



FACULTY OF MANAGEMENT

PACIFIC ACADEMY OF HIGHER EDUCATION AND RESEARCH UNIVERSITY, UDAIPUR

Online

11th International Conference on

SHIFTING PARADIGM IN BUSINESS ECONOMY AND SOCIETY : VISION 2050

9-10 September, 2020

Publication Opportunity in Peer reviewed Journals : Pacific Business Review International, WoS (ESCI) (Impact Factor : 6.56), Unnati - The Business Journal (Impact Factor : 6.199), Pacific University Journal of Social Sciences (Impact Factor : 4.276) & in Edited Book with ISBN

Call for Papers

Research papers and articles are invited in the field of :

- Marketing Management
- Human Resource Management
- Business and Economy
- Finance Management
- Operation and Production
- Social Sciences

papers are to be forwarded at pacificconference2020@pacific-university.ac.in

Registration Fee (Per Person)

- Academicians - Rs. 500
- Research Scholar - Rs. 300
- Foreign Participant - \$ 10

Fees to be paid after acceptance of paper through, the link attached or by visiting our

Website : www.conferencepacific.ac.in

Important Dates

- Paper Submission : 3rd September, 2020
- Registration : 7th September, 2020
- Date of Conference : 9-10 September, 2020

PACIFIC ACADEMY OF HIGHER EDUCATION AND RESEARCH UNIVERSITY, UDAIPUR

Pratapnagar Extension, Airport Road, Debari, Udaipur (Rajasthan), 313024

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CONFERENCE SUB THEMES

The paper can be submitted on the below mentioned themes. However the submissions are not restricted to the theme it can be from any other area confined to the conference title.

🕒 EMERGING ISSUES IN MARKETING

- Research Philosophy and Practice
- Sustainable Marketing
- Advertising, Sales Promotion and Public Relations
- Rural Marketing
- International Marketing Management
- Strategic Business Sustainability
- Integrated Marketing Communications
- Consumer Behaviour
- Marketing Channels & Strategic Sales Force Management
- Social Marketing
- Integrated Marketing Communications
- Green Marketing
- Marketing Analytics
- Consumerism in Digital era
- Branding in Cyber Space

🕒 CONTEMPORARY PRACTICES IN BANKING, FINANCE, INSURANCE AND ACCOUNTING

- Financial Analytics
- Capital Market
- Asset Management
- Commercial Banking
- Equity Research
- Corporate Finance
- Risk Management
- Innovative Banking
- Financial Reporting Standards
- Credit Policy
- Goods and Services Tax
- Carbon Trading
- Fair Value Accounting
- Banking Frauds
- Valuation of Financial Instruments
- Accounting for Special Transactions
- Forensic Accounting and Fraud Detection
- Fintech Start-up

🕒 HUMAN RESOURCE MANAGEMENT PRACTICES

- Job Design and Analysis
- Workforce Planning
- Training and Development
- Performance Management
- Compensation and Benefits
- Legal Issues
- Management Changes
- Leadership Development
- Workforce Training and Development
- Adapting to Innovation
- Retaining Talented Employees
- Workforce Diversity
- Redefining Role of the HR Professional
- Managing Cultural Diversity
- Corporate Values & Cultures
- Talent Management, Succession Planning
- Developing the Leaders of Tomorrow
- Re-structuring the Organization to Enable the Digital Transformation
- Empowering Digital Leadership

🕒 SHIFTING PARADIGM IN CHANGING BUSINESS ENVIRONMENT

- Business Laws and Practices
- International Business Context

- Corporate Social Responsibility
- International Trade
- Business and Sustainable Development
- Climate Change: Causes and Impacts on Business
- Managing Diversity in Business
- The Entrepreneurial Challenge
- Business Research Methods Electronic Commerce
- Business Failure Analysis

🕒 PRODUCTION AND OPERATION APPLICATIONS

- Physical Distribution
- Inventory Control in a Manufacturing Concern
- Cost Reduction and Control
- Quality Control on Organizational Performance
- Production Planning and Control
- Plant Maintenance and Quality Productivity
- Business Process Re-engineering
- Production Skills in the Management
- Quality Control
- Minimizing Defective Product
- Resource Utilization
- Decision Support Systems and Business Management
- Optimization of Business Decisions Using Mathematical Models

🕒 TRENDS IN EMERGING ECONOMY

- Fiscal Policy for Growth Stabilization
- Innovative Tax Reforms and Ease of Doing Business
- Growth Implications of Goods & Services Tax
- Budget and Growth Development
- Make in India, Skill India, Digital India, Smart Cities Initiatives
- Monetary Policy & Economic Stability
- Poverty, Inequality & Unemployment
- Rural Credit, Rural Entrepreneurship
- Infrastructure and Creation of New Opportunities
- Agriculture and Agribusiness
- International Trade and Economic Growth
- Global Inclusion Practices: Lessons from Countries
- FDI and FII: National Growth Perspective
- Global Economic Volatilities and Impact
- Export-Led Growth & Sustainability
- Global/Regional Financial Organizations and Growth
- Banking & Financial Inclusion
- Small Finance Banks & Payment Banks
- Micro Finance Institutions and Inclusive Growth
- Self Help Groups and Empowerment
- Non-Government Organisations as Growth Drivers
- Price Instabilities & Economic Volatilities- Inflation & Recession
- Industrialisation Vs. Environment
- Sustainable and Research Oriented Business Strategies

🕒 CONTEMPORARY SOCIAL ISSUES

- Man and Civil Rights
- Women Empowerment
- Population Policy
- Discrimination and Prejudice in Society
- Economic Issues & Inclusive Growth
- Addiction and Substance Abuse
- Peace and War
- Universal Health and Sanitation
- Childhood Development, Education & Skill Development
- Demographics Issues
- Healthcare and Medical
- Increasing Unemployment
- Sustainable Environment and Society

REGISTRATION

Registration process is to be done after getting the acceptance of the paper and transferring the fees. The payment is to be made through the link provided at our website : www.conferencepacific.ac.in

PAPER SUBMISSION GUIDELINES

The participants can submit their abstract and full length paper as per below format at *E-mail ID* pacificconference2020@pacific-univeristy.ac.in

Paper length	: Full paper: within 12 pages, including Abstract, references, tables/ charts and Keywords		
Abstract length	: 200-250 words	Key words	: 5-7 words
Font	: Times New Roman		
Font Size	: Running Text 12-point, Title 16 Bold, Headings 14 Bold, Sub-heading 12 Bold		
Paragraph	: Double-spaced	Line	: 1.5 Spacing
Margin Normal	: All Sides : 1 inch	Format	: MS Word-compatible file
References	: APA Format	Layout	: Justified

The title page should contain name of author(s), designation and email id.

Number of authors in a paper should not exceed 3.

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