

8th International Conference
on

**INNOVATIVE
BUSINESS**
PRACTICES FOR CREATING VALUE
IN GLOBAL ERA

28th-29th Sept, 2018



ACROPOLIS
Enlightening Wisdom

Organized by:

**ACROPOLIS FACULTY OF
MANAGEMENT & RESEARCH**

Near Mangliya Square, Indore (M.P.)

Tel: 9424832198, 9893249851

Email: conf.afmr@acropolis.in

INNOVATIVE BUSINESS PRACTICES FOR CREATING VALUE IN GLOBAL ERA

29th Sept, 2018

Innovation and innovative practices are crucial determinants of global competitiveness and creating value in the global era. Successful organizations around the world have understood the importance of innovation and included it in their core business value. Innovation is a continuous process. By recognizing innovation as core business value, organization creates an environment that fosters creativity and sustainability. Innovation does not mean creating new products but it also involves designing and implementing new processes. Looking at the importance of innovation in sustainability and creative value in this fiercely competitiveness global era, Acropolis Group of Institutions has been inviting academicians and practitioners to share their experience and research during the international conference. We invite research papers and relevant articles based on the theme and sub themes.

OBJECTIVES:

- To generate a stage for idea-sharing with respect to innovation in global era.
- To develop the knowledge about creating value and applying it in innovative management practices.
- To provide a common platform for sharing quality research papers and articles.

BENEFICIARIES:

- Academicians
- Professionals
- Research Scholars
- Students of Management Streams.

SUBMISSION GUIDELINES:

- **Abstract** must be typed clearly in Times New Roman font of size 12; clearly Mentioning Name of Author(s), Title of Paper, minimum 150 to 200 words.
- **Full Paper** must be typed clearly in Times New Roman font of size 12; clearly mentioning Name of Author(s), Title of Paper (typed in Times New Roman font of size 14 uppercase) Affiliated Organization, Contact Number and E-mail ID of Author(s) A4 size paper in double space; it should be well structured with proper indexing.
- **References** should include in case of paper/article - Name of Author(s), Year of Publication, Title of Paper/Article, Name of Journal, Volume (Number) and Page Number(s). In case of book it should include - Name of Author(s), Year of Publication, Title of book, Place of Publication, Name of Publisher and Page Number(s).
- **Tables/Annexure** should be given after references. Figures can appear within the text.
- All communication should be done on the conference Email ID - conf.afmr@acropolis.in

CONFERENCE THEME

FINANCE:

- Innovative Practices in Finance and Accounting
- Private-Public-Partnership and Project Financing
- Global Finance & Accounting Practices
- Wealth management
- Financial Analytics
- Equity research and Financial Modelling
- IFRS
- GST and E-way Bill

MARKETING:

- Innovations in Segmentation, Targeting, Positioning
- Niche Marketing in Uncovered Areas
- New Dimensions of Advertising
- Marketing Through CSR
- Ambush Marketing
- Servqual
- Marketing Analytics
- Incongruity in Marketing
- Innovation in Retail Industry

HRM:

- Innovations in HRM functions
- Employee Engagement perspectives
- Quality of Work Life
- Managing Workforce Diversity in Global Era
- Use of Artificial Intelligence in HRM
- HR Business Partnering
- HR Analytics
- Women Empowerment

TECHNOLOGY & OPERATIONS:

- New perspectives in Technology Development
- Technology Management and Constant Improvement
- Paradigms in Supply Chain Management
- E-governance: New Mantra for Success
- Cyber crime and cyber laws
- Block Chain Technology
- IOT Technologies
- Cloud Computing
- Third Party Logistics

GENERAL MANAGEMENT:

- Business Ethics & Corporate Disclosure
- Social Entrepreneurship for Inclusive growth
- Corporate governance
- Transparency in Business Practices

SOCIAL MEDIA DISRUPTION:

- Personal Branding Through Social Media
- Digital Marketing
- Adwords and Analytics
- Content Marketing

PRE CONFERENCE WORKSHOP ON RESEARCH METHODOLOGY

28th Sept, 2018

Research is an active, diligent and systematic process of inquiry in order to discover, interpret or revise facts, events, behaviors, or theories, or to make practical applications with the help of such facts, laws or theories. There is a need for understanding the fundamental concepts in research methodology and at the same time to get updated on the emerging research tools and mathematical model. This work shop will focus on concepts of research and its methodologies.

The objective of the workshop is to enhance the conceptual knowledge of Faculties and Research Scholars and to expose them to selected set of multivariate statistical tools that would aid in taking key decisions.

SCHEDULE OF WORKSHOP

Session I: Concept of Research and Its Application

Session II: Guidelines for ROL and Questionnaire Design

Session III: Hands on using SPSS

Session IV: Techniques of Quality Research Paper Writing

UNIQUE /HIGHLIGHTS OF CONFERENCE

- Separate certificates will be provided for attending RM workshop and Conference.
- Best Research Paper Award/Certificates will be provided in each technical session during the Paper presentation in the conference.
- All accepted papers will be published in Conference Proceedings/Book with ISBN Number.
- Selected papers may get published in Acropolis Journal "Shodh Ganga" (ISSN No. 2250 – 303X).

IMPORTANT DATES

Last Date for Submission of Abstracts	June 16, 2018
Notification of Acceptance of Abstract	June 25, 2018
Last Date for Submission of Full Papers	July 16, 2018
Early Bird Registration*	August 16, 2018
Last Date for Registration	August 31, 2018

*Early Bird Registration will get 20% discount

REGISTRATION

Delegate fees: To be submitted Cash/ DD in favour of "Acropolis Faculty of Management & Research".

- Academicians Rs. 800/-
- Research Scholars Rs. 600/-
- Industry Delegates Rs. 1200/-
- Foreign Delegates \$ 50

Delegates will get study material, conference kit, lunch and edited volume of papers with ISBN.

ABOUT ACROPOLIS

Acropolis Group of Institutions operates on the simple philosophy of contributing tangibly to the society by practicing innovation, providing modern infrastructure and introducing unique learning methodologies. We strive to impart the same which is effective with relation to education and practical implications. Our mission is to eventually help turn an aspiring student into a highly confident professional and a responsible citizen. Acropolis has always created a platform of idea sharing in the form of conferences, workshops, seminars etc. Acropolis has consistently organized International Conferences since 2011 and to continue this journey towards excellence, Acropolis is organizing its Eighth International Conference on September 28-29, 2018.



ABOUT INDORE

Indore is an important commercial centre of Madhya Pradesh. It boasts of well-developed industrial areas like Dewas and Pithampur where major industrial houses have production facilities. Indore has many advanced educational centres of computer, management and various other faculties. It is a major education hub as it is the only city in the country to have IIM and IIT both. Indore is well-connected by road, rail and air routes. There are places of religious significance like Sheesh Mahal, Jain temple, Bijasan Mandir, Harsiddhi and others. Ujjain and Omkareshwar are important religious centres located within a radius of 100 kms of Indore, two out of the twelve Jyotirlingas.





CONFERENCE PATRON

Shri Gaurav Sojatia

Chairman

(Acropolis Group of Institutions)

CONFERENCE CHAIRMAN

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REGISTRATION FORM

(Photocopy of form may be used in case of more delegates)

Name: _____

Designation: _____

Email: _____

Contact No.: _____

Sponsoring Institution: _____

Address for Communication:

Title of Paper: _____

Attending: Conference Workshop Both

DELEGATE FEES: Cash DD

DD in favour of 'Acropolis Faculty of Management & Research' payable at Indore

DD No. _____ Date: _____

Drawn on _____ for Rs. _____

Date: _____

Signature