

REGISTRATION FEE

The registration fee is to be paid by each author and co-author (s) of the paper individually and separately as per the details given below:

Category	On or before 30th November 2021	After 30th November 2021
Faculty/Professional/ Accompanied Person	INR 1500	INR 2000
Research Scholar/Students	INR 1000	INR 1200
Foreign Students	US \$ 50 or Equivalent INR	US \$ 60 or Equivalent INR
Foreign Delegates	US \$ 200 or Equivalent INR	US \$ 300 or Equivalent INR

All outside participants are required to pay registration fee only through Demand Draft, drawn in favour of Registrar, GJUS&T, Hisar payable at Hisar. Accommodation will be provided to outside participants registered up to December 31, 2021. Registration fee includes certificate, conference kit and meals. The Registration form is enclosed. The registration form and Demand draft should be sent by speed post addressed to conveners of the conference. No TA and DA will be paid to delegates for attending the conference.

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HARYANA SCHOOL OF BUSINESS



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GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY HISAR (HARYANA) INDIA

(Established by State Legislature Act 17 of 1995)
'A' Grade University Accredited by NAAC

Invites

Research Papers/Articles/Posters

For

HSB 14th Annual National Conference on Business and Management

(February 10-11, 2022)



HSB 14th Annual National Conference on Business and Management-2022

Guru Jambheshwar University of Science and Technology, Hissar

Guru Jambheshwar University of Science & Technology, Hissar (formerly Guru Jambheshwar University) a State University was established on October 20, 1995 by an Act of the Legislature of the State of Haryana to facilitate and promote studies and research in emerging areas of higher education with focus on new frontiers of technology, pharmacy, environmental studies, non-conventional sources energy and management studies and also to achieve excellence in these and connected fields. It was formally inaugurated on November 1, 1995. It is named after Guru Jambheshwar Ji Maharaj, a saint environmentalist of 15th century. The University is situated at Hissar, over a sprawling area of about 372 acres. The university has been ranked among 101-150 Universities of India (NIRF-2017-2019) The Department of Pharmaceutical Sciences has been ranked 35th in India by NIRF in 2019. Further, this University has been graded as Category-II University for Grant of Graded Autonomy as per Categorization of the University under UGC Regulations, 2018. This University stands at 21st position among State Universities in India and 2nd position in Haryana State.

Haryana School of Business

Haryana school of business (HSB) is a coveted name in the Northern region of the country as a provider of value based business education. HSB is guided by Industrialist, academicians and the other professionals whose expertise facilitate in achieving the Vision and Mission of HSB. The School has well qualified experienced and dedicated faculty members and has state-of-art infrastructure. HSB is offering MBA, MBA (Finance), MBA (Marketing), MBA (International business) with a total intake of 180 students through the CAT score. HSB is offering M. Com and Ph.D programs also. HSB regularly organizes Annual National Conferences on Business and Management and workshops on Research Methodology. It publishes its own journal "HSB Research Review."

Location: Haryana School of Business Guru Jambheshwar University of Science and technology GJUS&T is situated at Hissar a rapidly growing town situated at about 166 kms from Delhi on Delhi-Rohtak-Hissar-Sirsa National Highway (NH-09) and at a distance of about 230 kilometers from Chandigarh on NH-65. It is well connected by rail and Road.

About the Conference

Objective of the conference:

The conference is an attempt to encourage communications and collaboration on issues pertaining to "Business and Management" among the elite academicians, researchers, businessmen, entrepreneurs and students. It also intends to promote professional interaction and lifelong learning; recognize outstanding contributions of individual and Organisations. The conference would provide a platform for deriving better alternative to tackle the upcoming challenges in the world of business.

Conference Schedule: February 10, 2022

Registration, Inauguration Sessions, Lunch Break, Technical Sessions/Plenary Sessions: February 10, 2022

Technical Sessions, Lunch Break and Technical Sessions: February 11, 2022

Dates to Remember

Last Date of Submission of Paper	October 16, 2021
Notification of Acceptance of the paper:	October 31, 2021
Last Date of Submission of Final (after modification, if any)	
Version of Paper	November 15, 2021
Last date of Registration (without late fee)	November 30, 2021
Conference Dates	February 10-11, 2022

Conference will be held in blended mode (online & offline)

Call for Papers/Articles/ Posters

Haryana School of Business invites academicians, researchers, practitioners and students to submit research papers/articles/posters based on original empirical research or case studies related to the theme of conference. Broad areas as for the conference are given ahead. However, the list of areas is indicative. Papers from other

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relevant fields of management will also be considered.

Guidelines for Submission of Research Papers/ Articles/ Posters

Research Paper/Article: The soft copy of the research paper/article (all references should be in APA style only) in Microsoft Word for Windows Should reach the conference convener latest by November 18, 2021. The electronic copy should be E-mailed to: hsbconference@gmail.com and the authors of the selected papers/articles shall be intimated in due course by mail only. The acceptance of the manuscript implies that at least one of the authors will attend the conference and present it. No participation/presentation certificate shall be given for participation in absentia. Papers must include a clear indication of the purpose of research, methodology, major results, implication and key references. The author(s) should clearly mention their affiliation as to which institution he/she belongs along with designation.

Paper/Article Specifications	
Maximum Length	6000 words including title/cover page and references
Margins	1 Inch all sides
Font	Times New Roman, 12 points, Justified
Line Spacing	1.5
Title Page	Title, Author(s), Affiliation(s), Contact details, E-mail address(es)
Abstract of full paper	Not more than 200 words and a maximum of five key words

Note: Tables, illustrations, Charts, figures, formulae etc. should be placed within the text at appropriate places. References should be in APAs styles.

Format of Research Paper/ Article

Title of the Paper (Bold)

Name of the Author(s) with designation and complete address of affiliating institution.

. Abstract (Around 200 words)

. Keywords (Not more than five)

. Introduction

. Objectives and Relevance of the Study

. Literature Review and Hypotheses/Propositions Formulation

. Research Methodology

. Results and Discussion

. Managerial Implications

. Limitations and Future Research Directions

. References (APA Citation Style)

Poster Presentation

It should represent findings from a current working paper related to theme of the conference. Authors are required to display readable posters of their research, distribute their papers and be available to discuss and answer questions during the assigned poster session. Submission of an electronic copy of the Poster in PDF format is must before the deadline. Poster Size & Dimensions are A1 size i.e. 84.1 cm height X 59.4cm width. The poster should be of in portrait layout only (not landscape layout).

Note: The authors must send the declaration that the Paper/ Article/ Poster is original and has not been sent elsewhere for publication or presented in any Conference/Seminar.

Paper Publication

The initial screening of the papers/articles for publication would be based on their relevance, originality and clarity. The manuscripts that pass the initial screening will follow a double blind review. Selected research papers/ articles received up to November 25, 2021 with requisite conference fee will be considered for publication in the form of an edited book (with ISBN). Papers/articles received after November 25, 2021 along with Registration Fee will be considered for presentation only.

AREAS/THEMES (Only Indicative List)

FINANCE AND ACCOUNTING

- . Goods and Services Tax
- . Mutual Funds
- . Portfolio Management and Security Analysis
- . Financial and Commodity Derivatives
- . Capital Markets and Assets Pricing Anomalies
- . Banking and Insurance
- . Behavioral Biases and Market Volatility
- . Micro Finance and Financial Inclusion
- . Financial Reporting Standards
- . Governance and Financial Frauds
- . Financial Risk Management
- . Public Finance
- . Corporate Valuation and IPOs
- . Crowd Funding

HUMAN RESOURCE MANAGEMENT

- . Global HRM and Workforce Diversity
- . Work Life Balance
- . Talent Management
- . Performance Management
- . Stress Management
- . Change Management
- . HR Accounting and Audit
- . Employer Branding
- . Human Resource Outsourcing
- . Spirituality and Management
- . Green HRM
- . Labour Laws and Employee Relations
- . Leadership Heterogeneity
- . Human Capital, Creativity and Innovation

MARKETING MANAGEMENT

- . Consumer Behavior
- . Integrated Marketing Communication
- . Retailing
- . Service Marketing
- . Rural and Agricultural Marketing
- . Branding
- . Consumer Relationship Management
- . Online Marketing
- . Green Marketing and Consumerism
- . Eco- Tourism
- . Logistic and Supply Chain Management
- . Creating Customer Value

INTERNATIONAL BUSINESS

- . Trade Strategies in New World Order
- . FDI and FII's
- . India's Foreign Trade and Policy
- . WTO Issues and Challenges
- . Foreign Exchange Market
- . Regionalism and Economic Cooperation
- . HR Issues in International Business
- . International Marketing
- . International Logistics
- . International Financial Management
- . Special Economic Zones

STRATEGY AND ENTREPRENEURSHIP

- . Strategic Issues for Micro Small and Medium Enterprise
- . Globalization and Strategic Management
- . Social Entrepreneurship
- . Trends and Challenges in Family Business
- . Corporate Governance and Sustainability in Business
- . E-Commerce
- . Corporate Restructuring
- . Women Entrepreneurship

ECONOMIC TRENDS AND ISSUES

- . Macroeconomic Environment and Policy
- . Microeconomic Environment and Policy
- . Competitive Policy and Regulation Issues
- . Regional Economic Development Issues
- . Fiscal Policies
- . Role of Digitalization in Economic Growth
- . Labour Economics
- . Welfare Economics
- . Make in India
- . Urban Economics

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