



OAKBROOK BUSINESS SCHOOL



OAKCOM 2018

TWO DAYS INTERNATIONAL CONFERENCE ON
**INNOVATIVE PRACTICES IN
BUSINESS**

7-8 September, 2018

Conference Chairperson: Dr. Sourbhi Chaturvedi: +91- 9826726091

Conference Secretary: Dr. Ankita Srivastava: +91- 9106880361

Ms. Anjali Panicker: +91- 9021300443

Transportation & Accommodation

Co-ordinator: Mr. Parth Prajapati: +91- 9824388806

Phone: +91-79-23970170/71 | **Website:** www.oakbrook.ac.in

Email: oakcom@oakbrook.ac.in



About OAKCOM 2018

ABOUT OAKBROOK BUSINESS SCHOOL

In order to meet growing demand of management education and to promote quality education among students and working professionals, the "Oakbrook Business School" is established with Approval of All India Council for Technical Education (AICTE), Govt. of India and in Affiliation with Gujarat Technological University (GTU), Govt. of Gujarat. Oakbrook Business School is a team of professionals with strong background of academic and corporate sector. The team stands together to bring a paradigm shift in management education. We envisage bringing developmental change in new generation of managers who can be excellent leaders and entrepreneurs. The Oakbrook Business School Campus is spread over two and half acre area with modern facilities that stimulate teaching, learning and professional development. The school has state of the art facilities in the campus ensuring an overall development of a student to become a global manager and meet the challenges of world.

VISION

"To develop and sustain an enabling academic environment, nurturing professional managerial talent who can shape business around the world."

MISSION

"To create an eclectic community of eminent management professionals and thought leaders for the future."

ABOUT OAKCOM 2018

Paradigm changes and innovations have always been an inevitable part of society's evolution. While changes are unevenly distributed through time, they are often the drivers of incremental innovations. As new paradigms stimulate the development of new product-market opportunities, they also require new strategies and capabilities.

Business practices all over the world are undergoing with metamorphosis. From the early twentieth century advance, the progress of contemporary businesses and large practical organizations and the promising revise of communal sciences have enthused widespread investigation of guidance in a diversity of contexts and hypothetical practicalities. This forces us to ponder over how to bring about significant changes in business management.

This International Conference on Innovative Business Practices is a dedicated effort to create a premier forum for the presentation of new advances and research results.

OAKCOM 2018 ADVISORY BOARD

- Mr. Samir Patel
- Dr. C. Gopalkrishnan
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- Dr. A. C. Brahmabhatt
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EDITORIAL BOARD

- Dr. A. C. Brahmabhatt
- Dr. Sourbhi Chaturvedi
- Dr. Ankita Srivastava
- Ms. Anjali Panicker

OBJECTIVE OF THE CONFERENCE

The core focus of this conference is to provide a suitable and conducive platform to discuss, debate and present contemporary research in the area of economics, commerce, functional areas of management, novel business approaches and areas of inclusive and sustainable growth. The conference aims at bringing together leading Academicians, Business Managers, PhD Research Scholars and students from the Universities all around the world and the industry to exchange and share their experiences, new ideas, and research results about all aspects of Management and Education Innovation, and discuss the practical challenges encountered and

the solutions adopted thereby.

SUB THEMES

All the authors are kindly encouraged to contribute their original and unpublished work in the areas of Business Sustainability and innovative trends of various sectors such as Agriculture, Manufacturing, Energy, Commerce, Transport, Healthcare, Banking, Retail, Education, Services etc. and are cordially invited for presentation at the conference. Papers are also invited on the following sub themes and other related topics

Track I: Innovative general management strategies & entrepreneurship

- Cross-cultural management and innovation
- Core competence and strategy innovations
- Green innovation and sustainability
- Innovations in business intelligence
- Innovations in environment management
- Intellectual property and knowledge management
- Business performance management
- Entrepreneurship
- Creative economy
- Corporate Entrepreneurship
- Situational Leadership
- Multilateral, Bilateral & Unilateral Relationships
- Currency Volatility
- International Financial Markets
- Cross Border Investments – Challenges & Opportunities
- International Crisis & Its Impact on Global Economy
- International Strategic Alliances & Cooperation
- Start-ups -Challenges Ahead
- Service Entrepreneurship
- Governmental Entrepreneurship
- Intrapreneurship
- Intellectual Property Rights
- Waste Management and Its Solution through Entrepreneurship
- Chemical / Plastic Waste Recycling
- Solid Waste Management
- Bioplastic Management

Track II: Innovative people management strategies

- Team building
- Organizational communication & information management
- Innovative practices in human resource management
- Building high performance organizations
- Innovative HR branding strategies
- Innovative organization change and effectiveness strategies
- Creating high-performance workplaces
- Innovation in talent management practices
- Innovative compensation practices and people management
- Diversity at workplace
- Transformational Leadership
- Compensation Management & Welfare Strategies of Employees

- Restructuring of Human Resource - Challenges & Opportunity
- Motivation- Its Impacts on Diverse workforce
- New Approaches of Training and Development of Human Resource
- Performance Appraisal and Performance Consistency
- Mapping & Managing Organisational Performance
- Emotional Quotient/ Intelligence Quotient/ Spiritual Quotient
- Skill India & Its Impact

Track III: Innovative finance strategies

- International financial markets and financial modeling/ applied financial economics
- Financial globalization and sustainable finance
- Rethinking banking and finance: money, market and models
- Recent advances in corporate finance/corporate financing decision and financial reporting
- Asset pricing and risk diversification
- Volatility in financial markets
- Financial Econometrics
- Lessons from global financial crisis
- Sovereign wealth funds
- Mergers, acquisitions & corporate restructuring
- International financial management: role of currency futures
- Performance of mutual funds
- Financial reporting and corporate governance
- Accounting Standards: IFRS vis-à-vis Indian Accounting Standards
- Emerging trends in accounting
- Financial Derivatives and its Aspects
- Security Analysis & Portfolio Management
- Global Laundering & Its Prevention
- Insurance & Risk Management
- Financial Institutions & Services For Industries
- Public Finance - Role & Policies
- Micro Finance
- Economical & Social Contribution of Jan Dhan Yojna

Track IV: Innovative marketing strategies

- Innovative marketing strategies
- Innovations in retail management
- Innovations in rural market
- Innovative approaches for market to the Bottom of Pyramid
- Innovative ways of measuring the success of relationship building strategies

- Social media marketing
- Green marketing
- Innovative marketing communications
- Innovations pertaining to customer value
- Contemporary issues in marketing
- B-to-B and industrial marketing
- Innovative approaches to understand consumer psychology
- Product & corporate branding
- Service innovation
- Hospitality
- Tourism
- Innovations & customer Orientation
- New & Emerging trends of Marketing
- Service Quality & Standards
- New Age Relationship Marketing & Innovative Public Relation Strategies

- Dynamic Marketing Communications
- Logistics/Rural/Retail/Industrial/ Social Marketing/E-Marketing
- Digital Marketing/Online Shopping/Tele Shopping
- New Dimensions of Branding
- Innovative Approaches for selling

Track V: Innovative operations strategies

- Lean six sigma
- Innovations and technology
- Value Chain Planning and execution
- Innovations in logistics and supply chain
- Project management
- Management of international operations
- Enterprise Resource Planning

EXTENDED ABSTRACT/ FULL PAPER FORMATTING/ SUBMISSION GUIDELINES

- All the Authors are required to submit an Extended Abstract of 1000 – 1200 words length. On acceptance of the extended abstract, authors must submit the final paper (2500 – 4000 word length) within the deadline.
- The submission of Extended Abstract/Full Paper should contain an abstract, keywords, and separate sections on Introduction (including research question), Literature Review, Propositions or Hypothesis (if any), Research Methodology, Analysis, Results, Implications, Conclusions (including contribution of the study), Limitations, Future research possibilities, and References (In APA style only).
- All submissions should be made ONLY as a word document, with numbered pages. The first page of the submission will be the Title Page, and should contain the Title, Authors' details (Name, Affiliation(s), and contact details). Author's name or identification information must NOT be part of the remaining document.
- All submissions should be in Times New Roman, 12-point size, single-spacing, with 1 inch margin on all sides
- All manuscripts to be emailed to: oakcom@oakbrook.ac.in, with subject line for abstract: "Abstract for OAKCOM 2018:" < article title>; Subject line for full-papers: "Full-text for OAKCOM 2018:" < article title>.
- All manuscripts/Extended Abstract/Full Paper will be subject to blind peer review. Reviewer's comments will be shared with the authors. However, final decision of acceptance of the papers lies with the conference organizing committee.
- Accepted papers will be published in the conference proceedings (Physically or Digitally with ISBN No.) provided at least one of the authors

will register and present the paper.

- All Papers should be based on original work. Plagiarism constitutes grounds for disqualification.

PAPER REVIEW PROCESS

Abstracts not more than 250 words should be sent first. All the Abstracts will undergo a blind review process and the authors will be intimated regarding the acceptance or otherwise of the submitted Abstracts.

PAPER PRESENTATION & CERTIFICATE OF PARTICIPATION

The authors who attend the conference and present a paper will receive a presentation & participation certificate.

MODE OF PAYMENT

The delegates can pay through Cheque / DD / NEFT to our bank account. The details are mentioned below:

BANK DETAILS

Name: Oakbrook Business School

A/c No.: 136301601000102

IFSC: CORP0001363

Bank: Corporation Bank (Adalaj, Gandhinagar, Gujarat Branch)

DD to be drawn in favour of "Oakbrook Business School" payable at Gandhinagar.

If paying through Bank Account a scanned / soft copy of receipt should be sent along with the Full Research Paper and Registration Form.

ACCOMMODATION

With prior request accommodation will be arranged on chargeable basis.



Registration Form
Oakbrook Business School
OAKCOM 2018
7th - 8th Sept., 2018

Name of Participant:

Designation:

University / Organization:

Mailing Address:

.....

.....

City: Postal Code:

Telephone: (O) (M)

Email:

Category (tick mark whichever is relevant)

Industry Delegate Academician Research Scholar & Students

Paper Presentation (Tick the option)

In Person In absentia

Mode of Payment: Cheque DD NEFT

Cheque / DD / NEFT No.: Dated: drawn
on (Bank) for ₹

Date and Signature of the Participant:

Phone: +91-79-23970170/71 | **Website:** www.oakbrook.ac.in | **Email:** oakcom@oakbrook.ac.in

Conference Chairperson: Dr. Sourbhi Chaturvedi: +91-9826726091

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Note: A photo copy of this form is also accepted.

Selected Papers will be published in Conference Proceeding

Important Dates

Conference Date: 7th & 8th Sept., 2018

Submission of Abstract: 30th April, 2018

Intimation of Acceptance: 15th May, 2018

Full Paper Submission: 30th May, 2018

Registration Date: On or Before 14th June, 2018

Conference Fee

The conference fee includes Conference kit, Use of facilities, Breakfast, Tea / Coffee, Working Lunch and High Tea

All the participants / Co-authors are required to pay separate registration fee.

Category

	Fee
Research Scholar & Students	₹ 500/-
Academician	₹ 1000/-
Industry Delegate	₹ 1500/-

For foreign participants there is no registration fee and they can attend the conference & present their paper through virtual mode.

About Ahmedabad

Founded by Sultan Ahmad Shah in 1411 AD, Ahmedabad, in the state of Gujarat, has grown into one of the most important modern cities of India. Situated near Sabarmati river, this prosperous city is a delight for archeologists, anthropologists, architects, historians', sociologists, traders, bargain hunters and tourists. An exciting combination of traditions and modernism, Ahmedabad captures all visitors with its diversity of places, religious and ethnic communities.

Climate

There are three major seasons - winter (November-March), summer (April-June) and monsoon (July-October). Considering the temperature the best time to visit is during the winter and Monsoon. The average temperature during Mid September will be 24° C to 34° C.

How to reach Ahmedabad

Transport

By Air

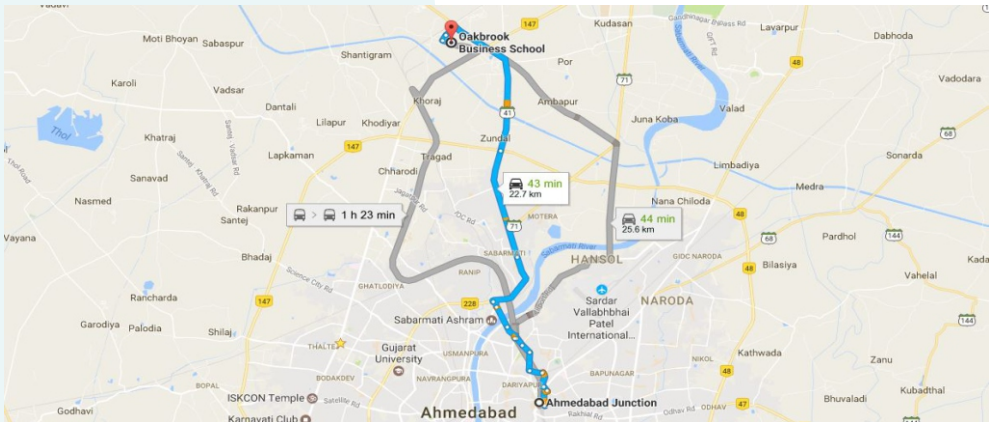
Sardar Vallabhbhai Patel Airport caters to domestic and international flights. It is well-connected to Delhi, Mumbai, Bengaluru, London, Frankfurt, Singapore and few destinations in USA and Middle East. The airport is about 18 km away from Oakbrook Business School via Gandhinagar - Ahmedabad Road and there are many options like cabs, buses and private vehicles to reach.

By Train

Ahmedabad railway station, located at Kalupur area, is just over 22 km from Oakbrook Business School and It is well connected to several cities like Mumbai, Delhi and Bengaluru. There are rickshaws, buses and cabs available to reach the city.

By Road

The road network is very good and well maintained in Gujarat. Many important cities like Bhavnagar, Surat, Mumbai, Pune, Nasik, Udaipur, Shirdi and Indore are well connected to Ahmedabad.



OAKBROOK BUSINESS SCHOOL

Opp. Maharaj Hotel Lane, Jamiyatpura Road,
Sarkhej - Gandhinagar Highway, PO: Jamiyatpura,
Gandhinagar - 382423, Gujarat, INDIA.

