



CALL FOR PAPERS

National Seminar

on

**Contemporary Strategies for Sustainable Development:
Marketing and HR**

Sponsored by

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)

Friday, 10th November, 2017

Venue: Deen Dayal Upadhyaya College

Organized by

Department of Management Studies

Deen Dayal Upadhyaya College

(University of Delhi)

Sector -3, Dwarka, New Delhi – 110078

About the Department and College

The Department of Management Studies at Deen Dayal Upadhyaya College was set up in the year 2007 for imparting undergraduate management education. Over the years, it has become the most sought after course in University of Delhi. It ranked third all over India for imparting valued undergraduate management education for the course BBS. The Department has striven to impart quality education in management and create young professionals to shoulder challenges of the twenty first century. Towards this mission the Department organises guest lectures, seminars and conferences to provide a platform to generate and disseminate knowledge. Deen Dayal Upadhyaya College is a constituent college of the University of Delhi and is fully funded by Government of National Capital Territory (NCT) of Delhi. The college has state of the art infrastructure, offers sixteen popular bachelor courses such as BMS, Com (H), Comp Sc. (H), and Eng. (H), etc and has a total of 2200 strengths of students.

Objective of the Conference

This century saw significant advances in both marketing theory and practice. However, there are several areas that are in need of additional research. These include topics related to marketing and the Internet, marketing and environment, marketing to segments that haven't had sufficient service, consumption and delivery of health-care services, and global issues such as inter-market segmentation and theory development on how culture influences consumer behavior.

HR managers are facing various challenges in the present business scenario like globalization, workforce diversity, technological advances and deviations in political and legal environment change in information technology. All these challenges increase the pressure on HR managers to attract, retain and provide for talented employees. HR professionals can't ignore these challenges rather they need to be in line to design and execute innovative mechanisms of developing skills and competencies of human resources to prepare them to accept the emerging challenges.

In spite of the dramatic advances in theory and practice, there are some areas of study that have either been largely overlooked or are coming into the fore because of recent environmental changes. The purpose of this issue is to call for more research in such areas and to present a series of articles that deal with emerging topics.

Similarly this conference would put spotlight on the ultimate future concerns and corrective actions plan to deal with contemporary strategies for sustainable development in Marketing and HRM areas. The research articles discourse in the conference would offer key guidelines and solutions to the complex marketing and HR related challenges, confronted by many organizations and economies globally in diversified fields. The present conference will provide an opportunity for **academicians/students/researchers/corporate** to discuss new concepts, progressive methodologies, and innovative practices pertaining to Marketing and HRM within wider social and economic environment. To take stock of the situation the Department of Management Studies of Deen Dayal Upadhaya College is organizing a national conference on “**Contemporary Strategies for Sustainable Development: Marketing and HR**” on 10th November, 2017. Theoretical, empirical and policy-oriented papers are welcome.

Marketing	HRM
<ul style="list-style-type: none"> • Accelerated growth of global markets • Breaking down of marketing boundaries • Emergence of global customer segment • Product proliferation and shortening product life cycle • Growing strength of retailers • Emergence of knowledge economy • Increasing customer sophistication • Market beyond the urban middle class • Impact of Information and communication technology • Global e-commerce/e-market • Physical market place to virtual market place • Reverse marketing • Types of e-commerce/e-markets • Growing trend of consumer communities • Ecology sensitivity 	<ul style="list-style-type: none"> • Global human resources • Multigenerational diversity • Employee retention • Innovation in Human Resource Development • Crafting creative business strategies • Organization re-structuring • Creating social networks • Creating a knowledge workforce • Human resource information system for HRM • Managing demographic workforce • Managing Globalization • Managing changes and cultural transformation • Managing talent at the international level • Workforce/Succession planning • Competitive pay and compensation practices • Legal compliance with evolving laws

* The list of areas given is just indicative.

Important Dates:	
Last Date for Submission of Paper	30 th October, 2017
Notification of Accepted Papers	2 nd November, 2017
Registration Fee	NIL

Publication Opportunity

All accepted papers will be put under two categories. *Category 1*: papers only for presentation purpose, and *Category 2*: Good quality papers presented in the conference will also be published in edited book with ISBN number.

Submission Guidelines

The maximum paper length (including title page, abstract, main text, figures, tables, references etc.) should not be more than 15 pages. The full paper can be submitted online in MS Word format at the email address: researchconference.dduc@gmail.com. **For further details you may contact at mobile No. 9650455640.**

All papers submitted to the conference will be subjected to blind review. The decision of the reviewers is final and binding. To facilitate the review process, scholars should adhere to the following guidelines:

- ❖ Abstract should not exceed 500 words and must contain title of the paper, author/s name, institutional affiliations, email and keywords.
- ❖ Full paper should be limited to 5000 words including tables, graphs and references.
- ❖ The paper should be in Times New Roman, Font Size 12, with 1.5 line space.
- ❖ Please follow the Harvard style of referencing.

Organizing Committee

Chief Patron : Dr. S K Garg, Principal, Deen Dayal Upadhyaya College, DU

Convener : Dr. Sangeeta Mohan, Assistant Professor, Dept. of Management Studies

Co-Convener : Dr. Monika Bansal, Assistant Professor, Dept. of Management Studies

Members:

Ms. Deepa Kamra, Assistant Professor, Dept. of Management Studies

Dr. Yogieta S Mehra, Assistant Professor, Dept. of Management Studies

Dr. Rakesh Kumar, Assistant Professor, Dept. of Management Studies

Mr. Vipin Meena, Assistant Professor, Dept. of Management Studies

Ms. Inakshi, Assistant Professor, Dept. of Management Studies