

Patron

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Vice Chancellor, University of Allahabad

Advisory Chair

Prof. A.K. Mukherjee
Dean, Faculty of Commerce, University of Allahabad

Conference Director

Prof. A.K. Singhal
Head, Dept. of Commerce and Business Administration,
University of Allahabad

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Prof. Arun Kumar
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Co-conveners

Dr. Himanshu Srivastava Dr. A.C. Pandey

Convener

Dr. Shefali Nandan



**National Conference
on
Innovations and Futuristic Practices
in Business and Management**

08-09 February 2020

Conference venue

Department of Commerce and Business Administration
University of Allahabad

Contact

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Postal Address

Conference Secretariat
Department of Commerce and Business Administration,
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Uttar Pradesh, India

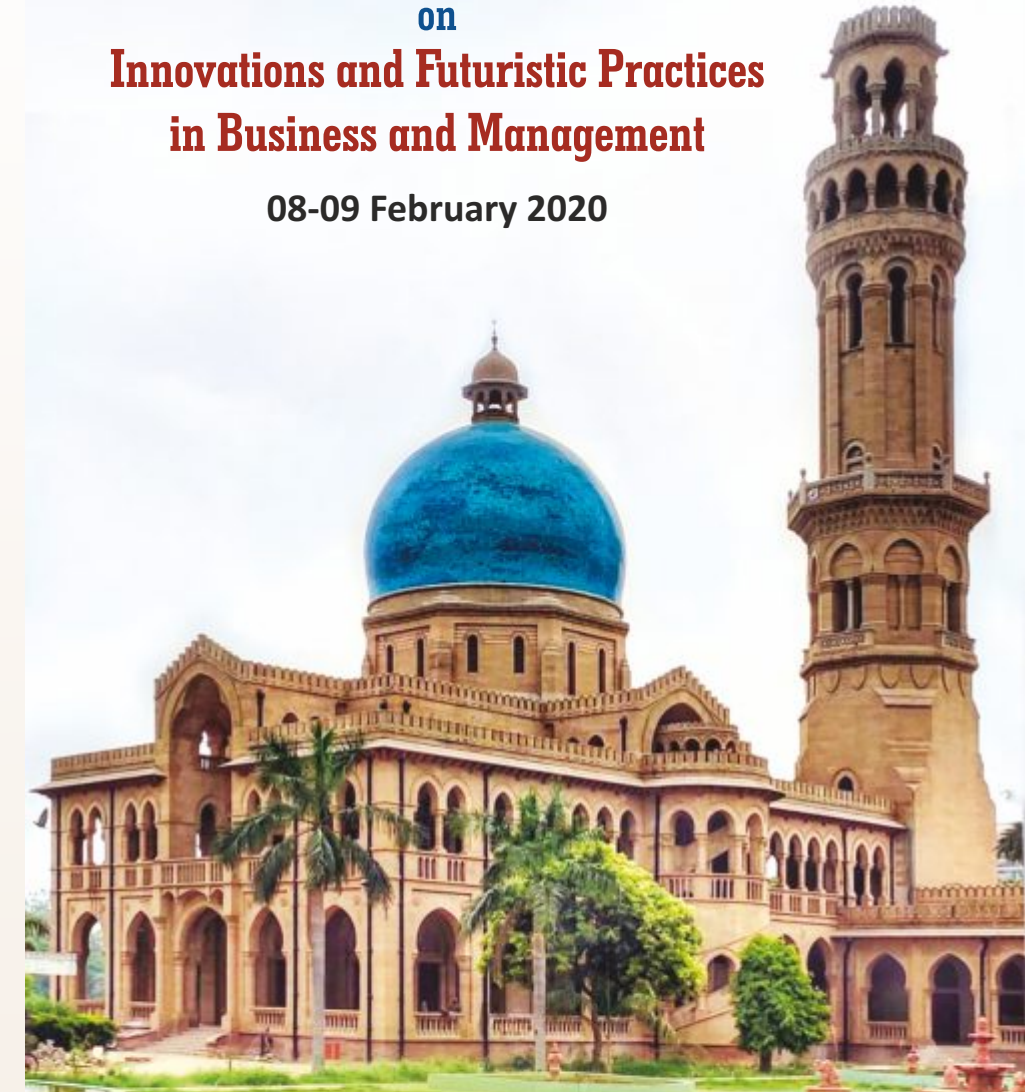


**Department of Commerce and Business Administration
University of Allahabad**
Chatham Lines, Prayagraj-211002
www.allduniv.ac.in



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Innovations and Futuristic Practices
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Organised by
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About the Department

The Department of Commerce and Business Administration is one of the oldest Departments of the University of Allahabad, that was famously known as the 'Oxford of the East'. The Department was established in the year 1924. Management wing, added in 1965, completed 50 glorious years of its existence in 2015. The Department runs Doctoral and MBA programs in addition to M.Com and B.Com courses. The Department has produced illustrious alumni who have graced prominent leadership positions in industry, academics, research and administration.

About Prayagraj

Prayagraj, formerly Allahabad, is a holy city of India. It is known for *Sangam* (the confluence of the rivers Ganga, Yamuna and the mythical Saraswati). The city has a rich cultural heritage. It is famous for holding Mahakumbh every 12 years and Kumbh every 6 years which attracts tourists and pilgrims from all over the world. Anand Bhawan, Company Garden and Khusro Bagh are other tourist attractions. Prayagraj is on the list of Smart cities of India. The city has two railway stations and an airport.

About the Conference

The world of business is highly dynamic and turbulent. Expectations of stakeholders also need to be satisfied. Business leaders and managers need to be proactive to anticipate changes and design policies and practices to face challenges of various types to sustain and grow. The Conference aims at providing a platform to academicians, researchers, business leaders, entrepreneurs, innovators and policymakers to exchange ideas and deliberate upon the innovations and futuristic practices. The objective is to generate an interdisciplinary body of knowledge that helps in emergence of novel ideas and practices in business and management.

Call for papers

Original, unpublished papers related to the given areas are invited.

Areas

Papers may be related to the following broad areas:

- Human Resource Management
- Marketing Management
- Financial Management
- Information Technology
- Entrepreneurship/Startups
- Corporate Social Responsibility
- NGO Management
- Infrastructure
- Corporate Governance
- Knowledge Management
- Agri-business Management
- Economics
- Tourism
- Rural Management
- Green practices
- Healthcare Management
- Taxation/ Accounting
- Inclusive growth
- Urban Development
- Decision sciences

Important dates

Last date for submission of abstract	05 December 2019
Notification about acceptance of abstract	12 December 2019
Last date for early bird registration	20 December 2019
Last date for sending full paper	10 January 2020

Publication Opportunity

Selected papers will be published in an edited book with a reputed publisher.

Best paper Award

The best paper in each session of the conference shall be awarded.

Abstract and Paper Submission Guidelines

An abstract not exceeding 200 words including 3-6 keywords and full paper must be sent within the stipulated deadline. To facilitate the blind peer review, authors are requested to adhere to the following guidelines:

The first page must include the title of the paper, name, affiliation and contact details of the author(s). Second page must include the title of the paper, abstract and the key words. Full length paper must not exceed 5000 words (excluding references). The paper must be typed in MS-Word format, Times New Roman, 12 point, 1.5 space with margins of 1" on all sides. Citations and references must be written in APA style.

Abstracts and full papers may be mailed at confmonirba@allduniv.ac.in

Registration fee

	Till 20 Dec 2019	After 20 Dec 2019
Academicians	₹ 2000/-	₹ 2500/-
Research scholars	₹ 1800/-	₹ 2300/-
Corporate delegates	₹ 4000/-	₹ 4500/-

Registration fee includes registration kit, breakfast, lunch and tea for two days.

Registration form may be downloaded from our website www.allduniv.ac.in. Only the registered participants will be given participation certificates. All co-authors (if any) shall be required to register for the conference if they desire their paper to be considered for publication in the edited book. In absentia paper presentations will be allowed after registration and with prior permission.

Filled registration forms may be scanned and mailed at confmonirba@allduniv.ac.in or hard copy may be submitted at the given postal address.

Mode of Payment of Fees

- Demand draft in favour of National Conference 2020, payable at Allahabad

- For IMPS/NEFT the bank details are as follows:

Bank : Union Bank of India Branch : LIC Colony, Allahabad
Account Name : National Conference 2020
Account No.: 519702050000175 IFSC: UBIN0551970



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University of Allahabad