

THEMES FOR DISCUSSIONS

Economics:

- ✦ Corporate Finance and Governance
- ✦ Concurrent Economic Policies
- ✦ Impact of Demonetization and GST
- ✦ Sustainability Economic Development and climate change
- ✦ Economic development, Innovation and Growth
- ✦ Macroeconomics and Monetary Economics
- ✦ Agricultural & Environmental Economics

Finance:

- ✦ International Corporate Finance
- ✦ Financial regulation and Ethics
- ✦ Risk Management & Internal Control
- ✦ Mergers, Acquisitions & Corporate Restructuring
- ✦ Lessons from the Global Financial crisis
- ✦ NPA Management/ Stressed Asset management
- ✦ Behavioural Accounting & Finance

HR:

- ✦ Performance management
- ✦ Human- machine collaboration
- ✦ Innovation in HR operations
- ✦ ROI in human capital
- ✦ Return on Training Investment(ROTI)
- ✦ HR Analytics
- ✦ HR Branding
- ✦ Managing workforce Diversity
- ✦ Knowledge Management

Marketing

- ✦ International marketing- prospects and challenges
- ✦ Significance of marketing analytics in today's business environment
- ✦ Impact of effective marketing communication
- ✦ Paradigm shift in new age marketing
- ✦ Celebrity endorsement- an effective method of communication
- ✦ E- marketing- growth and challenges in Indian perspective
- ✦ New FDI rules in Indian E-commerce space- a game changer.

Note: Receipt of the online payment should be sent to conference convener's mail ID

PATRONS

PATRON IN CHIEF

Dr. Devesh Singh (Chairman, NIU)

PATRON

Dr. Vikram Singh (Pro- chancellor, NIU)

CONFERENCE CHAIR

Dr. R D Sharma (VC, NIU)

CHIEF CONVENER

Prof. (Dr.) Jayanand (Registrar, NIU)

ORGANISING CHAIR

Dr. Prabhat Kumar (Director, SBM, NIU)

Dr. Shiv Kumar (HOD, SBM, NIU)

CONFERENCE CONVENERS

Mr. Rahul Kapoor (Faculty, SBM, NIU)

Ms. Rashi Singhal (Faculty, SBM, NIU)

Mr. Amit Singh (Faculty, SBM, NIU)

INVESTMENT (PROGRAMME FEE)*

- Rs 1500/- for Industry Professionals
- Rs. 700/- for Academicians
- Rs 500/- for Research Scholars
- Rs. 200/- for Students

Fee is Non-refundable & inclusive all Tax

- Registration fee includes conference kit, refreshment and certificates on conference day.

All accepted papers at ICBEM 2019 Conference are reviewed and will be published in the ICBEM 2019 conference NIU Journal with an ISSN number: 2347-9809. The papers will be available in our website for a wider view. All presenters will get the certificate for paper presentation and a copy of journal on the payment of Rs. 700/-

ONLINE PAYMENT DETAILS

Name of Account	NOIDA INTERNATIONAL UNIVERSITY
Name of Bank	Punjab National Bank, Sec-18, Noida
Account Number	3702002100040155
IFSC CODE	PUNB0370200
SWIFT CODE	PUNBINBBMSN



NOIDA INTERNATIONAL UNIVERSITY

SCHOOL OF BUSINESS MANAGEMENT

organises

INTERNATIONAL CONFERENCE on BUSINESS, ECONOMICS AND MANAGEMENT

(ICBEM-19)

on Friday, 5th April, 2019



Plot No. -1, Sector-17A, Yamuna Expressway, Gautam Budha Nagar (UP)-201310

ABOUT NOIDA INTERNATIONAL UNIVERSITY

NOIDA INTERNATIONAL UNIVERSITY is a UGC recognized World Class University and is sponsored by the Maruti Educational Trust. The 75 acres Campus of the Noida International University is strategically located near the Ultra-Modern Yamuna Express Educational Hub in Gautam Budh Nagar, Greater Noida. NIU through its 11 schools is offering more than 150 programs in various streams to the students from almost 28 nations.

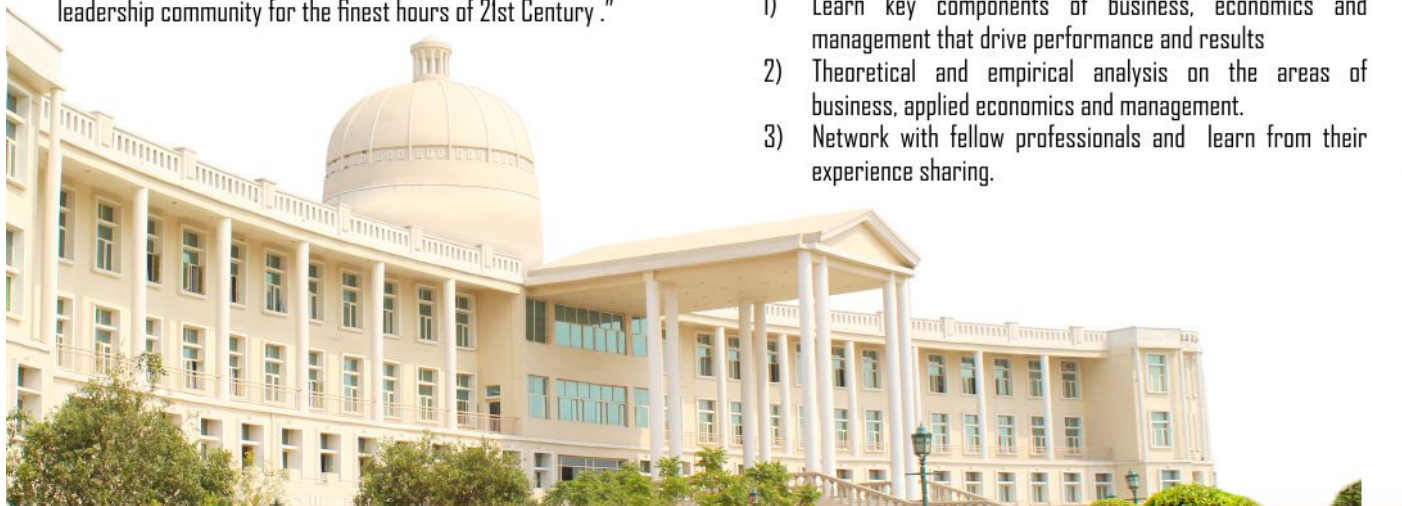
NIU as an international university makes students from abroad feel right at home. At NIU we create an environment where international students could mix with each other, discuss and interact.

With over 11 academic departments offering milestone specializations NIU is India's foremost academic institution that offers all of its courses in; the undergraduate, postgraduate & doctorate levels.

Noida International University is one of India's top ranked universities, which offers such an array of accredited courses, qualified faculties and state of art infrastructure. These are some the highlights that support this well rounded and respected institution.

OUR VISION

"We live in challenging times, demanding smart and sustainable solutions, NIU understands its duty of the day quite well, thereby we have created an ecosystem of research and knowledge to respond to the real time world problems and for nurturing leadership community for the finest hours of 21st Century."



CONFERENCE OVERVIEW

The economic indicators across the globe are not showing any encouraging picture. The current economic and financial era is broadly termed as the phase of transition. The role of finance is also observed to be rapidly changing with these economic changes. This conference is an attempt to provide the platform to discuss and share the concurrent issues, ideas and policies that would provide the possible solutions and discourse.

Objective

The objective of the conference is to-

- 1) Create a diaspora of thinkers in business, economics and management.
- 2) Provide an opportunity to the budding researchers to present and publish their work.
- 3) The conference will not only take stock of trends and developments at the globally competitive environment, but will also provide future directions to young researchers and practitioners.
- 4) Provide a platform for multidisciplinary inputs to debate and discuss research among academicians and practitioners.
- 5) Bring out best practices in business, economics and management through case studies and business models.

KEY TAKE AWAYS

At the end of the conference, you will be able to-

- 1) Learn key components of business, economics and management that drive performance and results
- 2) Theoretical and empirical analysis on the areas of business, applied economics and management.
- 3) Network with fellow professionals and learn from their experience sharing.

WHO SHOULD ATTEND?

- | | |
|--------------------------|-----------------------------------|
| Who should attend? | Faculty/Students |
| 1) Finance Analyst | 5) Research Scholars |
| 2) Business leaders | 6) Publication houses |
| 3) Industry and Academia | 7) E-learning Facilitators |
| 4) B-school/University- | 8) Marketing experts and analysts |

INVITATION FOR PAPERS

School of Business Management (SBM) at Noida International University, India invites research papers/articles/case studies to be included in "International Conference on Business, Economics and Management(ICBEM), 2019". The paper/ article/ case could be one of the sub-themes mentioned under the "Themes for Discussion". The paper/ article/ case, not exceeding 2500 words, may be sent by e-mail to conference@niu.edu.in

The author of paper/article/case should include his/her full name, designation, contact details, e-mail id etc. The paper/article/case must include the abstract, key words, objectives, findings, references etc. in MS Word only. However the participants are welcome to send their research work across the topics.

The paper/article/case study shall be evaluated and selected for inclusion in the conference by a committee of experts.

Important Dates:

Last date of Registration	5th March, 2019
Date for Abstract Submission	10th March, 2019
Full Paper Submission	20th March, 2019
Conference Date	5th April, 2019

Programme Venue: Seminar Hall, NIU Campus

For further queries, please feel free to contact:

Mr. Rahul Kapoor (Conference Convener)

Email: rahul.kapoor@niu.edu.in, Mob:981105219

Ms. Rashi Singhal (Conference Convener)

Email: rashi.singhal@niu.edu.in, Mob:9057948323

Mr. Amit Singh (Conference Convener)

Email: amit.singh@niu.edu.in, Mob: 9971020870