BANARSIDAS CHANDIWALA INSTITUTE OF PROFESSIONAL STUDIES

INVITES RESEARCH PAPERS FOR

8TH NATIONAL CONFERENCE ON
“MODERN RESEARCH IN BUSINESS PRACTICES, SOCIAL CHANGES AND EDUCATION SYSTEM”

FEBRUARY 5 - 6, 2020

IN SUPPORT WITH
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY (GGSI PU)
INTRODUCTION

In the most advanced industrial societies of the world, education system has always acted as a catalyst for the business prosperity along with gradually transforming the social structure. Today the business, the society and the education system, all are experiencing the rapid changes. The factors responsible for such changes are improved technological innovations, globalization, availability of skilled workers, responsible citizens, empowered social institutions, alternative forms of social arrangements, easily accessible and viable modes of education etc. The speed of changes in business has actually surpassed the changes in education system thereby leaving a void to fill. As per industry reports, there lies a gap between the corporate requirements and students’ knowledge and skills. The survey by the World Economic Forum states that 65% of the children studying in primary school will find themselves in jobs that do not exist today. Today corporate are looking for innovative and creative people having entrepreneurial mindset that would help firms securing a respectable position in a competitive market place. Still, education system in India suffers from limitations such as infrastructural bottlenecks, lack of technology integration, industry non-aligned curriculum, outdated evaluation system and learning gap between urban and rural India to name the most important. Indian Education Commission (1964-66) observed that apprehension of country’s aspirations involves changes in the knowledge, skills, interests and values of its people as a whole.

And it is through various educational reforms resulting from modern research practices that the society can assist people in changing their attitude towards change, preparing them for the change and overcoming their resistance to change. Modern reforms in education also transforms people by providing opportunities and experiences through which they can cultivate themselves for the adjustment with the emerging needs and philosophy of the changing society. To foster the holistic development of the society at large, it becomes imperative to bring about the desired change in the education and social system so that it might accelerate the required alterations and expedite the business productivity.

With this backdrop, BCIPS, Dwarka, the pioneer institution of professional studies is organizing its 8th National Conference in support with Guru Gobind Singh Indraprastha University (GGSIPU) on “Modern Research in Business Practices, Social Changes and Education System”. The genesis behind organizing this conference is to engage industry experts and policy makers with academia to deliberate upon the important and most contemporary issues and to demonstrate inclusivity and sustained innovation at different levels.

BCIPS invites research papers, articles and cases from industry practitioners, government sector, faculty members, research scholars, students and all interested professionals.

ABOUT THE ORGANISER

BANARSIDAS CHANDIWALA INSTITUTE OF PROFESSIONAL STUDIES

Banarsidas Chandiwala Institute of Professional Studies, Dwarka made a beginning in 2008 by introducing management courses under the aegis of Shri Banarsidas Chandiwala Sewa Smarak Trust Society working in the field of health and education since 1952. It is conceived as a unique growth oriented Institute of management. The institute is approved by AICTE, institutional Innovation Cell (IIC), Ministry of HRD & Government of India and affiliated to Guru Gobind Singh Indraprastha University, Delhi. The uniqueness of the Institute lies in its emphasis on qualitative education, building of ethical values and development of dynamic personality.

The Institute consistently focuses on imparting value based management education, thereby fostering an environment for developing professionals with a contemporary and pragmatic attitude and approach. At BCIPS, we endeavour to nurture our students as confident and competent professionals to meet the aspirations of corporate world as well as the society.
BANARSIDAS CHANDIWALA INSTITUTE OF PROFESSIONAL STUDIES (BCIPS) invites research papers, articles and case studies which are an original, unpublished work, related to the theme of "Modern Research in Business Practices, Social Changes and Education System". An indicative list of themes are given below.

**Modern Research Practices In:**

**A. Marketing:**
- New Horizons in Rural Marketing
- Innovations in Marketing Practices
- New Age Advertising
- Political Marketing
- Engaging Millennials
- Social Media
- Challenges in Channel Relationship
- Emerging Trends in Entrepreneurship
- Perception Management and Fake News

**B. Finance:**
- Sustainable, Environmental Finance and Investment Innovations
- Behavioural Finance and its Relevance to Policy Making
- Digital Finance
- Make in India: Opportunities and Challenges
- Restructuring the Financial System
- Shared Value Creation
- Demonetization and Black Money
- Corporate Financial Policies
- Financial Market Regulations & Development
- Public Finance

**C. Human Resource Management:**
- Succession Planning
- Talent Acquisition and Retention
- Diversity and Inclusion
- New – Age HR Strategies for Organizational Excellence
- Building Agile Organizations
- Technology and Work Life Balance
- Inclusive Leadership
- Social Capital and HRM

**D. Information Technology:**
- ICT for Development
- Business Focused Data Analytics
- Digital Business Models and Technological Innovation
- Cyber Security, Privacy and Ethics in Information System
- Corporate Governance and Transformation in Innovation Policies

**E. Behavioral & Social Sciences:**
- Employment Trends in Emerging Economies
- Rural to Urban Migration and its Implications
- Child Health & Nutrition
- HR Issues in the Informal Sector
- Green Marketing
- Information System for a Green and Sustainable World
- Corporate Social Responsibility
- Dynamics of Social Innovation
- Green Projects

**F. Education:**
- Teaching for Social Change
- Equity in Education
- Education and Teaching in the Information Age
- Sustainable Education
- New Pedagogic Paradigms
- New Tools for Teaching
- Learning for Employment
- E-learning
- Emerging Technologies for Teaching and Learning
- Social Impact of Technology-Driven Education
- Bridging the Gap between Industry & Academia.

The above list is indicative but not restrictive and any other topic relevant to the theme are also invited.
PAPER SUBMISSION GUIDELINES

The papers will be evaluated on their originality, structure, clarity and relevance. Other important instructions include the following:

- The research paper should not exceed 3,000 words (i.e. 6 to 7 pages) and must be accompanied by an abstract (about 200 words), brief bio data of the author(s) and a written declaration that the research paper is an original and unpublished work.

- The document should be in A4 page-setup, with Times New Roman 12 Font size and 1.5 line spacing (but in case of Tables-single space should be there between lines of text and numbers) in MS Word.

- It should be properly formatted and inclusive of title, abstract, keywords, text and references strictly in APA style.

- The First letter of each word in the paper title should be capitalized. The title should be centre aligned and in bold.

- Tables and Figure must have titles and be numbered, centre aligned and bold, and should be incorporated into the text of paper as close to where they are first referred.

The papers should be mailed through e-mail at: conference@bcips.ac.in. The Organizers reserve the right to accept or reject any research paper without assigning any reason.

PRESENTATION GUIDELINES

The paper presentations will be through MS Power Point. Presentation time allocated for each paper presenter is 10-12 minutes, followed by questions/answers round.

REGISTRATION FEES PER AUTHOR / PARTICIPANT

<table>
<thead>
<tr>
<th>Industry Practitioners</th>
<th>Rs. 2,500</th>
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<tr>
<td>Faculty Members / Academicians</td>
<td>Rs. 2,000</td>
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<tr>
<td>Research Scholars &amp; Post Graduate Students</td>
<td>Rs. 1,500</td>
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- Registration fee includes conference kit, lunch and tea/coffee. TA/DA will not be provided to any participant.

- Fee for participation only is Rs. 500 which will include lunch and tea/coffee.

- Author(s) with multiple papers has to register separately for each paper with 25% discount on each paper's fee.

Registration Fee is payable by Demand Draft/Crossed cheque in favour of “Banarsidas Chandiwala Institute of Professional Studies” payable at New Delhi. The payment should be sent to the conference team along with the duly filled in Delegate Registration Form. Participants can pay online as well. Bank details for online remittance are as follows:

- Name of the Beneficiary: Banarsidas Chandiwala Institute of Professional Studies
- Name of Bank/Branch: YES Bank / LSC Okhla Industrial Area Phase-II, New Delhi-110020
- Account No.: 020894600000048
- IFSC Code: YESB0000208
**IMPORTANT DATES**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Submission of Abstract</td>
<td>January 15, 2020</td>
</tr>
<tr>
<td>Abstract Acceptance Communication</td>
<td>January 16, 2020</td>
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<tr>
<td>Submission of Full Paper</td>
<td>January 22, 2020</td>
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<tr>
<td>Paper Acceptance Communication</td>
<td>January 24, 2020</td>
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<tr>
<td>Early Bird Registration*</td>
<td>January 27, 2020</td>
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<tr>
<td>Last Date of Registration</td>
<td>February 3, 2020</td>
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*Early Bird registrations will be eligible for a 20% discount on registration fees.

**CERTIFICATES**

All participants who register for the event will get Participation/Presentation Certificate.

**BEST PAPER AWARD**

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<tr>
<th>Award</th>
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<tbody>
<tr>
<td>First Award</td>
<td>Rs. 3,000</td>
</tr>
<tr>
<td>Second Award</td>
<td>Rs. 2,000</td>
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**CONFERENCE SECRETARIAT**

**Chief Patron**
Shri. Aditya Krishna

**Co Patron**
Shri. Dr. Bhuwan Mohan
Shri. Vijay Narain
Shri. Vipul Gupta

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Dr. Rekha Dahiya, Assistant Prof., BCIPS Dwarka- 9911394027
Ms. Priyanka Chaddha, Assistant Prof., BCIPS Dwarka- 971126991

For details, kindly visit our website [www.bcips.ac.in](http://www.bcips.ac.in)

**ACCOMMODATION**

A well-coordinated assistance will be provided to Outstation delegates in arranging their accommodation in the nearby localities at a reasonable cost.
BCIPS 8TH NATIONAL CONFERENCE

IN SUPPORT WITH GGSIPU

BANARSIDAS CHANDIWALA INSTITUTE OF PROFESSIONAL STUDIES
(UNDER THE AEGIS OF SHRI BANARSIDAS CHANDIWALA SEWA SMARAK TRUST SOCIETY)
(APPROVED BY AICTE, IIC, MINISTRY OF HRD, GOVT. OF INDIA)
(AFFILIATED TO GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI)
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LOCATION PLAN