



Indrapuram
Institute of Higher Studies

CHANGING PARADIGMS
FOR
ECONOMIC
&
SUSTAINABLE
DEVELOPMENT

National Conference

Saturday, February 17, 2018

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Venue:
INDRAPURAM INSTITUTE OF HIGHER STUDIES
Plot No. 1, Vishisht Shiksha Bhookhand
Indrapuram, Ghaziabad, Delhi – NCR
Email: conference.iihs@gmail.com
Website: www.theiihs.com

Day and Date:
Saturday, February 17, 2018



About the Conference

The 2030 agenda of UN for Sustainable Development has progressed significantly and is being talked about and discussed at every forum and round table conference. Sustainable Development is the organizing principle for meeting human development goals while at the same time sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depend. The desired result is a state of society where living and conditions and resource use continue to meet human needs without undermining the integrity and stability of the natural systems. The success of this process depends critically on strong and dynamic links to the national level, where actual progress is achieved and implementation challenges are addressed. To exchange national experiences and best practices in that regard, while on one side ministers and high-level government officials are preparing and presenting their national actions for the implementation, the bodies of academicians and researchers are churning their brains to suggest new methods for achieving this. Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs that stimulate the economy while not harming the environment. Job opportunities and decent working conditions are also required for the whole working age population. A continued lack of decent work opportunities, insufficient investments and under-consumption lead to an erosion of the basic social contract underlying democratic societies: that all must share in progress. The present conference aims at discussing such issues where a change in paradigms is required for Sustainable Development.

Technical Tracks

1. Demonetization and Black Money
2. GST and Indian Economy
3. Financial Inclusion and Development Finance
4. Corporate Restructuring and Strengthening Indian Capital Market
5. Digital Finance
6. Sustainable Energy Management
7. Project and Infrastructural Financing
8. Startup Businesses
9. Social Awakening and Marketing
10. Social Media Marketing and its Impact on Entrepreneurship
11. Marketing Models and Business Sustainability
12. Empowering Women in Development Process
13. Big data Application and Analysis
14. HR for Sustainable Development
15. Effective Education Policy



About the Institute

Indrapuram Institute of Higher Studies, a unit of Indrapuram Group of Institutions, is a premier institute in Delhi NCR. IIHS belongs to a pool of nine institutions which encompasses a wide network of educational institutes comprising of Residential and Non-Residential Schools, Degree colleges affiliated to the different universities and management boards in India. Since its inception, IIHS has evolved into a great intellectual, cultural and educational movement earning a reputation for academic excellence in providing real time and quality education. IIHS NCR campus offers post graduate and under graduate management programmes, which are value driven and rigorous. The professionally oriented programmes offered by IIHS are designed to train the students to become well versed and accelerated in their fields of choice.

IIHS stands for development and innovation of management science in all its perspectives and strives consistently to become the center of excellence in management education. With an established reputation as providers of management and professional education in northern India, and having experience in training people to enter a range of professions ranging from accountancy, IT, operations, finance, marketing, human resources, services and continuing professional development, IIHS is one of the most appropriate choices for the young Indian student. IIHS not only provides the latest facilities and technology required for a professional learning environment, with an employee base having a mix of highly skilled academic and industry professionals to complement the need for sound academic theory underpinned with practical relevance, IIHS offers rigorous academic and certified professional programmes that deliver the skills demanded by today's employers. Continuously striving to monitor and improve all the courses being offered by IIHS, so as to take the learning to intellectually challenging platforms, the institute is a pace setter in management education and has evolved into a repository of rich accumulated experience. All the courses running at IIHS have further strengthened the resolve to play significant role in the field of Business Management, Computer Sciences, Commerce and Journalism & Mass Communication.

Call for Papers

Thought provoking, original research papers and case studies giving new insights and radically different views are invited from

- Students of UG / PG courses
- Research scholars
- Academicians and Faculty Members
- Corporate professionals, Entrepreneurs, Business practitioners, Consultants etc

Based on original unpublished work, abstracts and full papers should be submitted online at conference.iihs@gmail.com as per the dates given in this brochure.

Guidelines for Paper Submission

Abstract: 400 – 500 words, 5 keywords, MS word format only.

Full Paper: 1500 – 5000 words, TNR font, 12 size, 1.5 line spacing, 1.5 inch margin on left and 1 inch margin on all other sides. Page numbers at bottom middle. First page should contain the details of all the author/s (maximum 3) along with professional affiliations.

Tables, Charts and Graphs: All in Black and White, in case of secondary data – source must be quoted.

References: APA format to be adhered to.

Note: All abstracts and papers must be sent in word document editable form.

Publication in Conference Souvenir with ISBN Number: Full papers received with full fees on or before February 5, 2018 will be published in the conference souvenir along with the abstract. Papers received after the due date or with partial fees will not be a part of the souvenir.

Publication in IIHS National Journal with ISBN Number: Selected papers will be published in the IIHS National Journal with ISBN number on payment of required Journal Fee.

Registration Fee Details

Category	Fee (in INR)
Students	250
Research Scholars	400
Academicians and Faculty	700
Corporate and Others	1000

Registration fee includes Conference kit, high tea and lunch. Participants interested in attending the conference and not contributing the paper can do so by paying the registration fee as applicable. There is a provision of paper submission in absentia also but the fee for that will remain same.

In case of multiple authors (maximum 3), the same registration fee will be charged from all the authors individually and separate conference kit and certificate will be provided to all.

Note: There is an early bird discount of 20% on all categories till January 26, 2018. Participants are encouraged to submit the full paper before this date to avail the discount.

Mode of Payment:

Online / NEFT / RTGS Transfers

Bank: ICICI Bank

Branch: ICICI Bank, Aditya City Center, Ghaziabad

Account No. : 071801002067

IFSC Code: ICICI000718

Demand Draft: In favour of 'Indrapuram Institute of Higher Studies' payable at Ghaziabad

Cash: At IIHS Campus

Important Dates

Last date of submission of abstract	December 30, 2017
Notification of acceptance of abstract	January 06, 2018
Last date of submission of full paper	January 26, 2018
Notification of acceptance of full paper	January 31, 2018
Last date of registration	February 05, 2018

Date of Conference: February 17, 2018