

Sub Themes for the conference

Track 1 - Human Resource Management:

1. Global Reporting Initiatives and Corporate Sustainability
2. HR Vision for 21st century
3. Social Media Recruiting: Strategies for new era
4. Performance Management systems
5. Human Values, Ethics and Corporate Social Responsibility
6. Work Life Balance
7. Managing Diversity in Business
8. Role of HR in Organisational innovation
9. Union Substitution strategy and Co-partnership
10. Green HRM
11. HR Scorecard for 21st century
12. HR analytics
13. Global Mindset and Global Relationship
14. Industrial Relations: Giving a way to employee Relations
15. Expanding flexible work arrangements to meet needs of changing family structures

Track 2 - Marketing:

1. Green Marketing and Responsible Consumerism
2. Sustainability Development Agenda 2020
3. Role of Blue Ocean Strategy in Business
4. Consumer Behaviour and technology
5. Impact of Branding and Advertising in 21st Century
6. Growth and development in Rural Marketing
7. Marketing channels and strategic sales force management

8. Sustainability and smart cities
9. Export marketing strategies and performance in technological era
10. Integrating Marketing Communication
11. Services marketing and New Technologies
12. Role of Technology in Industrial Marketing and event marketing
13. Innovation and creativity in marketing
14. Marketing in Digital Era
15. Marketing For Entrepreneurs

Track 3 - Finance:

1. Evolution of technology in Financial Markets
2. FinTech Drivers of Digital India
3. FinTech Revolution to transform the Financial Services including processing of Instant Payments; Open Platforms; Mobile Payments; and Wallets
4. Challenges of Cybersecurity in Banking, FinTech and Transaction Environment
5. International Payment Transformation: Ripple
6. Next Generational Retail Commerce
7. Role of FinTech in Financial Inclusion and Financial Integration
8. E-cash Payment systems
9. Plastic Currency: Challenges and Opportunities
10. Corporate Governance and market leadership
11. Liquidity Shortage and Companies Credit Crunch
12. Ambiguity and other decisional rules in finance
13. Asset Bubbles
14. Role of Derivates in Financial System
15. Challenges for India: Growth, Competitiveness, Innovation and Well Being

Track 4 - International Business:

1. Inclusive and Equitable Economic Growth
2. Social Businesses, Sustainable Innovation and Ecopreneurship
3. Internationalisation of developing country firms- MNC's
4. Technological change: Causes and Impact on International Business and their Strategies
5. Role of International mergers and acquisitions in business
6. Globalisation and consequences of International Fragmentation
7. Cross Cultural Communication Process and Negotiations
8. Make in India: Challenges for MNC's
9. Mode of Entry Strategies to Foreign Markets
10. Ethnocentric Approach of International Business
11. Factors Affecting International for Foreign Exchange
12. Implications of FDI for Business
13. International Dimensions of Organisational Behaviour
14. Management myopia as restraining force for global marketing
15. Broad marketing strategies – Cost Leadership advantage

Track 5 - Information Technology:

1. Utilization of Cloud technology to make IT more efficient and Cost effective
2. Smart sensors help curb environmental pollution
3. IOT: Internet of Things
4. Artificial Intelligence used to record mental disorders
5. Robotics
6. Nano Technology
7. Automation in 21st century
8. Hydrogen Power Cars
9. Human Cloning: Challenges and Opportunities
10. Biometric Technology for automatic Identification of individual

11. Cyber Terrorism
12. Night Vision Technology
13. GPS and its Application
14. Bluetooth Based Smart sensor Networks
15. Fuzzy Logic Technology

Track 6 - Operational:

1. Impact of IT on Productivity
2. Effective Utilisation of ERP in Operations and SCM
3. Growth of E-Commerce in Indian Environment
4. Business Process Outsourcing in manufacturing environment
5. Lean Manufacturing
6. Cost Effective solutions in bound logistics
7. Bottleneck Elimination
8. Crunching Lead Times across services as well in product industries
9. MRO & Spare parts
10. Warehouse Management in 21st century
11. Implementation of TQM in Business
12. Tools in Six Sigma – An Overview
13. JIT Logistics
14. Service Level Quality: Standards, Measures, Monitoring and Enhancing
15. Inventory Analysis Techniques

Track 7 - Education & Research

1. Humanities & Social Science (Political Science, Anthropology, Archaeology, History, Geography, Sociology, Hindi and so on)
2. Arts, Literature & Regional Studies (Dance, Music, Fine Arts, Multimedia and so on)

3. Agriculture & Public Health (Biosensors, Wind Power, Climate change and so on)
4. Philosophy, Psychology & Social work (Clinical Social Work, Medical Social Work, Social Case Work, Social Work Education and so on)
5. Law & Applied Science (Litigation, Cyber Law, Physics, Chemistry, Maths, Home Science and so on)