

CALL FOR PAPERS

for

GLOBAL CONFERENCE ON STRATEGIES FOR SUSTAINABLE DEVELOPMENT AND ECONOMIC GROWTH

May 19th - 20th 2017

at

CHITKARA
UNIVERSITY



PUNJAB | INDIA

- Submission of Abstract : 31st March, 2017
- Submission of Full length Paper : 20th April, 2017
- Last Date of Registration : 10th May, 2017
- Conference Dates : 19th -20th May, 2017

CONVENORS :

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<https://feeshub.com/event/global-conference-on-strategies-for-sustainable-development-economic-growth/>

KNOWLEDGE PARTNERS



ABOUT CONFERENCE

The conference committee is delighted to invite you to the Global Conference on Strategies for Sustainable Development and Economic Growth-2017. In a dynamic environment, one of the major challenge is to develop strategies for sustainable development and economic growth. The conference will furnish a platform for professionals, policy makers, entrepreneurs, academicians and researchers to present and discuss all related pertinent issues in the global business scenario.

Benefits of Participation in Conference

1. Opportunity to expand your knowledge base.
2. Opportunity to get expert opinion on your research work.
3. Opportunity to expand professional network.
4. Opportunity to get your paper published in a book having ISBN number.
5. Opportunity to compete for Best Paper Award in each track of conference.

IMPORTANT DATES

Submission of Abstract and Last Date of Registration:	31st March, 2017
Submission of Full length Paper:	20th April, 2017
Late Registration:	10th May, 2017
Conference Days:	19th -20th May, 2017

*Acceptance/Rejection of abstract and full length paper will be communicated within 07 days of submission.

CONFERENCE TRACKS:

The following is the list of various themes and sub themes thereof:

Finance, Accounts & Economics Track:

Financial Inclusion, Financial Sustainability and Recent Trends in Finance, Global Perspective on Emerging Financial Markets, Global Securities Operation, Cyber security, GST and Global Taxation, Wealth Management and Challenges, Corporate Accounting for Sustainable Development, Strategies in turbulent Financial scenarios, Financial Modelling and Econometrics, Financial Decision Making & Risk Management, Digitization of Economy

Startup, Entrepreneurship Innovation Track:

Creativity and Innovation in Entrepreneurship; Startup, Incubators and new Venture Creation, Digital India and Entrepreneurship, Entrepreneurship in SME & Sector, Women Entrepreneurship, Social Entrepreneurship, Edupreneurship, Technopreneurship, Digital Entrepreneurship, etc. Financial Architecture & Innovation.

Business Ethics and Corporate Governance Track:

Ethical values in Changing Corporate Culture, Corporate Governance: Challenges Ahead, Financial Disclosures and Business Ethics, Cross Sectoral Social Partnership, Corporate Social Responsibility

Human Resource & Leadership Track:

Creating economic value through HR sustainability, Talent Acquisition in the changing scenarios, Role of HR Analytics, Leadership Challenges in emerging economies, Changing Reins: Women Leadership

Marketing Track:

Green Marketing, Marketing Communication and Content Marketing, Social Media Marketing, Marketing of Health Care Services, Strategic Marketing and E-commerce, Customer Relationship Management, Retail and Rural Marketing and other emerging issues in Marketing.

	Indian Participants (INR)				International (\$)
	Student Chapter (Management/Commerce)	Research Scholars	Academic	Industry	
Last Date for Registration (Received by March 31st, 2017)	750	1500	1750	2000	\$ 50
Late-Registration (Received by May 10th, 2017)	800	1750	2000	2500	\$55
In-absentia	750	1500	1750	2000	\$50

For online payment refer the link given below :

- <https://feeshub.com/event/global-conference-on-strategies-for-sustainable-development-economic-growth/>
- If a paper is authored by more than two authors then every subsequent author has to pay Rs.1000 in addition to regular fees mentioned above for one paper.
- One author can present maximum two papers. For second paper the author has to pay 50% of the fees mentioned above.
- Guest with authors/other attendees have to register for the conference separately by paying Rs. 1500 per head for national delegates and \$ 50 per head for international delegates.
- The registration fee includes admission to all technical sessions and conference kit (conference proceedings, conference programme bulletin etc).
- Acceptance/Rejection of abstract and full length paper will be communicated within 07 days of submission.
- Student Chapter is applicable only for postgraduate (Management/Commerce) students.

ABOUT CHITKARA UNIVERSITY:

Chitkara University is a leading non-profit University in North India with campuses in Chandigarh, Punjab and Himachal Pradesh. Our programs in academic disciplines are consistently ranked within top 50 in the country which speaks volumes about its enduring commitment, outstanding faculty and a rich learning environment. Chitkara, as a brand, brings with it a reputation that has been earned through years of serving the career- needs of the student community. It is a reputation for



excellence and innovation among coveted employers for preparing graduates who have the knowledge and skills they need for success in their workplace. Chitkara established its Punjab campus in the year 2002 on Chandigarh - Patiala National Highway which is 30 kms from Chandigarh. Chitkara University is a dream envisioned and realised by Dr Ashok Chitkara and Dr Madhu Chitkara, two academics dedicated to the mission of spreading education.

Dr. Ashok Chitkara has created benchmarks for generations to come. He made his foray into the field of Mathematics by doing B.Sc (Hons School) Mathematics, M.Sc (Hons) Mathematics from Delhi University. He was also awarded Gold Medal in his M.Sc. (Mathematics) for topping the Delhi University. He then went on to pursue his B.Ed, M.Ed and Ph. D, which chiseled him to perfections for teaching as a career.



Dr. Madhu Chitkara is one of the co-founders of Chitkara Educational Trust, an organization of great repute & distinction. Eminent academician, an innovative entrepreneur, she has articulated, designed the road map for the Trust & has actively contributed to its tremendous growth and recognition in all these years and is spreading light of education in the life of thousands of people.

ABOUT CHITKARA BUSINESS SCHOOL

CBS was established at Chitkara University in 2008 and has seen a rising recognition amongst the B-schools of India. It has been ranked as 34th top B-School amongst the private universities in 2014. CBS enjoys 100% national and International placement record for students of various management programs. A rigorous general management curriculum gives the breadth and depth of knowledge to be a leader in any type of organization. This is followed up with an industry linked specialization programs, thus keeping its main focus to make each graduate industry-ready and exposed to the latest trends in current dynamic business world. The undergraduate programs of both BBA and B Com have become the top preferential destinations for the students. Every semester evolves with many innovative interventions and linkages to the latest business standards and practices.



ORGANIZING COMMITTEE

Patrons

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Chancellor
Chitkara University
- **Dr Madhu Chitkara**
Vice Chancellor
Chitkara University

Co-Patron

- **Mr. Mohit Chitkara**
Vice-President
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HOD, (BBA/B.Com)
Chitkara Business School

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Chitkara Business School
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Chitkara Business School

Recognitions/Awards – Chitkara Business School

- Education World 2016 ranks Chitkara Business School Best in the Northern Region and 41st among top B-Schools of India.
- Business World B-School Survey 2015 ranked Chitkara Business School 38th among top private B-Schools of India. CBS is ranked best among states of Northern India (Punjab, Haryana, HP, Rajasthan).
- Business Today 2015 ranks Chitkara Business School Best in the region and 33rd on the basis of learning experience among top 50 B-Schools of India
- Business Today ranks Chitkara Business School 77th among Top 100 B-Schools of India and Best Business School of Punjab, HP, J&K and Rajasthan. (July/August 2013)
- Business Today ranks Chitkara Business School 24th among all B-Schools of North India on the basis of excellent learning environment and Placements. (July/August 2013)
- Careers360 ranks Chitkara Business School 34th among Top 70 private B-Schools of India in recent B-School Survey 2013. (July/August 2013)
- Chitkara Business School is rated AAA and Best in Punjab, HP, Rajasthan and J&K by Careers360 magazine with rating of AAA. Chitkara Business School is ranked 64th among top 100 Private and Public B-Schools of India as per the survey. (July/August 2013)
- Outstanding B-School (North) & B-School with Excellent Industry Interface Award by Bloomberg | UTV, 2012
- Business School with Best Industry Interface & B-School Leadership Award during 2nd Asia's Best B-School Award held at Singapore, 2011
- Best Academic Input (Syllabus) in Finance & B-School Leadership Award for Chitkara Business School by Dewang Mehta Business School Awards -2011
- B-School Leadership Award by Dainik Bhaskar, 2010