

*Ansal University, India  
&  
Valparaiso University, USA*

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*invite you to  
International Conference on Competitive  
Strategies in Emerging Markets*



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**06 – 07 MARCH, 2018  
ANSAL UNIVERSITY, INDIA**

## About Ansal University

Ansal University is dedicated to disseminate quality education with a futuristic approach for students drawn from around the world in the disciplines and professions that have the greatest bearing on the future of India and the world. The event has been conceptualized by the School of Management Studies (SMS), which is a leading business school in the region, offering under-graduate, post-graduate and doctoral level courses in management. The school differentiates itself from other business schools by providing students the culture of innovation, creativity, team spirit and problem solving ability. Apart from the curriculum, the students undertake various value added courses that are multidisciplinary in nature.

## About Valparaiso University

Valparaiso University or Valpo is a regionally accredited private university located in the U.S. city of Valparaiso, Indiana. The University enrolls more than 4,500 students from over 50 countries. Valpo consists of five undergraduate colleges, a graduate school, and a law school. Valparaiso University founded in 1859 as one of the first coeducation colleges in the United States, is the largest independent Lutheran university in U.S.A. Valpo offers a thorough grounding in the liberal arts as well as professional training, helping students find their own paths to lifelong personal, spiritual, and professional growth.

## About ICSEM 2018

Gone are the days when the world was ruled by the developed nations. Today every one has their eyes on the developing nations that are becoming the economies that rule the world. Most specifically the four most prominently emerging economies are that of BRICS nations (Brazil, Russia, India, China). To enter, survive and flourish in these markets one needs to be sharp and extremely calculative. Many business have stepped up to the next level in this environment while many others have not been able to sustain the competition. This conference takes up this very theme to understand the strategies in the emerging markets such as India and how these competitive strategies intend to change the world tomorrow.

## Call for Papers

Academicians, Research Scholars, Management Students of B-Schools and Industry Delegates, all are invited to contribute their research papers and case studies in the Conference. Only original and unpublished work in various functional areas of management (Human Resources Management, Marketing, Finance, International Business, Accounting, Business Analytics, Information Technology) will be accepted for the Conference.

Indicative Broad Sub Themes:

- Global Business Strategies
- Surviving in Competitive Business Environment
- Issues and Challenges of Emerging Markets
- Government Initiatives for a Better Tomorrow
- HR Strategies for Organizational Excellence
- Emerging Global Financial Strategies
- Marketing Strategies for Organizational Success
- Accounting Techniques in Emerging Markets
- Emerging Business Analytics Trends

## Important Dates

Last Date for Submission of Full Paper:  
Notification of Acceptance of Full Paper:  
Early Bird Registration  
Final Registration

**November 10, 2017 (Friday)**  
November 17, 2017 (Friday)  
December 08, 2017 (Friday)  
January 12, 2017 (Friday)

## Registration & Payment

## Travel & Accommodation

Category of Delegates	Early Bird Registration	Regular Fees
Students	₹ 1,000	₹ 1,500
Research Scholars	₹ 1500	₹ 2,000
Academicians/ Industry	₹ 2,500	₹ 3,500
Foreign Nationals	USD 250	USD 350

Participants may pay online along with duly filled Delegate Registration Form (enclosed herewith) and email a signed scanned copy of the same to:

*icsem2018@ansaluniversity.edu.in*

Alternately, they may send the Registration fee through bank draft in the favour of Ansal University, payable at Delhi along with duly filled Registration Form and courier the same to Conference Convenor– ICSEM 2018, Ansal University, Sector 55, Golf Course Rd, Gurugram, Haryana 122003.

Bank details for online remittance are as follows:

**Bank Name:** YES BANK  
**Account Number :** 000380200001999  
**IFSC Code:** YESB0000003  
**Bank Address:** Plot No. 11/48, Diplomatic Enclave, Malcha Market, Chanakyapuri, New Delhi - 110021

*International Participants are requested to convert their Registration Fee into INR and transfer the same using NEFT as per above mentioned details.*

Gurugram (popularly known as Gurgaon), is the second largest city in Haryana, and is one of the most important industrial and financial hub of the nation. Gurugram was named after revered teacher Dronacharya of epic Mahabharata. It is believed that Dronacharya was gifted this ancestral village by his disciples, the Pandavas and Kauravas. In today's times, New Gurugram is the modern part of Gurugram. It has developed more because of availability of ample connectivity options to the Capital. Gurugram with its location on NH-8, closer to international airport, offers world-class commercial development, an ideal office destination and is a corporate hub of various National, Global, International, Transnational & Multinational corporations.

Apart from being a city with throbbing commercial activities, Gurugram is also blessed with quite a few fascinating tourist attractions. Areas around Gurugram include Agra which is known for one of the seven wonders of the world, the magnificent Taj Mahal. We will be glad to assist you to make your conference experience enjoyable and comfortable, besides being intellectually and professionally enriching.

Ansal University extends assistance to accommodation in hotels in Gurugram at the expense of the participants. Limited accommodation for the participants is available at campus guest house as well on first come first serve basis. Intimation for reservation of the room should be sent along with the registration form. Information about the hotels in Gurugram will be made available on the conference website.

## Publication Opportunity

- ⇒ Selected papers of the Conference will be globally published in the form of Edited Book by **a Global Publisher**
- ⇒ Quality Research work would be published in the special issue of the bi-annual international journal—**Ansal University Business Review AUBR** (ISSN : 2320 0502)

## Guidelines for Authors

- ⇒ Title page should contain: Title of the paper, Name of the Author (s), Organization Affiliation, Contact Details, Abstract (500 words), Keywords (4-5)
- ⇒ Full Paper (5000-7000 words), A4 size, MS-Word, Times New Roman, Heading 14pt, Text 12 pts, Line Spacing Single, All margins 1.5”
- ⇒ References APA Style
- ⇒ Tables and Figures must have titles and be numbered and should be incorporated into the text of paper as close to where they are first referred.

## People behind ICSEM 2018

### **Chief Patron**

Shri Sushil Ansal, Chancellor, Ansal University, India

### **Patron**

Prof. Kamlesh Misra, Vice Chancellor, Ansal University, India

### **Chairpersons**

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Dr. Jim Brodzinski, Professor & Dean, College of Business, Valparaiso University, USA

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Dr. Tania Shaw, Associate Professor, Ansal University, India

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Dr. Shevata Singhal, Assistant Professor, Ansal University, India

Ms. Neetu Jora, Assistant Professor, Ansal University, India

### **Advisory Committee**

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Dr. Jaishankar Raman, Director, International Initiatives, Valparaiso University, USA

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Dr. R.K. Bhandari, Dean, School of Tourism & Hospitality Management, Ansal University, India

Email Full Papers to : [icsem2018@ansaluniversity.edu.in](mailto:icsem2018@ansaluniversity.edu.in)

**CASH REWARDS FOR TWO BEST PAPERS**

### Contact Us

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