

BEST PAPER AWARDS

The conference will have the following awards, which will be announced and bestowed at the conference closing session.

- a). Best Paper Award – First Prize – Rs 10,000/-; Second Prize – Rs 5,000/-
- b). Best Student Paper Award – First Prize – Rs 2,000/-; Second Prize – Rs 1,000/-

The author of an awarded paper, and co-authors if any, will be entitled to:

- a). A signed and stamped official award certificate;
- b). The announcement of their achievement on a special conference webpage;
- c). Having the paper included in the list of conference best papers and in the case of a best paper or a best student paper;

SELECTION CRITERIA

The awards will be conferred to the author(s) of a paper presented at the conference, selected by the Conference Chairs. The decision criterion will consider both the paper quality (assessed by the Conference Committee), and the oral presentation quality (feedback given by session chairs at the conference venue). As such, in order to enable a final ranking in a timely manner:

- a). Papers selected as candidates for best paper awards will be presented in sessions on the first or second days of the conference.
- b). Candidates to "Best Student Paper Award" should be exclusively presented by students, though authors may include senior members.

IMPORTANT DATES

Last date of Abstract Submission	May 31, 2019
Intimation of Acceptance of Abstracts	June 5, 2019
Submission of Full-length Papers	June 20, 2019
Last Date for Registration	June 30, 2019
Conference Date	July 5/6, 2019

REGISTRATION FEE

Conference is open only for the registered participants. Registration fee is as under:

For Corporate Sector: Rs.1,500

For Academicians, Governmental Officials, NGO Personal: Rs.1,000

For Research Fellows: Rs.800

ACCOMODATION

The registration fee does not include accommodation charges. Limited accommodation is available in the institute guest house. A wide range of hotels and guest houses are available in the vicinity of the conference venue. The likely tariffs are as under:

Hotels – Rs.1500 to Rs.3000

Guest Houses – Rs.1000 to Rs.2000

For students: Rs.500

Registration fee includes Conference kit and local hospitality. The research fellows/students are required to produce a valid certificate from Principal / identity card of the institute for availing the research fellow/student discount.

PAYMENT MODE

Registration fee should be sent through crossed bank draft in favour of "Doon Business School, Dehradun" payable at Dehradun, to the following address: Dr. B.P. Pethiya, Campus Director & Convener, Doon Business School, MI-122, Behind Pharma City, Selaqui Industrial Area, Dehradun, Uttarakhand 248001. Phone: 0135-2699166 (O). Email: conference@doonbusinessschool.com.

The registration fee may also be deposited online to the following account: NEFT Transfer: Account No 1532000101322875, Punjab National Bank, IFS Code: PUNB0153200, Branch : Race Course, Dehradun.

Important Note: You may submit multiple papers for the conference. However, in the interest of fairness and as a function of the scheduling process, each presented paper must have a separate registered author. Therefore, you may co-author up to 3 presented papers, but there must be 3 registered participants-one available to present each of the three papers. In other words, there must be at least one, paid, in-person registration per paper presented at the conference.

Patron :

Mr. Mohit Aggarwal
Chairman, Doon Business School-Group

Convener :

Dr. B.P. Pethiya (Campus Director)

Co-Convener :

Dr. Nitin Balwani

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MI-122, Behind Pharma City, Selaqui Industrial Area, Dehradun, Uttarakhand 248001

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3rd INTERNATIONAL CONFERENCE

BUSINESS INNOVATION, CREATIVITY & ENTREPRENEURSHIP - ISSUES & IMPERATIVES

5-6 JULY 2019



ABOUT THE CONFERENCE

"We cannot solve our problems with the same thinking we used when we created them" Albert Einstein.

In this fast-changing world, innovation is the key to sustainable growth. We must innovate in a business environment that is increasingly open, unstable and is under constant threat from new business models.

Innovation and creativity are not reserved for startups, established organisations also need to constantly innovate their processes and systems. A culture of curiosity, diversity, collaboration, trial-error should be fostered in every organisation, constantly fed by multiple sources of inspiration.

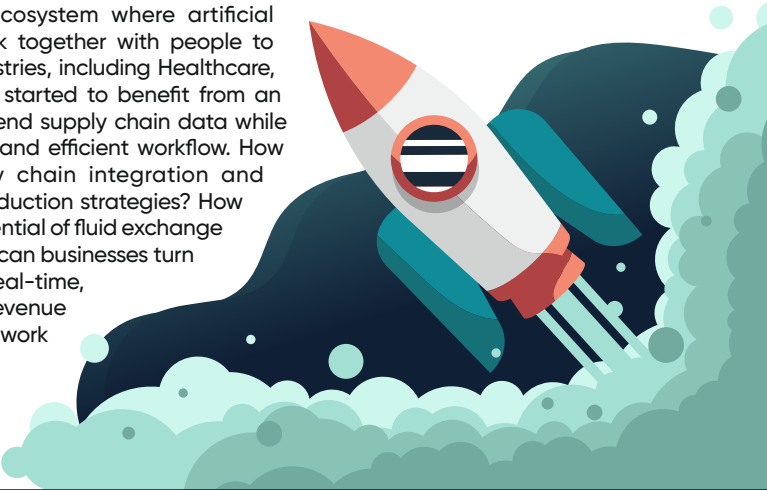
As established industries undergo disruption, what will determine who wins or loses? What are the emerging key challenges and opportunities as traditional industries such as agriculture, energy, finance, health care, manufacturing and transport, to name a few, experience disruption of every aspect of business. How will digital optimization change the way in which value and profit is created? What issues should companies focus on in designing their strategies for the future? How can incumbents resist attacks on their business from firms that have been built on digital mastery from the start?

Makers of physical goods are now facing a world in which everything will be connected, resulting in the generation of massive amounts of new data. How should this data be leveraged and who should leverage it? When should manufacturers seek to turn products into services? Where are the profit-making opportunities likely to be? Entire product lines and whole markets are now being created or destroyed overnight. What will rock the world next? Which new advances will transform life, business, and the global economy and who will be leading them? How would you save your business from attacks from innovative business models. How would you make your internal processes and systems resilient and strong so that they can transform the business from within. Questions that every organisation would love to get answers for.

To imbibe digital and innovation in every aspect of the business, organisations needs to add new skills to its workforce, lose some traditional skill sets, and forge a dynamic team out of old workers and new. This is arguably the toughest leadership challenge as traditional firms transform themselves. What sort of corporate culture is most likely to succeed? How do business leaders identify and employ the right mix of employees and get them to work well together? How can large firms add the “agile” entrepreneurial approaches to the engineering excellence and corporate resilience long cherished by traditional companies?

Increasing power of customers rewards those firms which provide the most suitable value proposition and makes the customer king. New business models create new customers in unexpected places, and lead to fundamental shifts in how products are designed to satisfy their needs. New developments, such as 3D printing, hold out interesting prospects of fundamental shifts in supply chains to locate production and maintenance close to the customer and on real time basis.

Digital supply chain is now a reality, an ecosystem where artificial intelligence, robots and actionable data work together with people to enable new levels of productivity. Several industries, including Healthcare, retail, manufacturing, and transportation, are started to benefit from an ecosystem that not only synchronizes end-to-end supply chain data while simultaneously creating a more sophisticated and efficient workflow. How are the early adopters overcoming supply chain integration and digitalisation challenges and evolving new production strategies? How would the organisations harness untapped potential of fluid exchange of ideas and real-time data transmission? How can businesses turn operational data from perishable clutter into real-time, customer-driven insights that enable new revenue opportunities? And how will this impact the way work gets done by an increasingly mobile workforce?



Communications have an imperative job in current society as the primary channel of correspondence. The entire media landscape is undergoing transformation from the traditional channels to emerging modes of communication. The motivation behind this international conference is to focus on the emerging issues on management and media connections and effect on social culture and consumer/consumer behaviour.

There is growing excitement about the potential of blockchain technology to disrupt a wide range of industries. But how is that hope progressing in practice or is it just a fad, a speculative bubble? Are there any pioneering blockchain initiatives, from finance to healthcare, and how are they shaping up. What needs to happen for blockchain really to take off?

Entire product lines and whole markets are now being created or destroyed overnight. What will rock the world next? Which new advances will transform life, business, and the global economy and who will be leading them? What are they disruptors with the potential to shape the future; individuals who are already planting the seeds of catalytic change, whether as entrepreneurs, policy advocates or researchers.

CONFERENCE THEMES

The main themes of the Conference are (more to be added):

- Pedagogy for Innovation & Entrepreneurship
- Innovation and Entrepreneurship Challenges in Emerging Markets/Economies,
- The Role of Emerging Technologies in Shaping Entrepreneurship;
- Innovations in Marketing/ Advertising/ Branding/ Product promotion, etc.;
- Industry-University Partnerships;
- Innovations in Supply Chain, Production Systems, etc.;
- Developing Innovation and Entrepreneurship Ecosystems;
- Innovations in HR practices, cross-cultural practices, people management, etc.;
- Cross-Cultural Understanding of Innovation, Entrepreneurship and Creativity
- Knowledge and Technology Transformation;
- Innovations in Financing, including Blockchain, FinTech, etc.;
- Entrepreneurship and Knowledge based economy;
- Innovations in Sustainable Development;
- Smart cities and sustainable development;
- Emerging business models;
- Emerging trends in the agrifood sector;
- Digital Advertising: Branded Storytelling.
- Development of Creative Content: Media VsMarket
- Emerging Trends in Social Media Marketing
- User Generated Content and Digital Marketing

ABOUT DOON BUSINESS SCHOOL

Doon Business School (DBS), with integrated mandate of higher education, started its journey about a decade back, in 2007. The DBS provides courses primarily in the areas of Business Management, Agricultural Management and Mass Communication, at both undergraduate and postgraduate levels. The institute endeavours to keep pace with new frontiers of management and contemporary developments to be socially and technically relevant.

One of the premier management institutes in Northern India, Doon Business School focuses on delivering an educational experience par excellence. DBS’ primary objective is to impart education that not just creates erudite employees or managers, but also to create leaders who are going to leave a lasting imprint on the business as well as social sector. DBS provides a wholesome campus experience, where classroom learning is one part and experiential learning is another. Extracurricular activities and fun are equally important parts as well. When students with different viewpoints, different cultural and educational backgrounds come together, and the strong supporting structure (of faculty members) and fertile ground (of opportunities provided by DBS) are provided, Magic is created...

CALL FOR PAPERS

Conceptual, review and research-based papers and field case studies related to the Conference themes are invited. Hard and soft copies of abstract and full-length paper typed in A4 size paper in Times New Roman in single space in MS word in given format should reach us by email to conference@doonbusinessschool.com. The contributed papers for the conference will be published in Edited Conference Volume and will be released and distributed during the conference with conference registration kit. Please format the full paper as per the guidelines and send the abstract and full paper before the suggested deadlines.

TARGET PARTICIPANTS

The Conference would be of great utility for researchers, academicians, policy planners, NGO's and students having interest in innovation, creativity and entrepreneurship.

GUIDELINES FOR SUBMISSION OF ABSTRACTS & PAPERS

Abstracts are invited on any of the above themes or other related areas. The abstracts should not exceed 300 words, should be typed in MS word format with double space leaving 2.5 cm margin on all sides on A-4 size paper. The font should be Times New Roman in 12 pt size. Three to five key words should be given below the abstract in italics. The abstract should be sent through e-mail at conference@doonbusinessschool.com alongwith the registration fees receipt, in case it is submitted online through NEFT, or demand draft in favour of “Doon Business School”, payable at Dehradun. A committee will review the abstracts and decide about the nature of presentation (oral/poster). Author(s) will be intimated regarding the acceptance of the papers. In case of Acceptance, full manuscript should be submitted in Word file and should not exceed 8000 words.

