





*Asia Pacific International Conference*  
*On*  
*Changing Business Practices in Current Scenario*

**Venue:** SIESCOMS, Nerul, Navi Mumbai

**Date:** 29th - 30th December, 2010

SIES College of Management Studies, University Of Mumbai, with 150 years of standing announces the Asia Pacific conference on Changing Business Practices in Current Scenario.

The Objectives of the conference are:

-  To provide a special forum to present and discuss research on Changing Business Practices in Current Scenario.
-  To facilitate research based knowledge among academicians and practitioners.

This will be only achieved through multi-disciplinary research based idea generation and discussion. The objective is to bring about richness in discussion by encouraging contribution from the worldwide.

### **Areas of interest**

Paper should broadly address the conference theme and issue related to changing business practices. Academicians and research professional are encouraged to contribute new ideas, concepts, and paradigms.

Following tracks are invited. The tracks mentioned below are indicative:

#### **Marketing**

- Brand Management
- Sales Management
- Advertising
- Sales Promotion
- Public Relation
- Consumer Behaviour
- E-commerce
- Supply Chain
- Retail
- Service Management

#### **Systems**

- Use of emerging technologies in education
- Real Time and embedded systems
- Cloud computing
- Artificial Intelligence and applications
- Network and Communication security
- Future of data mining and knowledge management

#### **Finance**

- Corporate financing and corporate growth
- Corporate investment decisions
- Control rights and corporate governance
- Corporate financing in emerging markets
- Mergers and acquisitions
- Corporate finance and risk management

#### **General Management**

- Incorporating Sustainability in business
- Increasing productivity
- Corporate Governance and Business Ethics

#### **HR Practices**

- Employee engagement
- Organizational Behaviour
- Developing people through Training
- Case study on HR practices
- Managing HR issues in Merger & Acquisitions

### **Guidelines for Abstract Submission**

Selection of the paper would be based on detailed abstracts of at least 800 words and up to 1,500 words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implication and key references. The author(s) should clearly mention under what area of interest of the conference the abstract is to be included. They should adhere to the following.

Length 800 to 1,500 words excluding title/cover page and reference

Margin 2.5cm. or 1inch

Font Times New Roman, 12 point

Spacing 1.5

Title Title author(s), affiliation, contact details

Key words Four

Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. A copy of the abstracts in the Microsoft Word for windows for the same should reach the conference committee not later than 30th, October 2010. Acceptance of the abstracts implies that at least one of the authors will attend the conference and present the paper. In case the paper is submitted for presentation in absentia, a processing fee of US \$100 would be charged.

### **Send Your Entries To:**

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### Registration

Registration fee of Rs.5000 (US \$150) (for corporates) / Rs.4000 (for academicians) per participant should be sent latest by 15<sup>th</sup> December, 2010 through a Demand draft in favour of SIES College of Management Studies, Navi Mumbai, payable at Navi Mumbai. For Research Scholar the fee would be Rs.2500 (US\$100). Registration fee will include inaugural lunch and tea for the conference days, and a copy of the conference proceeding. Registration forms to be downloaded from [www.siescoms.edu](http://www.siescoms.edu). The registration form should be sent along with the demand draft. For Hotel Booking and any logistics support kindly contact: **Prof. Parag Amin** at [parag20@gmail.com](mailto:parag20@gmail.com), or **Prof. Vikram Parekh** at [mailtovikram@yahoo.com](mailto:mailtovikram@yahoo.com)

### Important Dates

Last date of submission of paper	October 30, 2010
Notification of acceptance of Paper	November 30, 2010
Last date for registration	December 15, 2010

### Organising Committee

Dr. R.K. Srivastava (Director, SIESCOMS)

Prof. Sharmila Mohapatra (Conference Co-ordinator)

Prof. C.R. Radhakrishnan	Dr. Suhas Tambe	Prof. Vidhya Rao
Prof. Vikram Parekh	Prof. Parag Amin	Prof. Sarika Singh
Prof. Shiv Kumar	Prof. P.V. Ranjith	Prof. Rajesh Nair

### Asia Pacific International Conference

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