



*IBS BANGALORE
Presents*

TENTH INTERNATIONAL CONFERENCE

Developing Organizations for the Future:
Re-Interpreting the Modern Business Landscape

*June 27-28
2019*

ICFAI Business School-Bangalore (IBS-B) is part of the ICFAI Group, headquartered at Hyderabad.

It was established in 1995 and is one among the nine IBS campuses spread across the length and breadth of India, which offer a two-year postgraduate course in management (PGPM/MBA).

IBS-B operates from a lush green 14-acre campus situated along the Bangalore-Mysore Road, about 3 km from the Kengeri bus terminus.

The campus is well-equipped with all infrastructure for facilitating a wide variety of curricular and extra-curricular activities for the all-round development of its students.

IBS-B abides by the motto of developing ethically-grounded, professional managers who can add value to organizations and communities, in a dynamic environment. IBS-B has now completed 20 years.

Over 3500 alumni have graduated from its portals over these two decades, many of whom now occupy enviable positions across a wide range of domains, industries and companies in different parts of India and in many countries abroad.

IBS-B, like all other IBS centers, is built on the three strong pillars of Relevance, Rigor and Research. The proposed Conference is in alignment with this endeavor, and focuses on the Research component.

The best papers will be awarded

I Prize: 10,000 INR

II Prize: 5,000 INR

Selected papers will be published
in recognized journals.

For more details please contact:

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Tel no. (080)66222222/201.

Setting The Tone

The world today including India is witnessing a technological disruption in all spheres.

Technology is expected to be the major enabling force for businesses in future through the transformation of supply chains, value nets, business models, work-styles and by the opening up of new global markets for expansion.

The convergence of artificial intelligence, data mining, IoT, the next Internet, supply chain engineering, business process change and wireless E-Business is expected to create both disruptions and opportunities.

In this context, IBS Bangalore invites submissions for its Tenth International Conference on various trends that the business world is witnessing currently, major industry shifts and new technologies that will significantly impact businesses in the years ahead, and how the corporate world is preparing for the same

Call For Contributions

The conference solicits contributions of research papers that address themes and topics related to finance, economics, marketing, HR and other related disciplines of management. Also, business cases or high quality research articles describing original and unpublished results of conceptual, empirical, experimental, or theoretical work in areas related to contemporary issues faced by the business community are cordially invited for presentation at the conference.

Who should attend?

- Corporate Executives • Faculty Members • Research Scholars • Students pursuing Management studies

How to Contribute a Research Paper

Contributors are requested to send their full length papers on any sub theme mentioned at email id: conference.ibsb@gmail.com

Important Dates to Remember

Submission of Abstract: 5th March 2019

Submission of Full Paper: 15th April, 2019

Acceptance Notification: 15th May, 2019

Conference Dates : 27-28, June 2019

Participant Category	Registration Fees	
	Indian Delegates (Rs)	International Delegates
Corporate Delegates	3000	USD 250
Academicians	2000	
Research Scholars	1000	
Student Participants & Delegates for attending	500	

Sub- Theme of the Conference:

1. Finance & Economics

- Crowd Funding • Digital only Banks • Financial Analytics • Financial Compliance • Information Econometrics • Developmental Economics • FinTech & Alternative Lenders • Re-interpreting Behavioral Finance through AI • Financial Markets & Risk Management through AI • Block-Chain Technology in Banking & Financial services

2. Human Resource

- Usage of AI • Intelligent self-service tools • Flexible work arrangements-Working wherever and whenever • Gamification, digitalization and policy of hiring blind in recruitment • Managing blended workforce-growth of onsite and remote employees • Continuous performance management and abolition of forced ranking • Engaging passive candidates with SMAC(Social, Mobile, Analytics & Cloud) • Focus on branding and employee experience • Fighting harassment and improving inclusion • Up-skilling and re-skilling and new talent pipeline • HR Chatbots - Leveraging on digital technologies • Integrating and enhancing HR analytics with embedded analytics, AI, and organizational network analysis.

3. Marketing

- Digital Marketing strategies • Digital Media - Brand in the digital age, Navigating the social media landscape • Technology and technological innovation - Key tool for competitive advantage • Data Driven Decision making - New era of Market Research and Analytics • Deciphering the digital consumer - Powerful consumers in the digital age, consumer psychology today, neuro marketing, deal-prone customers • Atmospheric branding - New focus on Retail Marketing

4. Other Management Areas

- Design Thinking • Robotics and Machine Learning • Re-imagining work in the age of Artificial Intelligence • Any other Management topic

Guidelines for Paper

- Paper should be sent in English • First page should contain only Title, Author(s) details (name, designation, organization); • Abstract (max 200 words) and Keywords (max. 5-6) • Follow APA Style of referencing and font.

Conference Registration

- Authors can register for the conference by paying prescribed fee once their papers are accepted.
- Delegates can register for attending the conference.
- Conference fees include registration, participant's kit, lunch and tea.
- For outstation participants, accommodation can be arranged on payment of nominal amount, on request.

Advisory Committee

- Prof G V Muralidhara
- Dr. R Harish

Members of the Organizing Committee

- Dr. Manisha Singh - Conference Coordinator
- Prof. Seeboli Ghosh • Dr. Srabasti Chatterjee • Dr. Kesava Rao
- Prof. Bharathi Gopal • Prof. Ravindra Babu • Prof. Surjyabratt B