

# National Conference **Managing Change in Evolving Economic Scenario**



**December 5-6, 2017**  
**Management Development Institute (MDI), Gurugram**

*In collaboration with*  
**The Associated Chambers of Commerce and Industry of India**

## National Conference

# Managing Change in Evolving Economic Scenario

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## BACKGROUND

The contemporary business environment in which organisations operate is dynamic and challenging. The global economic environment is undergoing transformation and there has been quantitative and qualitative shift in trade and business opportunities across nations.

Furthermore, with the advent of liberalization and focus on FDI reforms, and innovations in information technology, there has been a significant increase in international mobility of human capital, knowledge, technology and materials. Concurrently, the volatility of socio-economic performance of economies has also increased. Globalisation, economic and monetary integration as well as global financial crisis are the prominent factors affecting macro as well as microeconomic business environment. Due to competition and evolving market dynamics, business strategies and models in organisations are always in a constant state of flux and therefore the challenge to manage business requires new ways of thinking.

India has initiated various reforms and policies to facilitate ease of doing business both for domestic and foreign investors. Various initiatives such as, Goods and Services Tax (GST), Demonetisation, Digital India, Skill India etc. are being viewed as economic game changers. In the above scenario there is requirement for critical thinking and a desire to question and seek creative answers and outcomes in order to create a healthy socio-economic system. Moreover, in spite of long history of introducing various initiatives, there is a challenge to sustain these initiatives over time. Thus, we need to focus not only on timely implementing change but also on managing it.

In this context the conference provides opportunities to present and discuss issues dealing with changing economic and competitive environment from the perspective of managers, businesses, academicians, sociologists and economists.

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## OBJECTIVE OF THE CONFERENCE

The primary objective of the conference is to provide opportunity for academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in discussion based on issues related to dynamic and challenging economic environment. It will also provide a platform to get acquainted with latest developments and trends in the economy and business environment coupled with their implications for the organisations. The forum will facilitate interaction among members inside and outside their own respective disciplines to enjoy the fellowship of other professionals and scholars in the field.

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## FOCUS AREAS

- To facilitate discussion on business and economic environment that will expedite nation's growth and stability.
- To bridge the gap between academic wisdom and practical knowledge.
- To develop a series of focused research topics that will benefit the academic world.

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## KEY AREAS OF DISCUSSION

- Changing Government Policies and Impact
- Challenges for Business Leaders in dealing with Uncertainty
- Financial Inclusion: Challenges and Opportunities
- Leveraging Diversity at Work
- Research Paper Presentation

## CALL FOR PAPER AND SUGGGESTED THEMES

Original papers on the following indicative topics, but not limited to, are welcome to be submitted for the conference:

- Macroeconomics, Monetary Economics & Growth
- Microeconomics, Public Policy & Political Economy
- Environmental, Developmental & Agricultural Economics
- Foreign Direct Investment & Internationalisation
- Impact of Economic Environment of SMEs
- Trends & Challenges in Banking & Financial Services
- Financial Inclusion: Challenges & Opportunities
- Emerging Issues in Finance
- Disruptive Innovation
- Emerging Needs of Efficient Manufacturing & Service Operations
- Transformation & Structured Management Practices
- Overcoming Negative Emotions at Your Workplace
- Catalyzing Innovation in Organisations
- Corporate Culture & Neutrality
- Changing Organisational and HR practices
- Stockholder Vs Stakeholders Approach to Management
- Changing Environment: Marketing , Distribution and Trade
- Gender Diversity and Gender Equity
- Entrepreneurship & Family Business
- Case Studies Converging with the Conference Theme

## TARGET AUDIENCE

- Policy-makers & Regulators
- Academicians
- Research Scholars
- Rating Agencies & Law Firms
- Chartered Accountants
- Cost Accountants
- Company Secretaries
- Industry Experts
- Financial Consultants and Practitioners
- NGOs and Registered Societies/ Trusts
- Banks/ NBFCs/ Microfinance Institutions
- Economists
- Importers/ Exporters

## ORGANIZING COMMITTEE

### Patron

**Prof. (Dr.) C.P. Shrimali,**  
Acting Director, MDI Gurugram

### Conference Chairs

**Prof. Leena Ajit Kaushal,** MDI, Gurugram

**Prof. Priyanka Vallabh,** MDI, Gurugram

**Chandan Kumar,** Additional Director, ASSOCAHM

**Rajesh Kumar Singh,** Assistant Director, ASSOCHAM

**Saurabh Kumar,** Executive Trainee, ASSOCAHM

## PAPER SUBMISSION GUIDELINES

*The manuscript should be prepared in the following format:*

- Title of the Paper, Name, Position, Affiliation, Contact no. and Email address
- Abstract of approximately 500 words with 3-4 key-words at the end of the abstract.
- The final paper word limit is 4000-5000 words, along with the abstract.
- Abstract should be in font size 12. (Times New Roman, 1.5 Line Spacing)
- Title of the paper should be in font size 16 and should be centrally aligned.
- Name of the author should be in font size 12 and affiliation in font size 11.
- The subheadings and the body of the text should be in font size 12.
- Paper should be submitted in MS-Word format.
- All references should follow APA style (6<sup>th</sup> edition)- <http://www.apastyle.org>
- All the tables and diagrams should be appropriately numbered and provided at the end of paper.

Kindly submit your papers at: [mdiassochemconf@mdi.ac.in](mailto:mdiassochemconf@mdi.ac.in)

## CRITERIA FOR EVALUATION

The paper (in English) should be original and unpublished offering new insights, new approach or new knowledge to the body of literature. Papers will go through blind review process and selected papers will be published in conference proceedings. Few outstanding papers selected by the committee will be considered for publication in an edited book. An electronic copy of the abstract in MS Office Word 2007 version should be mailed to the conference convener not later than **15 September 2017** at [mdiassochemconf@mdi.ac.in](mailto:mdiassochemconf@mdi.ac.in)

## CONFERENCE VENUE

The conference will be held at MDI, Mehrauli Road, Sukhrali, Gurugram - 122 007 (Haryana). There are limited numbers of rooms available on the campus for participants of the conference on payment on first come first serve basis.

## REGISTRATION FEES

Industry/Faculty Participants	Rs.4,500
Student Participants	Rs.2,500

*The registration fee includes conference kit, lunch, refreshments and beverages (Excluding GST charges)*

## IMPORTANT DATES

Abstract Submission	15 September 2017	All accepted papers will be included in conference proceedings and outstanding papers will be published in the edited book
Notification of Acceptance	30 September 2017	
Authors Registration	10 October 2017	
Full Paper Submission	10 November 2017	
Conference Date	5-6 December 2017	

## SPONSORSHIP OPPORTUNITIES

The conference provides an excellent opportunity for financial institution/ University/ banks/professionals to promote their product & services to the focused audience besides networking during tea/ coffee and lunch intervals. The sponsorship details are as under:-

Category	Amount	Benefits
Conference Partner	3 Lakhs	All Benefits as stated below 1-9
Lunch Partner	2 Lakhs	From 2 to 9
Associate Partner	1 Lakhs	2,3,4,5,7, 8 & 9
Logo Partner	0.50 Lakhs	2, 3, 5 & 10

1. Status of 'Conference Partner' the Sponsor name and logo will be prominently displayed at the Summit venue.
2. Branding of company's logo on the main backdrop and thank you panel at the Summit.
3. Company Logo and Speaker details in the newspaper advertisement.
4. Speaker slot to a company representative
5. Insertion of Company's brochure and publicity material into the documentation pack.
6. Complimentary exhibition space of 2X2 sq. meters at the venue of the Summit.
7. 10 Delegate Passes to attend the Summit.
8. Screening of a Corporate Video during the Break
9. Display of 2 Company banners inside the Summit hall and Lunch area.
10. 5 Delegate passes to attend the Summit.

*For Further details, please contact*



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