



MAHARAJA AGRASEN UNIVERSITY



NAAC ACCREDITED GRADE B

PCJ SCHOOL OF MANAGEMENT



ICSSR Sponsored
NATIONAL CONFERENCE
on

**EXPLORING NEW FRONTIERS OF THE BUSINESS:
OPPORTUNITIES AND CHALLENGES**

March 20, 2021

ABOUT THE UNIVERSITY

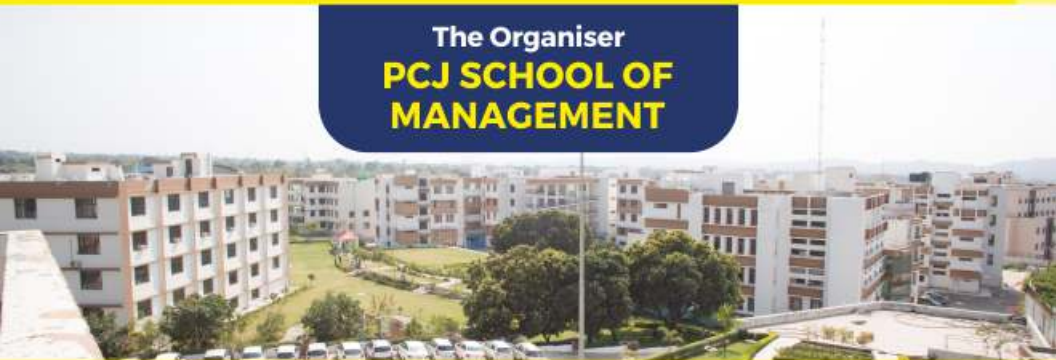
Maharaja Agrasen University established in the year 2013, was inaugurated by Shri Pranab Mukherjee, Hon'ble President of India. The University is situated in the pollution free environment of Shivalik foothills near Kasauli and Pinjore Gardens. It is easily accessible from Chandigarh (25 Km), Panchkula (21 Km), Kalka (13 Km), Pinjore (10Km) and Delhi also. It aspires to become a University of first choice for potential students, teaching and research community and be recognized for providing excellent opportunities for global success. MAU wishes to be acknowledged as a value-based campus where the students, faculty and the staff are creative and actively engaged in scholarly activities of relevance to the community at large.

The mission of the MAU is to contribute to the society through imparting vibrant, innovative learning and research at the highest international levels by providing intellectual environment built on a commitment of free and open enquiry. Committed to the cause of holistic development of students, the University endeavours to foster equality, initiative, integrity, and excellence while maintaining highest level of consciousness, civility and humility. Focus is given on personality development and judicious mix of academics with extra-curricular activities and social service.

Maharaja Agrasen University envisions itself as an emerging Center of Excellence. The vision of the University is to enable each and every student to develop self-confidence, self-knowledge and self-control. The university promises to equip all students with knowledge and talent to lead their lives in a righteous and conscientious manner. It offers an atmosphere for the development of character with enriched virtues and noble ideals for its students. The holistic system of education in the university is designed to draw out the knowledge, values and wisdom present in a latent form in every student. The University not merely award degrees but nurture the values required for self-realization.

In a very short span of time the University has been able to make its presence felt not only in Himachal Pradesh but also in the neighbouring states. This achievement of the University has been appreciated by a consortium of 25 chairpersons of industry who conferred CCI Technology Excellence Award 2014 in the category of Best Emerging Private University of India. It has also been adjudged by "Higher Education Review" as the "University of the Year 2015" in the category of "Research & Development". The University with its vast resource pool and enormous potential is sure to set new trends and break new grounds which will be setting the pattern to be followed by the posterity.

The Organiser PCJ SCHOOL OF MANAGEMENT



PCJ School of Management started with the inception of the Maharaja Agrasen University in 2013. Within a short span of time it has become the most preferred choice of the students aspiring to pursue management programmes. The School of Management endeavours to inculcate in students a constant yearning for learning through the combination of academic rigour, contemporary curriculum design, passionate knowledge delivery, participative dialogue and discussion, interaction with leading practitioners and application orientation. The objective of the UG and PG programmes is to impart management education in a university environment so as to enable the students to be rightly equipped to face the challenges of the industry in the Indian ethos. The School of Management offers a wide range of programmes to the students like M.B.A with specialization of Finance, Human Resource, and Marketing, M.Com, MTTM at PG Level and B.Com, B.Com (Hon's), B.B.A and BHMCT at UG level and Ph.D in Management, Commerce and Tourism & Hospitality resulting in attractive employment opportunities.

ABOUT THE CONFERENCE

Innovation is a continuous journey and the spirit of innovation is unlimited. This is an undeniable fact that business world is evolving and changing unimaginedly because every day the trend, technology, and preferences are changing. As the pace of technological development is very high, the business world should explore new opportunities and bring innovative solutions for the benefits of their customers and themselves as well.

Frontier is not a destination but it is a continuous process of adaptability of the changes. Business organisation needs to alienate and reshape themselves for such anticipated changes. Exploring the new strategic frontiers will give the business organisation an opportunity to reconsider what business they want to be in. Government of India is also focusing on sustainable development with technological innovations.

This conference is an endeavour to disseminate new insights and perspectives about what is happening and what needs to be done on different frontiers of the business. The conference will provide a platform to the Academicians, Business professionals and other officials to come up together to explore and exchange the ideas for managing such changes in an innovative and evolutionary way.

Main Theme:

Exploring New Frontiers of the Business: Opportunities and Challenges

Sub Themes:

Finance:

- ◆ Innovations in Financial Market
- ◆ Financial management of enterprises
- ◆ Financing of MSMEs, Mudra loan etc.
- ◆ Financial aspects of Merger & Acquisition
- ◆ Credit Risk Management
- ◆ Management of NPA
- ◆ Digitalisation of Banking services
- ◆ Restructuring Banking sector
- ◆ Financial Engineering
- ◆ Financial Inclusion
- ◆ Green Accounting Practices
- ◆ Digital Currency

Human Resource & General Management:

- ◆ Innovations in Training and Development
- ◆ Recent trends in Retaining people
- ◆ Managing Cross-cultural Organisation Behaviour
- ◆ Green HRM practices
- ◆ Glass Ceiling
- ◆ Global leadership
- ◆ Legal aspects of Business management
- ◆ Disclosure practices of Business
- ◆ Ethics in Business and sustainable development
- ◆ Corporate Social Responsibilities
- ◆ Corporate Governance
- ◆ Merger and Acquisitions
- ◆ Impact of Goods and Service Tax Rural stand-ups

Marketing Management, Tourism & Hospitality:

- ◆ Role of Social media in Marketing
- ◆ Digitalisation of Marketing
- ◆ Global marketing practices
- ◆ Rural Marketing
- ◆ Technological innovations in Marketing
- ◆ Green Marketing
- ◆ E-commerce and M-commerce
- ◆ Supply chain management
- ◆ Meta Marketing
- ◆ Digital Innovations and Sustainable Marketing in Tourism & Hospitality
- ◆ Future Trends in Tourism & Hospitality Industry
- ◆ Sustainable Development in Tourism and Hospitality Industry

International Business & IT:

- ◆ Emerging theories of International Business
- ◆ Business Models for entries in Global Economies
- ◆ Blue Economy
- ◆ Strategic alliance
- ◆ Challenges in Global Business
- ◆ Data Analytics
- ◆ IT enabled business applications Cyber Law and Crime
- ◆ Artificial Intelligence
- ◆ Security issues in digitalization
- ◆ Renewable energy
- ◆ Artificial Intelligence in Tourism & Hospitality Industry
- ◆ Global Economic Crisis and Tourism and Hospitality

Note:- The above sub-themes are indicative only; researchers will be free to present their views on other issues pertaining to the main theme.

REGISTRATION FEE

Category	Without Accommodation	With Accommodation
Students	Rs. 500	Rs. 1500
Academicians	Rs. 1,500 (With Book)	Rs.2500
	Rs. 1000 (Without Book)	Rs. 2000

Accommodation will be provided on first come first serve basis on twin sharing basis at university guest house/hostel or similar on prior confirmation of participation. The registration fee (with accommodation) includes expenses for accommodation and meals. The registration fee can be paid through Demand Draft in favour of "Registrar, Maharaja Agrasen University, payable at Baddi" or through NEFT/RTGS. The details for online payment is given as under:

**Account Name: Registrar Maharaja Agrasen University | Bank Name: Union Bank of India
Branch: Baddi | IFSC Code: UBIN0554901 | Account No.: 549002010005449**

Note:- Registration Fees with accommodation includes stay charges and hospitality i.e. One dinner and One breakfast apart from the day of conference. The accommodation will be provided subject to maximum of two days only. University will not bear the Travelling Cost of the delegates.

CONFERENCE SECRETARIAT

CHIEF PATRON

Dr. Nand Kishore Garg

Chancellor

PATRON & CONFERENCE DIRECTOR

Prof. R K Gupta

Vice Chancellor

CONFERENCE TECHNICAL ADVISOR

Sh. Suresh Gupta

Project Director

CONFERENCE ADVISOR

Prof. A.K. Vashisht

Dean, School of Management

CONFERENCE CONVENER

Prof. Vishal Kumar

Director, School of Management

ORGANIZING SECRETARY

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Professor

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JOINT ORGANIZING SECRETARIES

Dr. Ranbir Singh

Associate Professor

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Dr. Sangeeta

Assistant Professor

Mob: 95883 20460

WHO CAN ATTEND?

The conference is aimed at providing a platform/resource base for the Intellectuals and Professional experts in the field of Commerce and Management. The following are welcome to participate:

- ❖ Academicians
- ❖ Policy Makers
- ❖ Research Scholars
- ❖ Trade Professionals
- ❖ Entrepreneurs
- ❖ Students

Contribution

Persons interested to participate in the conference are welcome to contribute their research papers/ research notes/ case studies etc. on the thematic areas with specific recommendations for discussions in technical sessions. **Abstracts with maximum 300 words in MS-word format (letter size 12 point, Times New Roman font) should reach latest by 20th January, 2021 on the following email address: ✓ conferencemau2020@gmail.com**

Guidelines for Contributors

- ❖ Schedule for Submission
 - ◆ Submission of Abstract: latest by 20th January, 2021
 - ◆ Intimation of Accepted Abstracts: Upto 25th January, 2021
 - ◆ Full-length papers: latest by 10th February, 2021
- Format for Full Length Papers
 - ◆ All manuscripts must be strictly prepared as per the following format:
 - ◆ Title: Bold centred 14 point
 - ◆ Author(s): Name, position, organisation - bold centred 12 point (2 lines each author)
 - ◆ Contact Details: Complete address, phone, fax, email, web site (if any) - centred 12 point
 - ◆ Bio Data: Authors should provide their brief biographical details, not exceeding 100 words.
 - ◆ Key Words: Up to five keywords to be provided for indexing, cataloguing and classification purposes.

There should be no author identification after the title page. The page following the title page should show only: Title, abstract within the paper, then the main text.

- ◆ **Font size:** 11, justified
- ◆ **Main Text:** Minimum 3,000, Maximum 6,000 words -including tables, figures and references - single-spaced
- ◆ Authors must try to fit in all the tables at the end of paper.
- ◆ **Page Numbering:** All pages should be numbered in footer in the bottom centre of each page
- ◆ **Citations and References:** Harvard style.

References in the text should be cited by the author's name and year of publication in brackets.

Deadlines for the Submission

Abstract Submission: Upto **20th January, 2021**
Final Manuscript (Full Length Paper): Upto **10th February, 2021**

MANUSCRIPT CONTENT

Papers should demonstrate critical rigour and make clear their contribution to knowledge. It should also state their implications in relation to the theme of the conference, and contribution to one or more areas of research, education, policy or practice.

PUBLICATION OF ACCEPTED MANUSCRIPTS

The papers will be published in an Edited Book with ISBN number. The book will be given to all the registered participants on the day of conference. Apart from it, selected papers may also be published in International Refereed Journal titled: International Journal of Business Innovations (IJBI), a publication of the University. It is therefore desired that the research papers must be submitted well in time and strictly as per the guidelines so as to include in the proposed publications.

For Further Query, Contact:

Dr. Dharamveer | **Dr. Vishal Kumar**

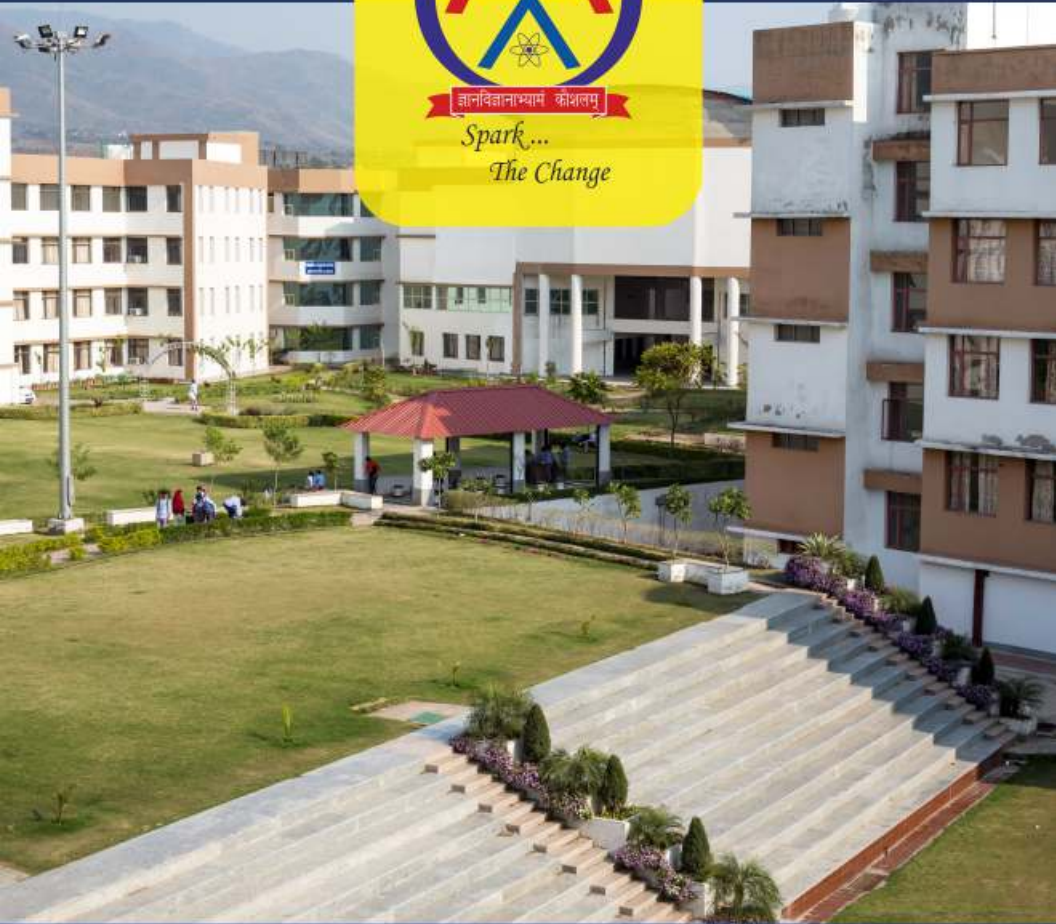
Organising Secretary | Conference Convener & Director PCJ School

Mob: 98962 14966 | **Mob:** 78887 44476/99140 23332



ज्ञानविज्ञानाभ्याम कोशलम्

Spark...
The Change



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HOW TO REACH US



MAP NOT TO SCALE