

The registration fees are to be paid by each author and co-author separately as below:

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Academicians/ Professionals	1500	2000	\$60
Research Scholars	1000	1500	\$40
Students	500	700	\$40
Participants without paper presentation	500	500	\$40
Multiple Paper	500	500	\$20

Delegates may make payment in cash or contact
Whatsapp no: 9401294696 for payment details.

- Registration fee include certificate, kit, working Lunch and tea. Fees once paid will not be refunded.
- No TA/DA shall be paid to the participants for attending the seminar. However accommodation shall be provided to the participants in nearby Hotels on payment basis on advance intimation.

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J.N. School of Management Studies, A.U
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Dr. Surya Prakash, Asstt. Prof.
ShriRam College of Commerce Delhi
6387959436, 9852056961(whatsapp)

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Sub Themes of the Seminar:

- E-Commerce & E-Security
- Capacity Building In Service Sector
- Skill Development and IT
- Managing Globally-Issues and Challenges in Emerging Markets
- Financial Inclusion
- Legality and Ethics of Marketing Practices
- Ethics and Business Growth
- E-Governance
- Digital Marketing
- Work life Balance
- Indian Economy and
- Global Recession
- Innovation and Sustainability
- E-HRM
- Environmental Studies
- FDI and FI
- Foreign Trade
- Green Business
- Corporate Social Responsibility and Issues
- Green Technology
- Global Trades and Sustainability
- Knowledge Management
- Futuristic Socio Cultural Changes
- Human Development and Women Empowerment
- Economic Policies for Trade Facilitation
- Agri Business and Rural Marketing
- Tourism and Hospitality Management
- Entrepreneurship Development
- Business History



3rd International Conference on Global Business and Social Issues

Organized by:

Department of Business Administration,
Assam University Silchar Campus, Silchar
(A Central University) Assam, India-788011



In Association with:

**YOUTH EMPOWERMENT AND RESEARCH ASSOCIATION
(YERA), Varanasi**



Date : 10-11 January, 2020

About the Seminar

In current scenario, the business environment is becoming more complex, interdependent and dynamic in nature. As such, organizations perceive the entire world as one market instead of confining to domestic market only. Owing to this, global organizations have to design their strategies and management styles as per the regions of the world in which they are operating.

Nowadays, the key focus of business is to attain growth and sustainability through global operations. Further to achieve this, the firms need



Ruins of Kachari kingdom

to produce highly specialized goods, should have accessibility to international markets and strong networks, availability of skilled human resources and proper financial markets. The factors constituting global business environment are political, economic, technological, social and cultural environment. However, in the process of attaining sustained internationalization of organizations, certain typical challenges and issues will also arise that need to be countered with the help of innovative strategies. This seminar will serve as an ideal platform for discussions on cutting edge technologies in the field of Global Business based researches. Organizing this seminar will help social scientists, faculties, researchers and Under Graduate as well as Post Graduate students to update their knowledge in understanding the scopes and problems regarding Global Business and Social issues. The august gathering will involve discussions on new information, developing new concepts with innovative idea, interaction with experts from various reputed Universities and research institutions in India and abroad.

About the University

Assam University came into existence through Assam (Central) University Act, 1989 (Established under an Act of Parliament). It was established in 1994, since then the University is steadily becoming an excellent centre of learning. The campus, situated in Dargakona, about 20 kms from Silchar, is set amid sprawling hillocks, a typical landscape in the North East. The campus in an area of 600 acres surrounded by lakes and mountains provides an ideal environment for academic pursuit. Drawing its 300 plus faculty from many disciplines, from all over the country, the university sustains a multidisciplinary approach to higher

education. The University has Sixteen Schools on major disciplines. There are Forty One Departments under these Sixteen Schools.

About the Organizers

The Department of Business Administration (DBA) under J.N. School of Management Studies started functioning in July, 1997. The mission of the Department is to contribute through pursuit of excellence in teaching and other creative and innovative endeavors pertaining to management education, research, consultancy and training. The department offers Fulltime MBA, MBA-HT program and research program leading to Ph.D degree. The DBA- faculty has developed over the years competency in select areas of Business Administration. These range from conventional areas like Finance, Marketing, HRM, Operations to the emerging areas of IT and Hospitality and Tourism.

About YERA

The Youth Empowerment and Research Association (YERA), founded in 2009, registered under Societies Registration Act, 1860 U/s 21, No.V-38138/9798) having registered Head Office in Varanasi, UP, India and different chapters in different parts of India and abroad, strives to advance knowledge about education and to promote research in the area of social science at national and international level. YERA is concerned with improving the education by promoting the dissemination and practical application of research results. YERA members are numerous Academicians, Research Scholars and other distinguished professional with rich and diverse expertise in different fields.

How to Reach Silchar

Silchar is the headquarter of Cachar district in the state of Assam in India. It is the economic gateway to the state of Mizoram and part of Manipur. It is situated 343 km south east of Guwahati. Silchar has tremendous commercial importance and is the second largest city in the state of Assam. Over the past few years, the city is constantly witnessing peripheral expansion due to city's increasing future prospects and other developments in the field of education, medical facilities and the booming real estate market and other commercial businesses, making it quite a cosmopolitan one. Silchar city is the gateway to the entire southern part of North East India and is known for its history as the Tea Capital of South Assam. Silchar is well connected to rest of India by Air, rail and transport.

Call for Papers

All Academicians, Administrators, Scholars and students are invited to submit papers on any of the listed topics or related topics of the conference. The abstract should be limited to 300 words and the full paper should ideally be within 8000 words in English typed in MS-Word in Times New Roman with font size 12 and 1.5 spaced. The abstract should contain all details of the author(s) including affiliation and contact address. The abstracts/ papers should be sent to icgbsi2020@gmail.com or can use the link below to register and send abstract/paper: <https://forms.gle/4P6Nq4DrwR1eHLDA>



Tea Garden

Important Dates

Extended date of Abstract with full paper Submission

15th Dec, 2019

Last Date of Registration

15th Dec, 2019

Conference Date

10-11th, Jan, 2020

*Few Best papers post review shall be published in reputed UGC Care List Journal.