

CALL FOR PAPERS

National Seminar

On

***“EMERGING DIMENSIONS OF INDIAN BUSINESS AND
ECONOMY: PACE AND PATTERN”***

23rd and 24th February 2018

Organized by:

**DEPARTMENT OF COMMERCE
SRI AUROBINDO COLLEGE
UNIVERSITY OF DELHI
MALVIYA NAGAR, NEW DELHI-110017**

For more details, visit our website:

<http://www.aurobindo.du.ac.in/>

ABOUT THE SEMINAR

India as an emerging economy possessing tremendous growth potential has captured the attention of the global corporations eager to tap into markets with a huge customer base. As the global centre for economic activity is shifting to Asia, India is being looked upon as an important destination by investors all over the world. According to the World Bank's latest edition of Global Economic Prospects, India has a projected growth rate of 7.2% in 2017 as against global projected growth of 2.7%. In the last two years, India's rate of GDP growth has been meteoric. The attention that Indian economy has gained lately can be attributed in part to the changing internal and external dynamics. Government is making all-out efforts to lift up the Indian economy and making it more competitive than it has ever been. Several new initiatives have been taken up to promote Indian business firms and entrepreneurs and thereby gear up the process of globalized growth in the Indian economy. A visible impact of this can be seen from the fact that as per the World Bank's latest Doing Business Report, for the first time ever India has jumped 30 positions to become the top 100th country in terms of ease of doing business ranking.

This two-day National Seminar focuses on four dimensions identified under the broad theme *"Emerging Dimensions of Indian Business and Economy: Pace and Pattern"*.

The first dimension that this seminar seeks to ponder upon is India's current standing in the globalized world. Over the years it's clearly evident that there has been a visible shift in the world economic order with focus shifting from the west to the emerging economies. Foreign direct investment inflows in India hit an all-time high of \$60.2 billion in 2016-17 from US\$ 55.6 billion in 2015-16, as the government eased rules to lure global conglomerates. It further grew by 37 per cent to US\$ 10.4 billion during the first quarter of 2017-18. The similar scenario is noted in context of outward direct investment activities of Indian companies. According to an estimate by India Brand Equity Foundation (2014), over 2200 Indian companies are expected to invest abroad in coming 15 years. In addition to the increasing pace of globalization, growing international-linkages between the real and financial sector over the past decade have earned India the coveted status of "bright spot" on the global map. Manufacturing sector is emerging as one of the fastest growing sectors in India. The manufacturing sector of India has the potential to reach US\$ 1 trillion by 2025 and India is expected to rank amongst the top three growth economies of the world by the year 2020. With increasing role in the world order, the study of India's global linkages has become vital.

The second dimension that this seminar focusses on is the various policy initiatives taken by the Indian government recently. In line with the goal of nation building, the Government of India has taken a number of policy initiatives. Ranging from setting up of Niti Ayog, Make in India, Swatch Bharat Abhiyan, Jan Dhan Yojana, Mudra Yojana to Digitalization, Demonetisation and GST, there have been a wide array of policy reforms to transform the various sectors of the Indian economy. "Make in India" is getting global recognition. "Pradhan Mantri Jan-Dhan Yojana (PMJDY)" is a collective action towards financial inclusion leading to all inclusive financial growth. The "Digital India" initiative seeks to highlight the need of e-governance and transforming India into a digitally empowered society. "Demonetisation" was considered as a historic move to tackle black money and corruption. Goods and Services Tax has been endorsed as "the most important tax reform in India" since 1947. In education sector, initiatives like "Swayam India" and

in the healthcare sector, initiatives like “Swatch Bharat” and “E-health” are worth noticing. These policy initiatives are becoming popular and are expected to boost economic growth and development.

Today, no business around the world can afford to ignore the importance of marketing. So in this light, recent developments in Indian marketing scenario is the third dimension. Innovative marketing practices have become imperative for survival and growth of modern businesses. Many recent and popular trends in marketing such as digital marketing, rural marketing, viral marketing, green marketing, social media marketing, etc. also requires exploration as to their effect on marketers and consumers. The importance of successful marketing strategies cannot be undermined in modern organizations as they help in understanding customer needs, boosting sales and build company’s reputation. India has been proclaimed as a “digital-first nation” where the general adoption levels of new digital trends are much higher than world averages. Targeting content for an international audience, location-based marketing, content marketing, big data analytics, competing and sustaining with global rivals, bringing innovations and improvements in products and services, etc. are some of the key issues of marketing which need discussion on a broader perimeter.

The fourth dimension is the changing landscape of Indian entrepreneurship. Over the years, entrepreneurship has proven to be critical to India’s growth and development, given its increasing significance and visible impact in wealth creation and employment generation. The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship in the country. Initiatives such as Start-up India, Atal Innovation Mission (AIM), Support to Training and Employment Programme for Women (STEP), Stand-UP India, Trade Related Entrepreneurship Assistance and Development (TREAD) have been taken up by the government with an aim to provide a wide spectrum of new programmes and opportunities to nurture innovation across a number of sectors. With around 800 plus start-ups beings set up in India annually, it has been projected that by 2020 India would set up 11,500 start-ups that will provide employment to 2,50,000 people. Introducing a federal Ministry for Entrepreneurship and Skill Development shows that government is serious about developing and promoting entrepreneurial start-ups in contemporary times of advancing economies. This seminar, thus seeks to further the research on key challenges faced by the entrepreneurs.

It is with this state of affairs in mind that we have planned this two day national seminar. The seminar will make an effort to bring together experts and practitioners from ministry, academics and industry in order to provide a stage for discussion and exchange of ideas on this premise. The seminar will be of great interest to policy makers’, research scholars, students and experts, consultants and professionals working in various organizations. We invite original high quality research papers for the following technical sessions:

- India on the Global Map
- Review of Government Policy Initiatives
- Marketing in Modern Organizations: Issues and Developments
- Entrepreneurship: Risk and Rewards

SUB THEMES

The Sub themes for the Seminar include, but are not limited to the following:

- *Emerging Market Multinationals - New players on the bloc*
- *International Production Networks - Implications for India*
- *India and it's changing bilateral relations*
- *India and the Trade Blocks - Way Forward*
- *Currency Contagion in Emerging Economies*
- *Has the Game Changed? Global financial Linkages of India*
- *Booms and Busts in Indian financial markets: The Role of External Factors*
- *Demonetization: Retrospect and Prospects*
- *GST: Implementation and Implications*
- *Digitizing India: The road to digital transformation*
- *Economic impact of Swachh Bharat Abhiyan*
- *Swayam India: Digitalizing education*
- *Digital marketing*
- *Key issues in modern marketing*
- *Recent trends and practices in marketing*
- *Entrapreneurship – From Job Seeker to Job Creator*
- *Entrepreneurial Education – A New Way of Success*
- *Technopreneurship – Actualization/Realization of Digital India*
- *Netpreneurship – Online Retailing*
- *Entrepreneurship – Innovation and Rural Development*
- *Social Entrepreneurship – Need of the Hour*
- *Ecopreneurship – Hidden Path of Sustainable Development*

PAPER SUBMISSION

Abstracts and full length research papers are to be submitted electronically at the following email address: papersubmission.aurobindo2018@gmail.com

Timeline

<p>Abstract Submission - <i>10th December, 2017</i></p> <p>Full Paper Submission - <i>31st December, 2017</i></p>

Guidelines for Authors

- **Title page:** The title page of the article must consist of title, author(s) name(s), designation(s), affiliation(s), phone number(s) and email id(s). Also, indicate the name and contact information of the corresponding author to whom all the communications shall be directed.
- **Abstract:** Abstract should not be of more than 200 words and should include the title, objectives, methodology and findings/results.
- **Key words:** At least 3 and maximum 5 keywords to be given at the end of the abstract.
- **Manuscript Format:** Font type- Times New Roman; Font Size- 12; Spacing- 1.5; Alignment- Justified; Page Margin- 2.
- **Figures and Tables:** Please ensure the figures and the tables are placed next to the relevant text in the manuscript, rather than at the bottom or the top of the file. Also, tables should be numbered consecutively in the text in Arabic numerals.
- **Referencing style:** Citations in the text should follow the referencing style used by the American Psychological Association (APA).
- **Originality:** Submitted paper must be the original work of the author(s) and should not have been previously published nor be currently under consideration for publication elsewhere.
- **Single paper:** Only one paper will be entertained from one author(s).

Review Process

All submissions will be rigorously reviewed by the seminar committee. The review process acceptance criteria will focus on originality, presentation quality, technical soundness and relevance to the theme of the seminar. The decision of seminar committee will be final and binding in all respects.

Best Paper Award

One paper in each technical session will be selected to receive the Best Paper Award. The selection will be made by the panel of experts and their decision will be final and binding. The result for each technical session will be announced at the end of the respective session. And the Best Paper Award will be presented in the valedictory session of the seminar.

Publication

Selected papers will be published in the “**AUROBINDO COLLEGE JOURNAL OF RESEARCH AND STUDIES**”, a journal published by the college having **ISSN no. 2455-5401**.

REGISTRATION DETAILS

Registration Fee

- Student/Research Scholar - Rs.500
- Faculty - Rs.750
- Corporate Delegates - Rs.1500

** Fee includes Seminar kit, Certificate of Presentation/Participation, Lunch and high tea on both the days*

** Registration is mandatory for all the authors/ co-authors of an accepted paper.*

Mode of payment

The registration fee can be paid by **any one** of the following mode:

- In the form of Cheque/Demand Draft in favour of “Principal, Sri Aurobindo College”, payable at Delhi to be sent at: **The Principal, Sri Aurobindo College, Malviya Nagar, New Delhi – 110017**, or
- By NEFT/RTGS as per the details:
Account Holder Name: Sri Aurobindo College Day Boys; Account Type: Saving;
Account Number: 8462101000020; Branch: Sri Aurobindo College, Malviya Nagar;
IFSC Code: CNRB0008462

Registration form

The form can be downloaded from the college website. Scanned copy of the filled form along with the proof of payment has to be send at aurobindoseminar2018@gmail.com

HIGHLIGHTS OF THE SEMINAR

- *Distinguished speakers from the Government of India.*
- *Eminent professors and academicians from renowned universities.*
- *Paper presentation by Faculty members/ Research scholars.*
- *Poster Paper Presentations.*
- *Best Paper Award in each technical session/ poster paper presentation.*
- *Students will also be encouraged to attend as delegates and for presenting a poster paper.*

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“Emerging Dimensions of Indian Business and Economy: Pace and Pattern”
(February 23rd – 24th, 2018)

Form No. _____ **Date:** _____

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