



NCMBE
2016

**National Conference
On
Managing Business Enterprises in
BRICS Countries
NCMBE 2016**

**Friday, February 26, 2016
Venue: Department of Management
Studies**

For any query, please contact

Conference Convenors

Dr. M. Durgamohan
Professor & Head
(Mob: 09810168639)

Dr. Tapas Das
Assistant Professor (Mob: 09810512467)

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~~~~~*Publication Partner*~~~~~

**PEZZOTTAITE JOURNALS**

**Thrust Areas:**

- Digital marketing
- Customer Relationship Management
- Supply Chain Management
- Logistics Management
- Foreign Direct Investment
- Financial Restructuring
- Human Resource Development
- Knowledge Management
- Government Policies and Practices

**Important Dates**

**Last Date for submission of Abstract**  
December 20, 2015

**Notification of Acceptance**  
December 26, 2015

**Last Date for submission of Full Paper**  
January 15, 2016

**Last Date for Registration**  
January 15, 2016

**Last Date for Submission of Revised Paper**  
January 30, 2016

**Conference Date**  
February 26, 2016



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Managing Business Enterprises  
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**About the Conference:**

The domination of the developed countries in the global economy is waning and the importance of the emerging economies, more so of BRICS countries, is increasing day by day. The BRICS countries, comprising Brazil, Russia, India, China and South Africa account for a population of three billion, which is almost fifty per cent of the world population. By 2020, these countries will figure in the top 20 largest economies of the world.

The future of the global economy is dependent on these economies. Consequently, it becomes imperative for any business enterprise to enter into these markets and be a part of the growth trajectory. However, BRICS countries are structurally very much different from the developed countries. Therefore, managing businesses in these countries pose a lot of challenges.

In this backdrop, Department of Management Studies, JSS Academy of Technical Education, Noida is organising a National Conference on 26<sup>th</sup> February, 2016 at Noida campus to provide a platform or forum to researchers, academicians and industry practitioners to present and discuss their researches on the thrust areas. The conference shall endeavour to witness richness in discussions and deliberations on thrust areas to enrich ways and means of managing businesses in these countries and thus be part of the growth story of BRICS.

**Guidelines for Submission**

Selection of papers for presentation will be based on detailed abstracts between 200-300 words. Abstracts must include 'Motivation/purpose of research', 'Methodology', 'Implications' and 'References'. The author(s) should clearly mention under what thrust area of the conference, the abstract is to be included. The abstract should adhere to;

**Length:200-300 words ;Margins:2.5 cm or 1 inch; Font: Times New Roman, 12 pt.;Spacing:1.5;Title Page: Title, Author (s),Affiliation(s),Contact No., E-mail id; Key Words: Three**

The abstract should be submitted to [ncmbe.dms@gmail.com](mailto:ncmbe.dms@gmail.com). Abstracts will be double-blind peer-reviewed and only those abstracts approved by the reviewers will be selected. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper.



**Guidelines for Submission of Selected Papers:**

The soft copy of the paper in word format should be sent to [ncmbe.dms@gmail.com](mailto:ncmbe.dms@gmail.com) for presentation to conference coordination committee. Papers must include; *Abstract, Introduction, Literature Review, Motivation, Methodology, Analysis & Findings and Conclusion*. **Full paper must be submitted with registration** and should adhere to;

- Max. Length:** 2000 – 3000 words
- Margins:** 2.5 cm or 1 inch
- Font:** Times New Roman, 12 pt.
- Spacing:** 1.5
- Title Page:** Title, Author(s), Affiliation(s), Contact No., E-mail id
- Abstract:** 200 – 300 words
- Key Words:** Four

**Publication Opportunities:**

All full paper submissions will go through a ‘double-blind peer-review’ process by a panel of experts and only the selected papers originally and /or upon revision will be published in a reputed journal of considerable impact factor, on-line as well as print version.

**Best Paper Award:**

The ‘Best Paper Award’, consisting of Rs. 5000 cash prize and appreciation certificates to the author(s), will be awarded for a full paper presented at the conference, NCMBE 2016. The best paper will be selected by the panel of experts and will be announced in the valedictory session. Failing to remain present in the valedictory session will automatically disqualify the author(s) of the best paper to receive ‘Best Paper Award’

**Paper Presentation in Absentia:**

A paper can be presented in absentia. Papers presented in absentia are eligible to be included in journal. A processing fee of Rs. 500, in addition to the registration fee, has to be paid for each paper presented in absentia.

**Registration:**

Registration fee per participant should be sent latest by January 15, 2016 through a demand draft in favour of JSS Academy of Technical Education, Noida payable at Noida and should be sent to Dr.M.Durgamohan, Professor & Head-DMS. **A photo id proof of the participant should accompany registration fee draft for identification of delegate category.** The registration fee includes high tea, lunch, conference kit and a copy of the journal, print and online. Registration form can be downloaded from the conference website <http://www.jssaten.ac.in/ncmbe2016/>

| Registration Fees      |           |
|------------------------|-----------|
| Corporate Delegates    | Rs. 2,000 |
| Academicians           | Rs. 1,500 |
| Researchers & Students | Rs. 1,000 |

**For non-authors:** Persons interested in attending the conference should register for the conference by paying the registration fee as above. On the spot registration shall be provided only for non-authors by paying the registration fee in cash.

**About JSS Academy of Technical Education:**

JSS Academy of Technical Education (JSSATE), Noida was established in 1998 by JSS Mahavidyapeetha, Mysore. The academy is located in a sprawling campus of 28 acres in the institutional area of Noida and aims to be a value-based centre of excellence in Technical and Management education. The institution is making rapid strides in outcome-based education and gradually carving out a niche in the area of research and development backed by the stupendous infrastructure. The academy runs 8 UG courses of B. Tech Programme, 5 PG courses, including MBA and a 5-year dual degree course of Master’s in Applied Management (MAM). Approximately 4,500 students are pursuing their professional education in this campus.

The Department of Management Studies (DMS) is creating ripples in the world of management education through academic excellence and contemporary curriculum. It offers 2-year-full-time MBA programme and 5-year dual degree course of Master’s in Applied Management (MAM).

**::Conference Organising Committee::**

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**Patron**

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**Conference Chair**

Prof. K. Kamal Principal

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Dr. Tapas Das, Assistant Professor-DMS

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Mr. Rakesh Bhatt, Assistant Professor  
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## JSS Academy of Technical Education, Noida

(Approved by AICTE, Govt. of India, New Delhi

&

Affiliated to Dr.A.P.J.Abdul Kalam Technical University, Lucknow)

C-20/1, Sector-62, Noida – 201301, U.P

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# REGISTRATION FORM

NCMBE  
2016

## National Conference On Managing Business Enterprises in BRICS Countries NCMBE 2016

Venue: Department of Management Studies  
JSS Academy of Technical Education, Noida  
Friday, February 26, 2016

Name: \_\_\_\_\_

Institute/Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Mobile: \_\_\_\_\_

Title of the paper: \_\_\_\_\_

### Registration fees for the Delegates:

- Corporate Delegates – Rs. 2000/-
- Academicians – Rs. 1500/-
- Researchers & Students – Rs. 1000/-

Demand Draft should be in favour of 'JSS Academy of Technical Education, Noida', payable at Noida and should be sent to Dr.M.Durgamohan, Professor and Head-DMS

Amount: \_\_\_\_\_ DD No: \_\_\_\_\_

Name of the Bank: \_\_\_\_\_ Dated: \_\_\_\_\_

Name of the Drawee Bank: \_\_\_\_\_

Date:

Signature:

**Note:** Last date to receive duly completed registration form with registration fee either by cash or through demand draft and photo id proof is **January 15, 2016**

[www.jssaten.ac.in](http://www.jssaten.ac.in)