



VINC 2019

# MIDAS

**Annual Conference of VIPS**  
**Jan 31- Feb 01, 2019**

A Conference to foster applied research in field of Business Management with special emphasis on Megatrends of the current decade. An event that will assist researchers exchange ideas and gain insights into the latest developments in the field of Business Research.

# VIPS

योग: कर्मस कौशलम

**Mindfulness**

**Innovation**

**Digitization**

**Artificial  
Intelligence**

**Sustainability**

**VIVEKANANDA INSTITUTE  
OF PROFESSIONAL  
STUDIES**

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OUTER RING ROAD  
PITAMPURA  
NEW DELHI  
110034  
011-27343401-03

[www.vips.edu](http://www.vips.edu)

Vivekananda Institute of Professional Studies  
Accredited Grade “A” by NAAC, Recognized under Section 2(f) of UGC  
Affiliated to Guru Gobind Singh Indraprastha University,  
Recognized by Bar Council of India, Approved by AICTE and ISO 9001:2015 Certified.

### About VIPS

Vivekananda Institute of Professional Studies (VIPS) was founded in the year 2000 on the philosophy of Swami Vivekananda - Man Making, Character Building and Nation Building. VIPS today offers more than 13 courses in the field of Law, Business Studies, Journalism, Humanities and Computer Applications. With 6000+ students and 300+ faculty members, VIPS strives to become a center of academic excellence for students and faculty by imparting quality professional education with interdisciplinary approach, using teaching-learning pedagogy comparable with the best in the world.

### About the Conference

Business sustainability is the need of the hour. It is becoming increasingly difficult with myriad of developments in technology and consumerism. While the innate capability of human mind to generate innovative ideas is increasingly being replaced by robots, human lives are being more and more under the control of machines. There is dire need to think if without mindful consumption we will ever be able to replace the limited resources of nature. This Conference aims to discuss the current megatrends of Mindfulness, Innovation, Digitization, Artificial Intelligence and Sustainability.

### Sub Themes include:

- Decision Sciences
- Innovation and Technology Management
- Business Intelligence
- Mindfulness in organizations
- Sustainability
- Behavioral Economics and Finance
- Corporate Finance
- Financial Markets
- Inclusive Economies
- Urbanization
- Cross Cultural aspects of Globalization
- Marketing in Digital Era
- Mindful Marketing
- Mindful Consumerism

## **Key Note Speakers**

### **Dr Rachel Davis**

Visiting Faculty, Indiana University, Kelley School of Business and Former Vice Dean, NUS Business School, Singapore

### **Dr Eugenio Viassa, Monteiro**

Professor, AESE Business School, Lisbon, Visiting Professor, IESE Madrid and IIM Rohtak

### **Dr Suneet Tuli**

Dean, School of Engineering and Applied Sciences at Bennett University, Former Dean, Research and Development, IIT Delhi

### **Dr. Chandan Chowdhury**

Associate Dean and Practice Professor

Indian School of Business

### **Mr Vishal Sood**

Executive Director

MMMU, Mullana, Ambala

### **Mr Ashish Kumar**

Head, Institutional Business,

Health Care at Home Ltd

### **Conference Chair**

### **Prof IM Pandey**

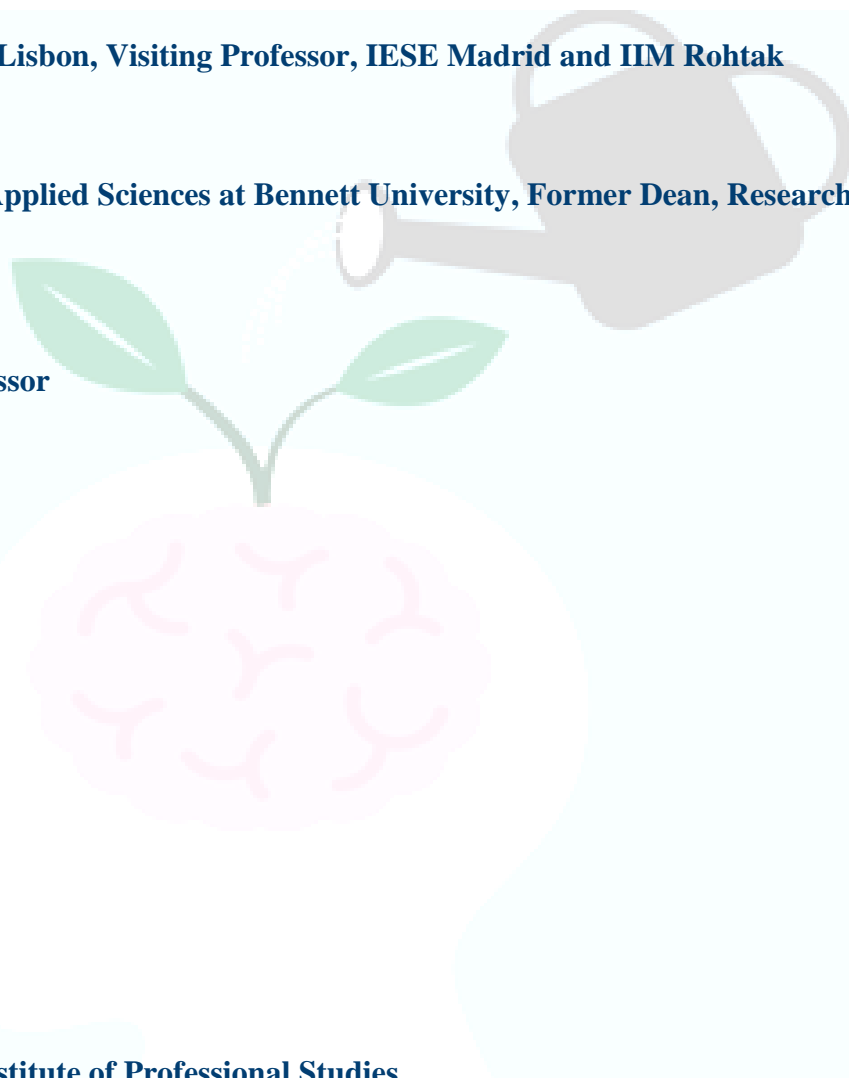
Director General, Vivekananda Institute of Professional Studies

### **Conference Co Chair**

Prof Rattan Sharma, Chairperson, Vivekananda School of Business Studies

### **Conference Co Chair**

Prof Indira Bhardwaj, Dean Vivekananda School of Business Studies



## **Conference Venue**

Conference will be held at the campus of the host institution:

Vivekananda Institute of Professional Studies

AU Block, Pitampura, New Delhi

## **How to get there**

**Nearest Metro Stations:** Haiderpur Badli Metro Station (0.5Kms), Pitampura Metro Station (2Km)

**Nearest Bus Station:** Haiderpur at the Venue

**Distance from Airport:** 30 Kms

## **Modes of Presentation**

**Oral presentation** – We invite you to take an advantage of oral presentation of your paper/research on site and get the first hand remarks and comments from the audience. We will encourage a live discussion regarding the presented topic and network with other researchers and academics in the field of education and related areas, from around the globe.

**Video presentation** – Registered presenters who are not able to attend the conference in person may opt for this presenting format. Participants will watch either your recorded presentation or will be following it through a live stream. They will be able to ask the questions either in a real time through the internet connection or may fill in the reflection forms which we will be mailing back to you, if requested.

## **The Best Three Papers will be awarded as follows**

<b>FIRST PRIZE</b>	<b>SECOND PRIZE</b>	<b>THIRD PRIZE</b>
<b>15000 INR</b>	<b>10000 INR</b>	<b>5000 INR</b>

All the paper presenters would receive a “Certificate of Presentation” and winners would receive “Certificate of Appreciation” also. Best paper in each technical session would be awarded a certificate of best paper in that specific session

## **Journal Publication**

The following Journals have agreed to partner with us for publishing the papers and proceedings of the Conference.

S. No.	Journal	ISSN	Indexed/Abstracting
1	International Journal of Transfer and Commercialization.	1741-5284	ABDC(Inderscience)
2	International Journal of Public Sector Performance Management	1741-105X	ABDC Scopus(Inderscience)
3	South Asian Journal Of Business Studies	2398-628X	ABDC(Emerald)
4	The International Journal Of E-Entrepreneurship and Innovation	1947-8585	Scopus (confirmation awaited)
5	The International Journal Of Customer Relationship Marketing and Management.	1947-9247	Scopus (confirmation awaited)
6	The International Journal Of Asian business and information management.	19479638	Scopus (confirmation awaited)

All full papers submitted would be considered for publication in the above mentioned Journals after double blinded review. You will receive the admission decision or paper/abstract acceptance, after your abstract/paper has been received.

\* There will be a special issue of Vivekananda Journal Of Research (UGC listed journal of VIPS).

## **Guidelines for Extended Abstract**

Please submit the paper in min. 1500 and max. 2500 words (excluding references).

**Your abstract should cover the following aspects:**

- Research Gap and Research Problem
- Objective of the Study and summary with 250 words
- Research methodology
- Findings of the Study
- Implications of the Study
- Incomplete submissions will not be sent out for review.

The abstract in the aforesaid format is to be uploaded on Abstract Submission by October 5, 2018. Acceptance of the research paper/article is subject to double blind review process. The experts will review the extended abstracts and only those abstracts approved by the reviewers will be selected. Authors will be notified of acceptance by October 20, 2018. Acceptance of the extended abstract implies that at least one of the authors will attend the conference and present the paper. In case a paper is submitted for presentation in absentia, an additional processing fee of 1000 INR and 50 USD per paper for Indian and Foreign National respectively would be charged.

### **Formatting:**

- The entire abstract submission (title page in Title Case, abstract, main text, figures, graphs, tables, references, etc.) must be in ONE document using one of the following formats:
  - Portable Document Format (.pdf), Microsoft Word (.doc, .docx)
  - Figures, graphs, tables, appendices, and references should follow the American Psychological Association (APA) Style Guide.
  - Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around, and 8.5" × 11" page setting. References may be single spaced.
  - To facilitate the blind review process, remove ALL author-identifying information, including acknowledgments, from the uploaded document. Self-references that give away the authors' identity should also be avoided. If self-referencing is essential then it should be in third person.

**NOTE: Abstract that do not follow the above instructions will NOT be reviewed.**

### **Full Paper Format**

A Soft copy (Microsoft Word) of the full-length paper selected for presentation at the conference need to be uploaded on Full Paper Submission latest by **November 10, 2018**. Each contribution should be organized in the following order:

- Introduction
- Literature Review
- Objectives of the Study
- Research Methodology
- Analysis
- Major Results/Findings
- Implications of the Research
- Conclusions or Summary
- References & Citations
- Appendices (wherever applicable)

## **Guidelines for Authors**

- Author should upload two PDF files i.e. one containing the title of the paper; name of the author's organizational affiliation; complete mailing address; mobile number; and active e-mail address. Other should be the full manuscript along with the abstract. There should not be author name, affiliation, or any other such information in the manuscript file.
- An electronic version of the Title page and Manuscript in MS Word / PDF format should be uploaded on the conference website.
- Manuscript should be of minimum 3500 words, excluding tables, graphs & charts and maximum of 8000 words.
- All text should be in 1 line spacing with 1-inch margins on all the sides on A4 size paper using the Font Times New Roman of size 12 and with the font size of 14 for heading.
- All tables, charts, and graphs should be placed wherever required along with the respective text and numbered continuously as Table 1 / Figure 1/Graph 1 & so on, at the top of the table/figure/graph (center aligned). The sources, wherever necessary, should be mentioned at the bottom.
- Last page of the manuscript must have a brief autobiographical sketch of the author(s), about 100-150 words for each author.
- References should be in line with the APA (American Psychological Association) Guidelines.
- All the authors/contributors have to submit in original the duly signed copy of the Certificate of Originality and Copyright form.

## **Guidelines for Presenters**

- The conference will have different technical & parallel sessions
- Each session shall be chaired by an expert from academia/industry
- Presentation by author(s) is for 10 – 12 minutes
- Discussions/Questions and Answers for 3 – 5 minutes
- Authors have to mail their presentations to [conference.vsb@vips.edu](mailto:conference.vsb@vips.edu).
- Audio – Visual support to the presenters will be provided for presentation

## **Review Process**

All papers will be evaluated through a double-blind review process constituted by drawing experts from Institutions/ Universities/ Organizations of repute in and outside India.

- Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered. In the covering letter accompanying the manuscript, the contributors should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication.
- The delegates are requested to send the extended abstracts of their papers not exceeding 300 words, 12-point font size, Times New Roman font on MS Word/PDF with single line spacing to the Conference Chairs along with the name and address of the author(s), Contact No. & active E-mail IDs latest by October 5, 2018. The blind review expert committee will screen the papers.
- Full length paper should not be more than 8000 words (Maximum 10 pages). Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table. Only those references that are actually utilized should be included in the reference list and should be alphabetically arranged. For complete paper guidelines visit [www.vips.edu/vinc2019](http://www.vips.edu/vinc2019)



- The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number, fax number (if any) and e-mail address. Please do not indicate author(s) name, affiliation or any other such information in the manuscript elsewhere. One soft copy of the paper in the abovementioned format should be submitted online at [www.vips.edu/vinc2019](http://www.vips.edu/vinc2019).

### **Registration Details**

All participants are requested to register by filling the online registration form. One author must get registered for inclusion of the paper in proceedings book publication. A single author presenting multiple entries should register for each paper. No TA/DA will be paid to any delegate who presents the paper in the conference.

**Registration including GST of 5% (Government Tax)**

### **IMPORTANT DATES**

<b>Extended Abstract Submission</b>	5 <sup>th</sup> October, 2018
<b>Extended Abstract Acceptance</b>	20 <sup>th</sup> October, 2018
<b>Full Paper submission</b>	10 <sup>st</sup> November, 2018
<b>Early Bird Registration Till</b>	30 <sup>th</sup> October, 2018
<b>Last Date to Register</b>	15 <sup>th</sup> November, 2018
<b>Conference Dates</b>	31 <sup>st</sup> January and 1 <sup>st</sup> February 2019

### **Registration Fees**

<b>Sr. No.</b>	<b>Category</b>	<b>On or before 15 Jan, 2019</b>	<b>Feb 15 Jan – 25 Jan, 2019</b>	<b>After 30 Jan, 2019/ On the Spot</b>
1	Research Scholars	1500 INR	2000 INR	2500 INR
2	Academicians	3000 INR	3500 INR	4000 INR
3	Industry Professionals	4000 INR	5000 INR	5500 INR
4	Foreign Delegates	200 USD	250 USD	300 USD



## Conference Committee

**Chief Patron: Dr SC Vats, Chairman, VIPS**

## Organising Committee

1. Ms.Aanchal Aggarwal- Convener
2. Ms.Misha Mehta - Convener
3. Ms.Jyoti Gupta- Co- Convener
4. Ms.Vaishali Sethi - Co- Convener
5. Dr Karishma Gulati Trehan- Conference Secretary
6. Ms.Nupur Arora- Conference Secretary
7. Ms Antriksha Negi- Conference Secretary
8. Ms Deepika Chhikara - Conference Secretary

