Ref: CPJ-CHS/2016-17/10016

Date: 12th Aug. 2016.

Respected Madam/Sir,


Business & Technology are the two sides of the same coin. Technology has its impact all over the world. The Business is creating its global networks and hence the need for the security data has increased. Technology can create it's unbelievable impact on different business issues like safety concern, consumer protection & business expansion at global level. The present conference will throw light on how the business & technology are intermingled with each other in the present global scenario. It is one day conference comprising of two technical sessions and each technical session will be addressed by experts in the field of IT, Marketing, Finance, HRM, and Strategic Management etc. The Presented paper will be published in the conference proceedings. Further selected papers will be published in CPJ Global Review with (ISSN No: 0975-1874) of CPJ.

This Conference is intended to provide a common platform for researchers, academicians, experts, burgeoning students, budding professionals, & corporate executives to interact & discuss about the business & technology trends and exchange their views, studies and experiences on the theme.

We would like to take this opportunity to extend a cordial invitation to the Faculty, Researcher, Academician, Students, Budding Professionals & Corporate Executives of your esteemed institution to submit & present paper as per the subtheme of the National Conference on "Emerging Issues in Business & Technology".

Details for the above conference are given in the Brochure attached herewith. For any query/further information please visit our website www.cpj.edu.in or contact the convener/co-convener at the e-mail ids: mohlajp@gmail.com, cpj.conference@gmail.com. Or write us back at Email: cpj.chs@gmail.com, cpj.conference@gmail.com.

Thanking you in Anticipation.

With Best Regards,

[Signature]

Prof. J. P. Mohla

(Director Academics)
About US
Chanderprabhu Jain College of Higher Studies & School of Law run market focused professional programmes in the emerging areas of higher education in the disciplines which have high job potential. The Institute runs full time BBA (G), B.COM (H), BBA (CAM), BCA, BA LL.B. (H) and BBA LLB (H) courses affiliated to Guru Gobind Singh Indraprastha University, Delhi. The credibility of education at the institute is increasingly being realized and recognized by the corporate world.

About the Conference
Business and Technology are the two sides of same coin. Technology has its impact all over the world. The business is creating its global networks and hence the need for the security data has increased. Technology can create it’s unbelievable impact on different business issues like safety concerns, consumer protection, & business expansion at global level. The present conference will throw light on how the business and technology are intermingled with each other in the present global scenario. It is one day conference comprising of two technical sessions and each technical session will be addressed by experts in the field of IT, Marketing, Finance, HRM, and Strategic Management etc. The presented paper will be published in the conference proceedings. Further selected papers will be published in CPJ Global Review with (ISSN No: 0975-1874) of CPJ.

Objectives of the Conference
1. To provide a common platform for researchers and academicians to discuss about the business and technological trends.
2. To address the challenges faced by business organization in today’s scenario.
3. To discuss about the emerging issues in various domains like Marketing, HRM, Banking & finance, IT etc.

Who should attend?
1. Academicians, Researchers and Students
2. Professional, Industrialist and Consultants

Call for Papers
The college invites academicians, professionals and researchers to submit abstracts and full length research papers for participating in the National Conference on “Emerging Issues in Business and Technology”. There are various subthemes related to the topic which provide opportunity to researchers come together to share their views and ideas. Paper submitted should be original work of the author and the same has not been submitted elsewhere. Papers will go through the review and further selected papers will be published in CPJ Global Review with (ISSN No: 0975-1874) of CPJ. Researchers are invited to submit research papers in the area of (but not limited to):

<table>
<thead>
<tr>
<th>Sub Themes</th>
<th>Marketing &amp; HRM</th>
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<tbody>
<tr>
<td>Contemporary Issues in Marketing</td>
<td>Marketing Strategy</td>
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<td>Marketing Myopia</td>
<td>Brand Equity</td>
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<th>Public Administration</th>
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<td>Ethics &amp; Social responsibility</td>
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<td>Global Strategic Mgt</td>
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<td>International Relations</td>
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<th>Banking &amp; Finance</th>
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<td>Bank Debt &amp; Credit Crunch</td>
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<tr>
<td>Contemporary Issues in Finance</td>
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<th>Current Issues in Industry</th>
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<td>Industrial Sickness</td>
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<td>MNC &amp; Domestic Industry</td>
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<th>Role of IT in Management</th>
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<td>e-Commerce</td>
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<td>Competition &amp; Strategy</td>
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<td>Market Entry Strategies</td>
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<th>Sustainability and Economics</th>
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<td>Foreign Direct Investment</td>
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<td>Economic models</td>
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The guidelines for the research paper are:

The first page should contain:
1. Title of the article in bold font style along with name of the author.
2. Affiliation of the organization.
3. Contact and address details (phone no. and email id).

The second page should contain:
1. Title of the article in Time New Romans (size 16 in bold font style).
2. An abstract of the paper in not more than 250 words with 4-5 keywords in Times New Roman (font size 12, double spacing and in italics).
3. Manuscripts/ Full paper length should be in range 3000-4000 words. (MS word, Times New Roman and font size 12).

Important Dates
Submission of Abstract: 10th September, 2016
Submission of Full Paper: 26th September, 2016
Intimation of Acceptance of Full Paper: 30th September, 2016
Last Date of Registration: 5th October, 2016

You are requested to send abstract/ complete paper on cpj.conference@gmail.com

Registration Fee

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<tr>
<th>Category</th>
<th>Fee (Rs)</th>
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<tr>
<td>Students</td>
<td>200</td>
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<tr>
<td>Research Scholars</td>
<td>500</td>
</tr>
<tr>
<td>Delegates from Educational Institutes</td>
<td>1000</td>
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<tr>
<td>Delegates from Public Sector Enterprises &amp; Industry</td>
<td>1200</td>
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The bank account details for NEFT Transfer are as follows:
Beneficiary Name: Chanderprabhu Jain College of Higher Studies
A/ c No: 0113000107645035
Bank: Punjab National Bank
IFSC Code: PUNB0491400
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Participants of National Seminar shall send their research papers and registration form on the following mentioned email address only: Email id: cpj.conference@gmail.com

Other Details
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For further information please contact:
1. Prof. J. P. Mohla, Director
   M: 9711337943,
   Email id: mohlajp@gmail.com
2. Dr. Nisha Jindal, Co-Convener
   M: 9868588179,
   Email id: cpj.conference@gmail.com
NATIONAL CONFERENCE
On
Emerging Issues in Business & Technology
8th October, 2016
Organized by
Chanderprabhu Jain College of Higher Studies & School of Law

Registration Form

Name (in block letters) Dr/ Mr/ Ms___________________________________________________________

Designation and Department_____________________________________________________________________

Nationality____________________________________________________________________________________

Organization: ________________________________________________________________________________

Participant Category (please tick)

Foreign Delegate    Faculty    Research Scholar    Student    Industry Professional    Others

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Phone: (O) ______________________ (R) _________________________________________________________

(M) ________________________ Fax: ____________________________________________________________

Email: ______________________________________________________________________________________

Accommodation required: Yes/ No _______________________________________________________________

Payment Details: DD/ Banker’s Cheque No/ NEFT________________________________________________

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Drawn in favor of_____________ payable at _________________________________towards registration fee.

Place: _________________________ Date: ______________ Signature: ____________________________
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