

NATIONAL SEMINAR

On

Frontiers of Contemporary Business Research

(18th of May, 2017)

Call for papers and participation

Last date for submission-

Abstract- 20th April, 2017

Full paper- 30st April, 2017

Organized By:-

Department of Commerce

M. G. School of Economics & Commerce
Assam University (Central University) on
Silchar, Assam -788011

The organizing committee of the one day national seminar Frontiers of Contemporary Business Research organized by the Department of Commerce, Assam University, cordially invites academicians, research scholars, policy makers and professionals to participate and deliver in the upcoming national seminar which is to be held on 18th of May, 2017, in Assam University, Silchar.

Department of Commerce:

Department of commerce, Assam University was established in the year 1994. It is offering five specializations in the area of commerce viz. Accounting, Finance, Marketing, Banking and Human Resource Management. The department also offers research programme leading to M.Phil and PhD degree. The details about the university and the Department of Commerce can be accessed from the university website **www.aus.ac.in**

Aim Of the seminar

The objective of the proposed seminar is to bring together experts, academicians and young research scholars at one platform to brainstorm ideas in the area of frontier research issues in contemporary business research. Deliberations in this regard will attract attention of professionals, academicians and researchers about the issues in the field of business which have relevance and utility at present for the contemporary business world involved in either practicing or theorizing propositions surrounding it.

Sub- Themes for discussion and deliberations

1. Employees retention and employer branding
2. Industrial democracy and international competitiveness
3. Merger & Acquisitions and Competition Law
4. Financial sector reforms and opening of financial services sector to FDI
5. International multi-lateral Development funding and MSMEs in India
6. Digitization of banking services and financial Inclusivity: opportunity and challenges
7. Challenges of financial literacy and its inevitability in the present globalised financial world
8. Towards universal insurance coverage: Challenges and way –out
9. Branding of India for branding Indian corporate and products: Search for Strategy
10. A-culturisation and De-culturization attempt on media by multinational companies in India for their Brand success
11. Skewed entrepreneurial culture in India: underlying causes and practical remedies

Submission Formalities and schedule:

- Maximum length 12 pages (A4 size)
- Font: - Times New Roman
- Heading font size: - 14 points.
- Text: 12 Points.
- Line space: - 1.5
- Abstract: - 100 - 200 words.
- Last date for abstract submission-30th April, 2017
- Last date for full paper-08th May, 2017
- Email for abstract/paper submission: paper writers are requested to send their paper to both the addresses **pranayau@gmail.com** and **bpjc08@gmail.com**
- **Registration Fee:** Rs500/- for paper for academicians and professionals
 - And, Rs 300 for research scholars and students
- **Registration Mode:** Spot Registration in Cash

HOW TO REACH SILCHAR: Silchar is well connected by road from Guwahati, Agartala, Imphal and other cities and towns of Northeast India. The host city is well connected by rail to various cities in India. There is direct railway connectivity from the national capital New Delhi to Silchar via **Sampark Kranti Express. Kanchenjunga Express connects Kolkata (Sealdah)** with Silchar directly. Silchar is also well connected to Guwahati and Agartala via daily train service. It is also connected on air route by some airlines viz., **Indian Airlines, Jet Airways etc.**

Note:

- TA/DA will be provided by the organising committee only if sufficient funds are available from the funding agencies. Arrangement of accommodation for outstation participants will be made at their request on payment basis.
- Contributor can present one paper only in his/her name either individually or jointly in the seminar. The selected papers received within the stipulated date will be published in the form of a book with ISBN. Participation certificate will be issued only to the person who remains present in person.