

## Organising Committee

- Mr. Tarun Jain, Assistant Professor, Department of MBA
- Mr. Arjun Gupta, Assistant Professor, Department of MBA
- Mrs. Divya Gupta, Assistant Professor, Department of MBA
- Mr. Umang Jindal, Assistant Professor, Department of MBA
- Ms. Kirti Gupta, Assistant Professor, Department of MBA
- Ms. Chavi Jain, Assistant Professor, Department of MBA
- Ms. Priyanka Arya, Assistant Professor, Department of MBA
- Ms. Disha, Assistant Professor, Department of MBA
- Mr. Aayush Gupta, Assistant Professor, Department of MBA
- Ms. Pallavi Jain, Assistant Professor, Department of MBA

## Advisory Board

- Prof. Rajkumar, Director, Institute of Management Studies & Research, M.D. University, Rohtak
- Prof. Sultan Singh, Faculty of Commerce & Management, Chaudhary Devi Lal University, Sirsa
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- Dr. Ashvine Sharma, Controller of Examination, C.C.S. University, Meerut
- Dr. Jitendra Kumar Singh, Associate Professor in Commerce, Aryabhata College, University of Delhi.
- Dr. Shweta Bhatia, Associate Professor, Department of Management Studies, Jagannath University, Jaipur
- Dr. Jagdeep Singla, Assistant Professor, Institute of Management Studies & Research, M.D. University, Rohtak
- Dr. Kuldeep Chaudhary, Assistant Professor, Institute of Management Studies & Research, M.D. University, Rohtak
- Dr. Deepak Gupta, Assistant Professor, Department of Commerce, Indira Gandhi University Meerpur, Rewari
- Dr. Sangeeta Mittal, Assistant Professor, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar



# NATIONAL CONFERENCE ON Emerging Paradigms in Management

Wednesday, 12th February 2020



### Conference Director

**Dr. Deepak Goyal**  
(Principal, Vaish College of Engineering, Rohtak)

### Conference Convener

**Mr. Vipin Mittal**  
(Head, Department of MBA,  
Vaish College of Engineering, Rohtak)

### Organising Secretary

**Dr. Rohit Bansal**  
(Assistant Professor, Department of MBA,  
Vaish College of Engineering, Rohtak)

Organized by :

**DEPARTMENT OF MANAGEMENT STUDIES  
VAISH COLLEGE OF ENGINEERING, ROHTAK**  
(Approved by AICTE, Govt. of India & Affiliated to M.D. University, Rohtak)  
Managed by Vaish Education Society, Rohtak (Estd. 1919)  
E-mail : mbavce@gmail.com

## About the College

Vaish College of Engineering affiliated with M.D. University, Rohtak is premier institute in the region offering B.Tech, M.Tech & MBA course with an environment rich in resources. The college established in 1995 is one of the First Self-Financing Colleges of Haryana. The campus is delightfully planned and landscaped with impressive buildings, lawns, play-grounds and shaded avenues. It comprises 24 acres of land which is a part of Vaish Educational Complex spread over an area of 86 acres. Four academic blocks house laboratories, Lecture Halls, Tutorials Rooms, Seminar Halls, Faculty Rooms, Girls & Boys Common Rooms, Computer Center, Conference Hall, Library, Reading Hall, Audio Visual Aid Center, Medical room, Training and Placement Office. The institute also has a cricket stadium, play-grounds, Auditorium, Gymnasium etc.

## About the Conference

The organizer cordially invites abstracts and full length research papers for oral/poster presentation from academicians, research scholars and corporate practitioners to participate in the National Conference on Emerging Paradigms in Management.

The conference will bring together leading researchers, entrepreneurs and academicians in the domain of interest from around the world. Topics of interest for submission include various sub themes, but are not limited to the conference aims at providing an opportunity for exchange of ideas and dissemination of knowledge among scholars for holistic development of the Society. Contributors are invited from prospective authors from related areas. All contribution should be of high quality, original and not published elsewhere for submitted for publication.

## Call for Papers

Original Research Papers (both empirical and conceptual) are invited from academicians, industry practitioners and research scholars engaged in the field of business and management. Abstract should be sent to mbavce@gmail.com. The manuscript should be typewritten with wide margins and double spacing throughout except in abstracts, footnotes and references which should be in single spacing. Each page should be numbered on the top corner including title page, references, tables etc. The manuscript should be organized in the following order in general: Title with author name and complete address for correspondence, Abstract, keywords, Introduction, Materials and methods, Results, Discussion, References, Tables & Figures. The conference discussion may include the following and the related areas:

- Financial Inclusion
- Microfinance
- Digital Platforms for Economic Transformation
- Business Ethics & Corporate Governance
- Artificial Intelligence
- Blockchain Marketing
- Green Marketing
- Social Media Marketing
- Industry 4.0
- Make in India
- Health and Rural Development
- Skill India
- HR Analytics
- Women Empowerment and Gender Parity
- Any other relevant topic

### Key Dates:

Last date for abstract submission: 30th January 2020

Intimation regarding acceptance of abstract: 2nd February 2020

Last date for full paper submission: 5th February 2020

Email: mbavce@gmail.com

### Fee & Accommodation:

No fee will be charged for the conference. Accommodation will not be provided to the outstation participants.

### Contact Person :

**Dr. Rohit Bansal**, Organizing Secretary

Mobile: +91-9896034734 | Email: mbavce@gmail.com

## National Conference

ON

## Emerging Paradigms in Management

(Wednesday, 12th February, 2020)

Organized by:



Department of Management Studies  
VAISH COLLEGE OF ENGINEERING, ROHTAK

## REGISTRATION FORM

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Gender : \_\_\_\_\_

Organization : \_\_\_\_\_

Address : \_\_\_\_\_

Phone /Mobile number : \_\_\_\_\_

Email : \_\_\_\_\_

Category : Student/Research Scholar/Academician/Corporate Delegates

Title of Research Paper: \_\_\_\_\_

\_\_\_\_\_

Date:

(Signature of the Candidate)

Note : Soft copy of scanned registration form should be sent to mbavce@gmail.com