



ALLIANCE
UNIVERSITY
Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi
BENGALURU



ALLIANCE MANAGEMENT STUDIES INTERNATIONAL CONFERENCE (AMSICON)

GLOBAL CHALLENGES AND LOCAL PROSPECTS

11 - 13 APRIL, 2019



ALLIANCE UNIVERSITY

Alliance University is a Private University established in Karnataka by the State Act No.34 of year 2010. The University is jointly recognized by the University Grants Commission (UGC), New Delhi and the All India Council for Technical Education (AICTE), New Delhi. Alliance University with a vibrant and picturesque campus in Bengaluru, one of the fastest growing cities in India, offers more than 20 undergraduate and postgraduate majors to approximately 7000 students of diverse backgrounds. Alliance Education, defined by excellence in the areas of Business Administration; Engineering; Legal studies and guided by the core values of the University, has shaped the lives of over 20,000 very successful alumni across the globe.

ALLIANCE SCHOOL OF BUSINESS

Alliance School of Business, Alliance University, has carved a niche for itself for having been ranked consistently among the top B-schools of the country. It has an excellent array of international collaborative arrangements with reputed B-schools that enable student and faculty exchanges, paving the way for a unique multicultural and transnational experience. It is the first Indian B-school to be accredited by the International Assembly for Collegiate Business Education (IACBE), USA.

CONFERENCE OVERVIEW

The want for better prospects on a global level necessitates a spilling over of the national boundaries by the business organizations. To make business happen successfully across borders a hassle-free single standardized business process is most solicited by the MNCs/TNCs. Such a uniform process, in turn, can create a uniform market pattern, standardized consumption style and singularity in management / governance in every country in which these MNCs/TNCs operate. There are varied tools to achieve such standardization by business houses across the nations. These tools include an evenly accepted style in cutting-edge ICT; standardized market-friendly measures that promise every player in every country the same opportunity; internationally accepted trade rules and labour laws; intermediations of cross-border finance capital; a consistent style of typical business communication; the organizational practices that are meant to homogenously affect every employee; uniform trade statistics; and finally, broad-stroke generalization of issues of gender, environment and inclusive growth.

However, in the 21st century, the list of challenges that such uniformity-seeking transboundary businesses face are overwhelming. The global standard methods proposed by these MNCs/TNCs are regularly questioned and subverted from a local perspective. The global business culture is thus narrated by the local business questions.

CALL FOR PAPERS

Intending participants are requested to mail an extended abstract (500-700 words) in Word document format to amsicon@alliance.edu.in latest by **MARCH 15, 2019**.

The abstract should include: a title, keywords, the name(s) of the author(s), affiliation(s) and full mailing address(es), including e-mail id(s), contact number(s) and fax (if available).

Decision on acceptance or otherwise (referee report) will be communicated by **MARCH 25, 2019**.

PUBLICATION



Selected papers for the tracks on Business Communication, Gender and Culture Studies will be published by PostScriptum - a UGC approved journal after double blind peer review in the January 2020 special issue.



Selected papers from all Business & Management tracks will be published in Global Journal of Management and Business Research (GJMBR Volume 19 - 20) after double blind peer review.

Participants interested to publish their papers in this volume should send the full manuscript to the Convener, by **MARCH 31, 2019**.



TRACKS AND SUB-TRACKS:



MARKETING

- Social Media Analytics
- Digital Privacy & Security
- Digital Retail Practices
- Consumer Attitude Towards New Technologies in m/e-Commerce
- User-Generated Content & Buying Behavior



INFORMATION TECHNOLOGY AND SYSTEMS

- Block Chain Technology
- Cloud Computing & Internet of Things
- Artificial Intelligence & Machine Learning
- Augmented Reality & Virtual Reality
- 3D Printing



FINANCE

- Financial Inclusion: Micro-finance & Micro-credit for Sustainable Business
- Behavioral Finance, Investment Decisions, Risk, & Uncertainty
- Mergers, Acquisitions, & Corporate Restructuring
- Quantitative Finance, Financial Analytics, & Forensic Accounting
- Commodity Markets, Tax Reforms, GST, & Ease of Doing Business



OPERATIONS MANAGEMENT

- Business Intelligence, Analytics, & Big Data
- Supply Chain Management: Online & Physical Retail
- Green Buildings
- Project Management
- Managing Innovation



OB & HR

- Diversity, Generations & Innovation at Work
- Employee Engagement & Well-Being
- Psychological Empowerment & Innovation at Work
- Innovation through Meaningfulness
- Sustainable HRM



STATISTICS

- Probability & Distribution Theory
- Stochastic Processes & Modeling
- Sampling Theory & Sequential Analysis
- Statistical Inference & Multivariate Analysis
- Statistical Quality Control & Reliability



ECONOMICS

- Macro-policies for Inclusive Economic Growth & Stability
- Institutional Framework for Inclusive Growth
- Sustainability & the Triple Bottom Line
- Poverty & Economic Inequality in the Globalized Economy
- Moving from Agro-Economy to Service Economy



GENDER STUDIES

- Gender, Technology & Media
- Gender, Law, Rights, & Discrimination
- Gender Inclusion, Society & Politics
- Gender & Management Studies
- Feminism & LGBT studies



BUSINESS COMMUNICATION

- Communication, Culture, Media, & Technology
- Cultural Discourses & Developmental Issues
- Transnational/Transcultural Communication
- Linguistics & Culture Studies
- English Language Teaching & English for Special Purposes

REGISTRATION FEES

Particulars	Indian (Including SAARC countries)	Foreign (Including NRI)
Academicians/Teachers	INR 3500.00	USD 50.00
Industry Experts	INR 5000.00	USD 75.00
Scholars/Students	INR 2500.00	USD 35.00

Last date for registrations and payment of accepted papers – **MARCH 31, 2019**

Registered participants will be provided with conference kit, working lunch & tea/coffee on all conference days. **Networking dinner** will be arranged on one of the conference dates. Participants are requested to arrange their accommodations. There are hotels and guesthouses available at close vicinity to the conference venue.

BANK DETAILS

Payment to be made via demand draft or wire transfer, drawn in favour of:

Beneficiary Name : **ALLIANCE UNIVERSITY**
Bank Name : **Punjab National Bank**
Bank Account No. : **0041000101026083**
IFSC Code : **PUNB0004100**
Branch Address : **PNB, Hudson Circle, Bengaluru – 560 027**

CORE COMMITTEE

CHIEF-PATRON	Chancellor, Alliance University
PATRON	Dr. Anubha Singh, Pro Vice-Chancellor, Alliance University
CO-CHAIR	Dr. Ray Titus, Dean, Alliance School of Business
	Prof. Mihir Dash, Area Chair, General Management
CONVENORS	Dr. Debashish Sengupta, Area Chair, OB & HR
	Dr. George Easaw, Area Chair, Operations Management
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	Dr. Ramanna Shetty, Professor
	Dr. Arindam Das, Associate Professor
	Dr. Dharun Lingam Kasilingam, Assistant Professor
	Dr. Subhradev Sen, Assistant Professor

CONTACT PERSON

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Designation : **Area Chair, General Management**
College : **Alliance School of Business**



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