



TOURIST ATTRACTIONS



THE RIDGE

THE VICEREGAL LODGE



KUFRI

JAKHU TEMPLE



National Conference on “Contemporary Issues in Business Management”

About Himachal Pradesh University Business School (HPUBS)

The Himachal Pradesh University Business School (Formerly known as Institute of Management Studies), is the re-engineered version of 46 year old Management Studies Department (established in 1971) of Himachal Pradesh University, Located in Summer-Hill Shimla, and the historic educational centre of Modern India. It has strong alumni network of more than three thousand MBA graduates till date under the umbrella of Institute of Management Studies Students Association (IMSSA) registered under the Registration of Societies Act. The Association aims to facilitate all round development of its members with emphasis upon academic and research excellence by organizing various activities from time to time. IMSSA has decided to organize a one-day national Conference on “Contemporary Issues in Business Management” on May 5, 2018 at Shimla.

Deadlines

Submission of Abstract–May2, 2018

Submission of full Paper–May4, 2018

For any Queries, please write us at or visit us at:

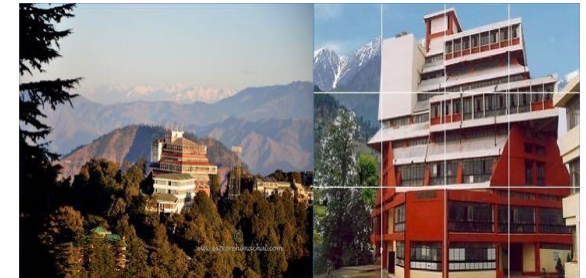
hpubsconference@gmail.com

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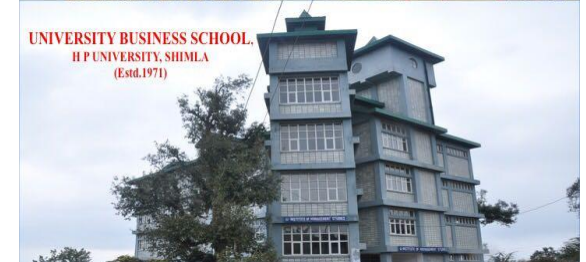
**HIMACHAL PRADESH UNIVERSITY
SUMMER HILL SHIMLA-5**

**NATIONAL CONFERENCE
ON
CONTEMPORARY ISSUES IN
BUSINESS MANAGEMENT**

5 May 2018



UNIVERSITY BUSINESS SCHOOL,
H P UNIVERSITY, SHIMLA
(Estd.1971)



**HIMACHAL PRADESH
UNIVERSITY BUSINESS SCHOOL
SUMMER HILL, SHIMLA-5**

About the Conference

The contemporary business milieu is confronting with numerous challenges; globalization, uncertainty in the global economy, in the credit markets, in how new regulations will affect business; about what competitors are doing, and uncertainty about how new technology will affect the business etc. Understanding foreign cultures is essential to everything from the ability to penetrate new markets with existing products and services, to design products for new customers, to recognizing emergent, disruptive competitors. The key issue is to better understand international markets and cultures through better information gathering and analysis, how to become more innovative while still maintaining a sense of control over the organization, to understand the meaning of regulation and government policy, and to develop the skills necessary to deal with it. The problem to be solved is to develop a long-term technology strategy while remaining flexible enough to take advantage of unforeseen technology developments and the problem to be solved is to first define what diversity really means, then foster the expansion of differing ideas and viewpoints while ensuring a sufficiently cohesive environment that efficiently gets things done. How to develop better systems-thinking capability in view to design business models, processes, products and services in a way that minimizes unnecessary complexity and learning to deal with this mountain of information with both technology and human know-how, then to convert this information into valuable knowledge. Similarly, the problem to be solved is to develop a supply-chain strategy that not only ensures the lowest costs, but also minimizes the risk of crippling supply-chain disruptions. So key issues emerge as above are to navigate the future, its

essential to resolve that strategic thinking and problem solving are the keys to successful business, then to develop a robust capability at all levels across countries including India.

Themes for the Conference

Our economy is also struggling with poverty and livelihood, industrialization and financial inclusion, universalization of health and education, and governance and social security, banking and insurance, development and employment generation, infrastructure and services quality, e-commerce and digitalization, success and failures and happiness and frustration etc. Thus emphasis of the discussion broadly will be on Contemporary issues and Current trends in Management, Finance, Marketing, HRM, Production, IT, ICT, Indian Economy, governance, globalization etc.

Objectives of the Conference

- To explore and examine the diverse facets of current business trends
- To offer implementable managerial inputs across management disciplines.
- To develop an understanding of the needs and expectations of business and economy.

Who Should Attend?

The Conference shall be potent platform to academicians, administrators, policy makers, entrepreneurs, executives, practitioners, research scholars and social science students etc.

Paper Submission Guidelines

Participants shall contribute their research papers preferably based on empirical data in the form of

Abstracts (max. 300 words in MS-word format in Times New Roman font 12 and standard format) latest by **2nd May, 2018** through email address: hpubsconference@gmail.com The paper of Research Scholar will be accepted along with Supervisor only. ***The quality selected papers may be included in issue of Shimla Management Journal (UGC approved) and presenters will be issued certificates.***

Registration & Delegation fee

<i>On the spot payment</i>	<i>5 May, 2018</i>
<i>Academicians/Professionals</i>	<i>1000/-</i>
<i>Research scholars</i>	<i>800/-</i>

Organizing Committee

Dr. Shyam Lal Kaushal	9418021278
Dr. Dinesh Kumar	9418104742
Dr. Narender Chauhan	9816043478
Ms Apoorva Kumar	9780080810
Ms Ina Sood	9736319969
Sachin Negi	9625595546
Mehak Seth	8894479865
Divijay Dhiman	8988360803

Faculty Members of HPUBS

Prof. Shyam Lal Kaushal (*Director, HPUBS, Dean Faculty of Commerce & Management Studies*), Prof. YK Gupta, Prof. PK Garga, Prof. Dinesh Kumar, Prof. JS Parmar, Prof. Parmod Sharma, Dr. Bhawana Bhardwaj, Dr. Puneet Bhushan, Dr. Narender Chauhan, Ms. Santosh Kumari.

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