate, Securities Law, Small Business, Social Security And Retirement

Governance

Governance in the postmodern society, Leadership in the postmodern society, The boards in the postmodern organizations, Evidence-based management in the postmodern society, Role of stakeholders in corporate governance processes, Economic inequality and new leadership, Employee participation and ownership, Management and leadership in cooperative organization, Cooperatives and self-management models, Gender, race, and diversity in postmodern organizations, Responsible corporate governance, value creation and risk management, Identity and sense making in postmodern organizations, Gender issues in corporate governance, Social networks in organizations, Governance in inter firm collaborations (alliances, networks, open innovation), Servant leadership, Power and trust in corporate governance, New leadership and participative management, Governance of the state-owned companies, Narratives, myths and symbols in postmodern organizations, Corporate governance and stewardship theory, Critical approaches to management and strategic management, Corporate governance: a resource dependence perspective, Governance and management towards social responsibility, Trade unions and corporate governance.

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 **2th December, 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 **4th December, 2017 through email at- newdelhi.management@gmail.com**

Submission of Registration

Submission of Registration fees latest by **6th December, 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 : Krishi Sanskriti Publications

Bank Name : Canara Bank

Bank Address : Jit Singh Marg, New Delhi

Account No. : 1484201003088

Account Type : Current

IFSC Code : CNRB0001484

Swift Code- : CNRBINBBBID

Registration Charges:

Categories	Indian Delegates	SAARC/ African Country Delegates	Rest of the countries
Academic faculty/Industrial Delegates	4000 INR	125 USD	250 USD
Research Scholars(Ph.D) / NGO	3500 INR	100 USD	200 USD
Students 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/mabel2017.html>

Dr. G. C. Mishra
Organizing Secretary

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Conference Chair

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