



CHITKARA
UNIVERSITY

**Chitkara
Business School**

**Call for
Papers**

**International Conference
on**

BANKING & FINANCE (ICBF) 2019

13th & 14th April, 2019

**Opportunity to Get your Paper Published in
SCOPUS**

Indexed Journal and UGC Listed Journal

contact detail

icbf.cbs@chitkara.edu.in

AT CHITKARA BUSINESS SCHOOL

» **FAST FORWARD YOUR CAREER
WITH SPECIALISED INDUSTRY
FOCUSED MBA PROGRAMS...**

Personal attention. Small classes. Student-centered education. Outstanding teachers. And strong collaborations with blue-chip companies. That is Chitkara Business School in nutshell.

We have established an unassailable reputation for very strong on-campus recruitment with top companies such as **Deloitte, Nestle, ITC, Dabur, Evalueserve, Eclerx, L&T, Philips, Wipro, Panasonic, Mondelez, Evaluserve, Flipkart, HDFC, Indusind Bank & Quickheal** among others hiring our MBA graduates.



Masters in Business Administration (MBA)

- » Marketing | Finance | HR | Analytics | Retail | Pharma Mgmt.
- » Financial Markets with Bombay Stock Exchange
- » Healthcare with Fortis Healthcare
- » Healthcare IT with Frost & Sullivan
- » Supply Chain with Safeducate

**RATED
AMONG TOP
B-SCHOOLS
IN INDIA**

A+

- NIRF 2018 anked Best Management Institution under the rank band of (51-75) across India.
- Business World ranked 42nd among top 50 B-Schools in India
- Business Today ranked 15th in North Zone
- Career360 ranked AAA+ & Best in the region
- Education World 2016 ranked 41st among top B-Schools in India & Best in the region
- Higher Education Review ranked 22nd among top 100 B-Schools in India

For more information about our industry endorsed programs,

Call 95011 05714 / 95011 05715 or give a missed call on 1800 267 1999

**CHITKARA
UNIVERSITY**



Admission Centre: Saraswati Kendra, SCO 160-161, Sector 9-C, Chandigarh.

University Campus : Chandigarh-Patiala National Highway (NH-7) 140 401 (32kms from Chandigarh)

ABOUT CONFERENCE

The conference committee is delighted to invite you to the Second International Conference on Banking and Finance (ICBF)-2019. The conference will furnish a platform for professionals, policy makers, academicians and researchers to present and discuss all pertinent issues in Banking & Finance.

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 SCOPUS indexed Journal and UGC approved journal.
5. Opportunity to position you as an expert or as a co-chair person in one of conference tracks.
6. Opportunity to expand your resources.
7. Opportunity to compete for Best Paper Award in each track of conference.

IMPORTANT DATES

Submission of Extended Abstract and Early Bird Registration	:	15 th February, 2019
Submission of Full length Paper	:	15 th March, 2019
Last Date of Registration	:	30 th March, 2019
Conference Days	:	13 th and 14 th April, 2019

- Acceptance/Rejection of abstract and full length paper will be communicated within 10 days of submission.
- Those who are competing for Best Paper award must submit full-length paper.
- List of journals will be uploaded two weeks prior to conference data.

ORGANIZING COMMITTEE

Patrons

Dr Ashok Chitkara, Chancellor, Chitkara University
Dr Madhu Chitkara, Vice-chancellor, Chitkara University

Co-Patron

Mr. Mohit Chitkara, Vice-President,
Chitkara University

Conference Director

Dr. Sandhir Sharma,
Dean, Chitkara Business School

Co - Directors

Dr. K.K. Sharma | Dean (UG Program)
Dr. Amit Mittal | Dean (Ph.D. Program)

Conveners

Dr. Renuka Sharma,
Professor, Chitkara Business School

Dr. Kiran Mehta
Professor, Chitkara Business School

Technical Support Team

Mr. Santhosh,
Program Manager(MBA), CBS

Ms. Babita Paswan,
Executive Assistant, CBS

CONFERENCE THEMES

The following is the list of various suggested topics in Banking and Finance areas.

SUGGESTED TOPICS IN BANKING

Bancassurance, Bank Frauds, Bank Regulation, Banking and Financial Institutions, Banking and Regulations, BASEL Norms, Capital Buffer and Their Impact on Profitability, Central Banking, Commercial Banking, Corporate Banking, Credit Risk, Credit Risk, Customer Experience, Financial Inclusion, Financial Instruments, Interest Free Banking/ Islamic Finance, Investment Banking and Issuing of Corporate Securities, Islamic Banking and finance, Lessons from the financial crisis: The resolution of failed entities, Marketing & Retail Banking, and other related fields. Mobile Banking, Non-Performing Assets, Off-shore Banking, Online Banking, Operational Risk, Other related fields of Banking and risk management, Personal Banking, Phone Banking, Private Banking, Regulatory Challenges, Retail Banking, Service Quality in Banking Sector, SMS Banking, Mobile Banking, Wealth Management or any other topic in the field of banking.

SUGGESTED TOPICS IN FINANCE

Applied and Behavioral Finance, Asset Pricing and Portfolio Management, Capital Markets, Corporate Finance (capital structure, dividend policy, mergers and acquisitions, IPOs, share repurchases, etc.), Debt market, Derivatives and Structured Products, Entrepreneurship/ SME Finance / Microfinance, Financial Services, Equity market, Ethical Investing, Finance & Investment, Financial Crisis, Financial Econometrics, Financial Frauds/Ethics in Finance, Financial Institutions and Markets for Sustained Development, Financial Instruments, Financial Regulations, Financial Risk Management, Foreign exchange market developments and capital flows, Foreign exchange risk management, Hedge Funds, Impact of new global financial regulations on financial markets, Information Technologies and e-finance, Information Technology & Innovation, Innovations in financial markets, International Finance, Islamic Finance, Managerial Finance, Market Behavior/Efficiency/Inefficiency, Market micro-structure, Micro Finance, Mutual Funds, Personal Finance, Project Finance, Quantitative Finance, Sovereign Wealth Funds, Venture Capital Financing, Cryptocurrency/Virtual Currency or any other relevant topic related to finance

SUBMISSION, REVIEW PROCESS AND ANNOUNCEMENT OF ACCEPTANCE

For the submission of the paper following dates are important.

Submission of Extended Abstracts and *Early Bird Registration*

15th February, 2019

Submission of *Full-length Paper*

15th March, 2019

Late Registration

30th March, 2019

Indian Participants (INR)				
	Research Scholars	Academic	Industry	International (\$)
Early Bird Registration (received by February 15, 2019)	3000	3500	6000	\$120
Pre-Registration (received by March 25, 2019)	3500	4000	6500	\$135
Late-Registration (received by March 30, 2019)	4000	5000	7500	\$150
In-absentia	3500	4000	6500	\$135
<i>*For Faculty and Research Scholars of Chitkara University, Punjab & Himachal Pradesh</i>	2000	2500	–	–

- If more than two authors author a paper then every subsequent author has to pay INR1500 in addition to regular fees mentioned above for one paper.
- Guest with authors/other attendees have to register for the conference separately by paying INR1500 per head for national delegates and \$80 per head for international delegates.
- The registration fee includes admission to all technical sessions and conference kit (conference proceedings and conference programme bulletin etc).
- Acceptance/Rejection of extended abstract and full -length paper will be communicated within 10 days of submission.

PAYMENT DETAILS

- Registration fees can be paid through Bank Demand Draft, Cheque or through Online Banking. The DD and Cheque can be made in favor of *Chitkara University* payable at Chandigarh. For online payment, consider the following details.

Name : Chitkara University
Saving Account No : 22870110012413
Name of Bank : UCO Bank
IFSC Code : UCBA0002287
Branch : Jhansla, Tehsil-Rajpura
MICR Code : 160028022
SWIFT Code : UCBAINBB212 (for foreign transaction only)

*If the candidate is making payment through NEFT then kindly inform about the transaction details through mobile phone, SMS or email on priority basis. In case of payment by check/money order, the completed registration form along with details payment details should be sent to Dean, Chitkara Business School | Corporate Office | Chitkara University, Punjab Campus SCO 160-161, Sector 9-C, Madhya Marg | Chandigarh, PIN-160009 | India

GUIDELINES FOR MANUSCRIPT

Please submit the extended abstract in min. 1500 and max. 2500 words (excluding tables, graphs and references).

YOUR ABSTRACT SHOULD COVER THE FOLLOWING ASPECTS:

Motivation of the Study	Research gap	Objective of the Study
Research methodology	Findings of the Study	Implications of the Study

INCOMPLETE SUBMISSIONS WILL NOT BE SENT OUT FOR REVIEW.

Formatting:

- The entire abstract submission (title page in Title Case, abstract, main text, figures, graphs, tables, references, etc.) must be in ONE document using one of the following formats:
- Portable Document Format (.pdf), Microsoft Word (.doc, .docx)
- Figures, graphs, tables, appendices, and references should follow the American Psychological Association (APA) Style Guide.
- Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around, and 8.5" × 11" page setting. References maybe single spaced.

NOTE: Abstract that does not follow the above instructions will NOT be reviewed.

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. In the year 2010 Chitkara University was established by the Punjab State Legislature under “The Chitkara University Act” with the right to confer degrees as per the sections 2(f) and 22(1) of the UGC Act, 1956.

Chitkara University is a dream envisioned and realised by Dr Ashok Chitkara and Dr Madhu Chitkara—two academicians dedicated to the mission of spreading education. Through their diligence and inspiring leadership, they have helped create a learning environment that represents a unique blend of distinguished faculty, brilliant students and proactive collaborations with industry.



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. An 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 tens of thousands of people.



ABOUT CHITKARA BUSINESS SCHOOL

Overview

The MBA program at Chitkara Business School is a perfect platform for creating managers who will design a progressive India. The Program imparts the knowledge and skills needed to become an effective manager in a variety of organizational settings. Case discussions are supplemented with lectures, seminars, games, role plays, industrial visits, and group exercises. It is a broad based, career advancement degree rather than technical training for a particular job within an organization. The broad goal of the program is to provide students with the foundations in content and competencies that will support their development as effective managers in a variety of organizational settings.

Personal attention. Small classes. Student-centered education. Outstanding teachers. And strong collaborations with blue-chip companies. That is Chitkara Business School in nutshell.

MBA PROGRAMS @ CBS

Chitkara Business School was established at Chitkara University in the year 2008. CBS enjoys of 100% national and International placements record for first four MBA batches. In an increasingly complex global economy with unprecedented focus on innovation, new technologies are emerging in the blink of an eye. MBA programs at Chitkara Business School aim even higher and go beyond the traditional approach of imparting an analytic framework to solving problems. Our programs enable you to find the route to success at the intersection of theory and practice, discover and implement innovative solutions to real-world problems. Our students will gain not only cutting-edge business knowledge but also intensive practical business experience thus giving you an invaluable competitive edge. The main focus of management programs at Chitkara Business School would be to make each and every graduate industry ready and exposed to latest trends in the dynamic Business world. Our holistic educational approach is designed with an intensive focus to equip our students with a total skill set comprising hard knowledge skills, soft people skills and 'heart' skills. Our students will be equipped with both depth and breadth of knowledge and they will be transformed into a well-rounded individual, and become a valuable asset to your future employer and society at large.

FOR THE CURRENT ACADEMIC YEAR, WE ARE OFFERING THE FOLLOWING PROGRAMS:

2 Year MBA Program

- Marketing
- Banking & Finance
- Financial Markets Practice in collaboration with BSE Institute
- Human Resource Management
- Healthcare Management in collaboration with Fortis Healthcare
- Health Information Technology in strategic partnership with Frost & Sullivan
- Logistics & Supply Chain Management in collaboration with Safeducate
- Sales & Retail Marketing
- Pharmaceutical Management
- Business Analytics

Undergraduate Programs

- BBA
- B.Com
- B. Com. International Finance and Accounting (IFA)

Doctoral Program in Business Management

Recognitions/Awards – Chitkara Business School

- NIRF (National Institutional Ranking Framework-2018) ranked Chitkara Business School within Top 75 Management Institutions of India.
- The Academic Insights ranked CBS amongst Top 20 promising B-School 2018 at national level.
- Chitkara Business School is ranked 66th among top 100 B-Schools of India & Best in the region by Asia INC 500 Magazine.
- Business World ranks Chitkara Business School 63rd amongst top 100 B-Schools of India and Best in the region.
- Careers 360 rated Chitkara Business School AAA+ and Best in the region.
- India Today ranked Chitkara Business School 68th among top 100 B-Schools of India and Best in the region.
- Business Today ranked Chitkara Business School 20th in North Zone on the basis of learning experience and 70th at National Level.

CHITKARA UNIVERSITY

• **VISION**

To be a globally recognized organization promoting academic excellence through interdisciplinary applied research and to expand realms of knowledge through innovation.

• **MISSION**

- To carry out the academic process for achieving excellence through active teacher-student-industry participation.
- To promote research, innovation and entrepreneurship in collaboration with industries and laboratories.
- To inculcate high moral, ethical and professional standards amongst our students.
- To contribute to building a skilful society.

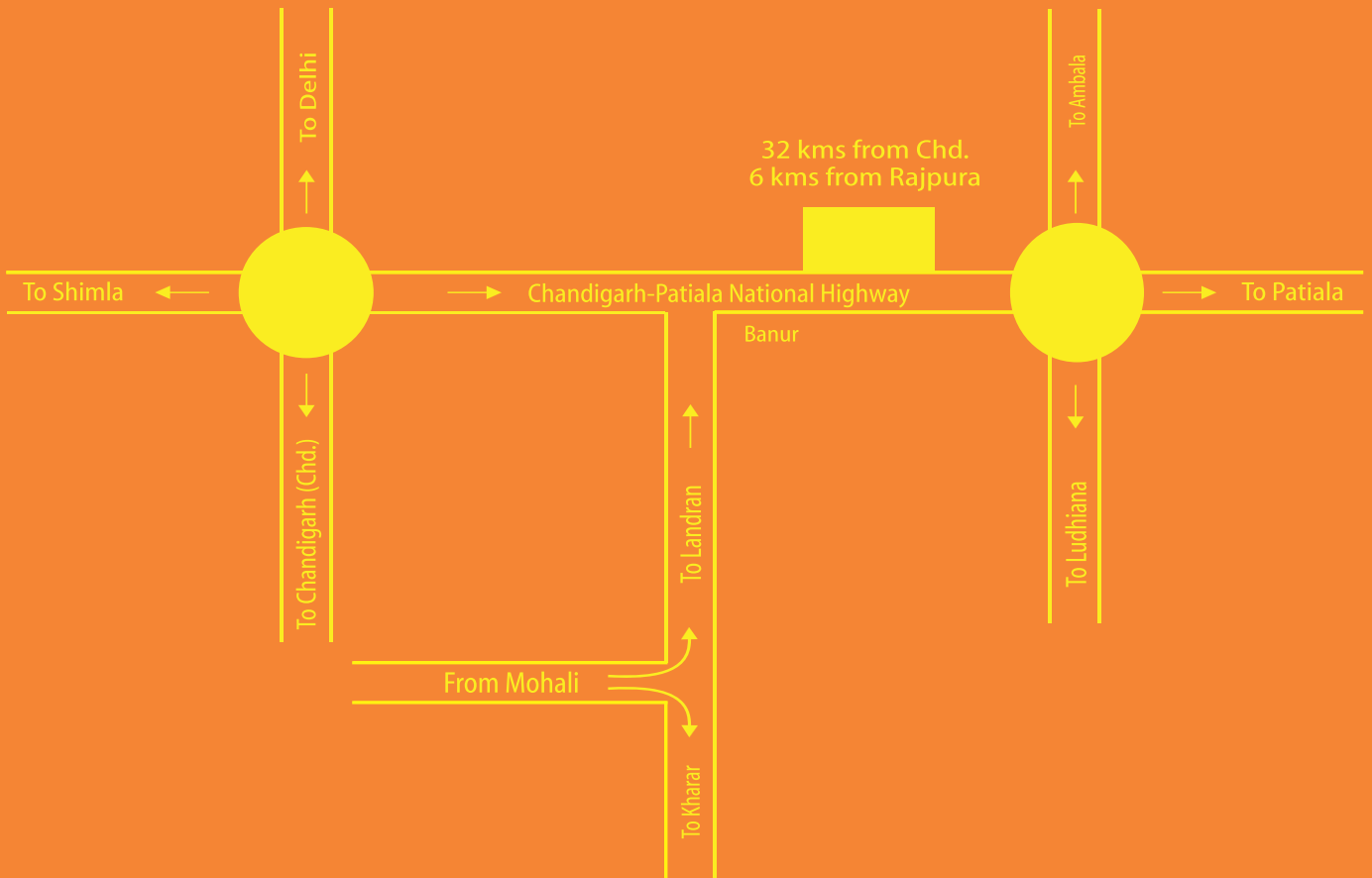
KNOWLEDGE PARTNERS



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Guide Map



CHITKARA UNIVERSITY - PUNJAB

Chandigarh-Patiala National Highway (NH-64) | Punjab