

The registration fee is to be sent along with the filled in registration form by participants. The fee is inclusive of conference kit, lunch and snacks. Payment can be made through DD, Pay Order or NEFT / Net banking.

#### **Bank Details**

Bank : Sate Bank of India  
Account Name : AIMK NCCMP 2018  
Account No. : 37442601483  
IFSC Code : SBIN0000004

#### **Registration Fee**

Students : Rs.500.00  
Academicians : Rs.2500.00  
Research Scholars : Rs.1500.00  
Corporate : Rs.3500.00

#### **Conference Organizing Committee**

Chairman : Maj Gen Deepak Dhanda, SM (Retd.)  
Convener : Dr. Ayan Chattopadhyay  
Co-Conveners : Dr. Malini Majumdar  
Prof. Protik Basu  
Dr. Swapna Dutta Khan  
Members : Dr. Ravi Chatterjee  
Dr. Debaleena Chatterjee  
Dr. Sweta Rani  
Prof. Sougata Majumdar  
Prof. Anindya Saha  
Prof. Asmita Basu  
Prof. Abhishek Bhattacharjee  
Prof. Surajit Malakar  
Prof. Archita Chatterjee  
Prof. Somarata Guha Chakraborty  
Prof. Preeta Sinha  
Ms. Puja Singh Ghosh  
Mr. Sayan Palit

#### **Conference Advisory Committee**

Dr. Ranajit Chakrabarty, University of Calcutta  
Dr. Suvasis Saha, University of Calcutta  
Dr. Asis Kumar Chattopadhyay, University of Calcutta  
Dr. Shovan Chowdhury, IIM Kozhikode  
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Dr. Soma Sur, St. Xavier's University, Kolkata  
Dr. Sergill Musteata, Ion Greanga State University  
Dr. David Blundell, National Chengchi University  
Mr. Manish Agarwal, CEO East, Future Retail Ltd.  
Mr. Ranjit Kumar, GM & BS Head, LG Electronics  
Ms. Piyali Roy Oberoi, VP, Images Group

#### **Army Institute of Management**

**AIM Kolkata - a NAAC accredited Institute (ISO 9001: 2015 certified)** was established on 28 July 1997 by the Army Welfare Education Society (AWES), New Delhi with the noble purpose of providing 'quality education at affordable cost' for the wards of the Army personnel and civilians as well.

The Institute, located in Alipore, Kolkata, is just 6 to 8 km away from Howrah and Sealdah Railway Stations respectively and 20 km away from Netaji Subhash Chandra Bose International Airport.

The MBA Programme of the **A++** ranked Institute is approved by **AICTE** and affiliated to **Maulana Abul Kalam Azad University of Technology (MAKAUT), West Bengal**. AIM Kolkata has received the 'Award for Educational Excellence' from the Indus Foundation Inc., the 'Education Leadership Award' from DNA & Stars of the Industry Group and the prestigious 'Golden Peacock National Training Award' for its excellence in training and management system. The Institute added another feather in its cap by receiving **World Education Congress Global Award 2016** as recognition for best academic & industry interface. At AIM Kolkata, students in the MBA programme come from more than 20 states with diverse backgrounds. The Institute provides a platform to the students to develop business competence, global mindset and interpersonal skills essential for becoming tomorrow's managers.

#### **Contact Us**

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**Army Institute of Management Kolkata**  
(NAAC Accredited, ISO 9001:2015 Certified)

**Judges Court Road, Alipore**  
(Opposite Alipore Telephone Exchange)  
**Kolkata - 700 027, Phone No: (033) 24398335**



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# **National Conference on Contemporary Management Practices (NCCMP - 2018)**



## The Conference

Army Institute of Management (AIM) Kolkata is pleased to announce a **National Conference on “Contemporary Management Practices” (NCCMP 2018)** on **21 April 2018 (Saturday)** at its premises. The world being an open arena to several thoughts to be discussed and to enlighten the research community, it may be categorized into various streams. The organizations of various levels are facing with lot of issues in the administration and implementation areas. Hence it provides lot of avenues to systematize and explore. Lot of researches are being conducted in all such areas to find the optimal solution. All these are discussed in various forums around the globe under a wide topic called Contemporary Management Practices.

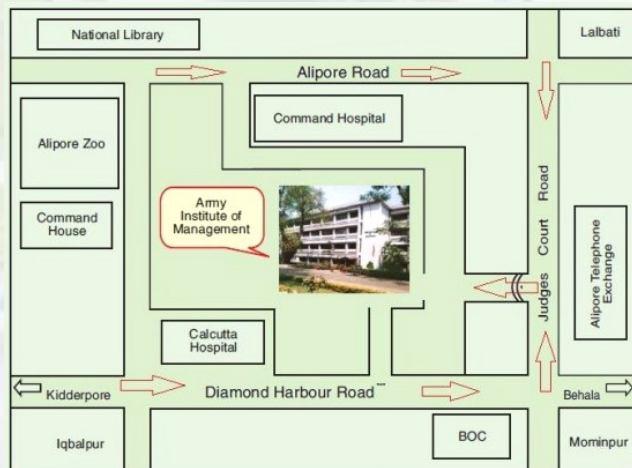
## Objective

Objective is to bring together delegates from diverse walks of professions including academicians, industry personnel, researchers and students for a stimulating exchange of academic thoughts, business ideas and management practices in the current context.

## Who Should Attend

NCCMP 2018 is open to all committed to the concept of Contemporary Management Practices: academicians, researchers, students or any practitioners associated with a business house or NGO etc.

## Location Map



## Call for Paper

Papers are invited encompassing all areas of Management such as the following:

### Track A: Marketing Practices and Strategies

- Digital Marketing
- Services Marketing
- Big Data Research
- Rural Marketing and Sustainability
- Content Marketing
- Retail Marketing

### Track B: Finance and Investment

- Financial Accounting Practices
- Sustainable Finance
- Financial Markets and Institutions
- Investments and Risk Management
- Behavioral Finance
- GST-Implementation and Impact

### Track C: Human Resource Management

- Sustainable Talent Management
- Change and Conflict Management
- Workforce Diversity and Sensitization
- Reskilling and HR Metrics
- Leadership and Sustainability
- Values and Ethics

### Track D: Quality / General Management

- Total Quality Management
- Corporate Governance
- Strategic Management
- Intellectual Property Strategies
- Corporate Social Responsibility and Sustainability
- Entrepreneurship : Opportunities and Challenges
- Green Management and Sustainability
- Economic Reforms

The above list is only indicative. Papers related, but not limited to these areas, are also welcome.

## Guidelines for Paper Submission

Abstract / Full Paper of only original unpublished work should be emailed to [conference2018@aim.ac.in](mailto:conference2018@aim.ac.in). Accepted papers will be published in the Institute's Journal 'Kindler', a UGC approved Journal (Journal No: 42831, ISSN No: 0973-0486) with high Impact Factor. In absentia papers will also appear in Kindler against registration and acceptance by review committee.

## Important Dates

Abstract Submission	:	01 February 2018
Abstract Acceptance	:	08 February 2018
Full Paper Submission	:	08 March 2018
Full Paper Acceptance	:	20 March 2018
Registration opens from	:	21 March 2018
Registration closes on	:	31 March 2018

## Instruction for Authors

The full paper should ideally have the following sections without numbering :

Abstract including 3 to 4 keywords, Introduction, Literature Review, Objective of paper, Methodology of Research, Analysis, Findings, Conclusions, Recommendations, Limitations and Scope for further studies, References, Appendices. Tables, Graphs and Illustrations may be inserted within the text with appropriate referencing. Citation must be completed in APA 6<sup>th</sup> edition style of referencing.

Name, affiliation and contact details of all authors should appear only on the Title Page. Corresponding author needs to be mentioned.

- Length of Abstract : Approx. 300 words
- Abstract Format : Purpose, Methods, Findings, Implications, Originality & Key words
- Length of Full Paper : Within 3500 words
- Document type : MS word
- Font Type : Times New Roman
- Font Size
  - i) Title : 12pt. Bold
  - ii) Subtitle : 12pt. Italics
  - iii) Text : 12p Normal
- Line Spacing : Single and Justified