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ASIAN SOCIAL SCIENCES AND
HUMANITIES ASSOCIATION



IN COLLABORATION WITH

*K. P. B. Hinduja College of
Commerce*

(NAAC Re-accredited grade 'A+')



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AVALOKAN-2018

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2nd INTERNATIONAL CONFERENCE ON

GLOBAL TRANSFORMATIONS IN BUSINESS, CULTURE AND LINGUISTICS

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To
3rd May 2018

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About ASHA

ASHA Publications - Advancing Research, Technology, and Innovation

Aspiring to become a leading global source for SS&H information, ASHA promotes research and innovation through its journals, magazines, and the proceedings from its conferences and symposia. ASHA would like to engage authors who are among the world's leading thinkers in the field, providing original research and first-hand perspectives.

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Main Tracks:

- Accounting and Finance
- Banking and Insurance
- Management
- Linguistics
- Information Technology
- Tourism

Sub –Themes of the Conference

I. Accounting and Finance

- Ind AS and IFRS
- GST
- Capital Market & Mutual Funds
- Commodity and Derivatives Market
- International Finance and Foreign Exchange
- FDI
- ETF's & Index Funds
- Mergers and Acquisitions
- Forensic Accounting

II. Banking and Insurance

- Green & Social Banking
- Innovative products in banking
- Corporate Banking
- Recovery Management
- Risk and Insurance
- CRM related to Insurance
- Micro Insurance
- Liability Insurance
- Risk and Insurance Management

III Linguistics

- Folklore and Folkloristic. Indigenous Culture, Customary Law, Tribal Studies, Music and Performing Arts, Indian Languages, Linguistics, Translation Studies, Other allied disciplines of Humanities and Social Sciences.

IV. Management

Marketing

- Green Marketing • Digital Marketing
- Recent Trends in Marketing
- Social media marketing
- Benchmarking practices in Marketing

Human Resource Management

- MIS in Human Resource
- Performance Appraisal
- Quality of Work Life
- International HRM
- HR Matrix • HR Six Sigma

General Management

- Stress Management • CSR
- Business & Professional Ethics
- Virtual Organizations
- Entrepreneurship and Innovations
- Global Strategic Management

V. Information Technology

- E-Marketing • E- Commerce
- Demonetization to Digitalization
- Development in IT • E-Payments
- Crypto Currency • Cyber Crimes
- IT in Various sectors • E-Procurement
- Artificial Intelligence in Business

VI. Tourism

- Skill Development in Tourism and Hospitality Sectors
- Employability in Tourism and hospitality Sectors

Participants

- Academicians
- Research Scholars
- Corporate Professionals
- Entrepreneurs
- Students

RESOURCE PERSONS

Distinguished faculty from both Industry/Academia will be invited to share their rich expertise and experiences. Resource persons are keen learners comprising scholars, academicians and practitioners who will reorient participants towards pedagogical shifts.

BEST PAPER AWARDS

The best paper certificate will be awarded in each theme for their work of ingenuity, importance and quality of research as adjudged by an awards committee.

About HINDUJA COLLEGE

NATION BUILDING BY CHARACTER BUILDING - Promoting Education and Health

K.P.B. Hinduja College of Commerce was established in 1974 by Late Shri Parmanand Deepchand Hinduja, who was a harmonious blend of philanthropy and mercantile activities. The illustrious man believed in setting aside a portion of the profits from his businesses for charitable activities, especially in the field of education and healthcare, which he considered to be the fundamental right of every human being. He said "My dharma is to work so that I can give." His concern led him to establish the Smt. P.D. Hinduja Trust in 1944 under the aegis of which the college was established. The institution functions under the guidance of the Hinduja Foundation which is a part of the Hinduja Group that was established in 1914.

The college is permanently affiliated to University of Mumbai and recently have been awarded A+(3rd Cycle) by NAAC. Presently the college has more than 6000 students. The institution offers specialization in Management, finance, banking and accounts - BMS, BAF, BBI, BFM, BIM, BTM, BSc IT, BMM, M.Com, and M.Phil. & Ph.D.

About the Conference

Shift in the global economic and political order has made a significant impact on the business patterns across the market taxonomy spread over developed, developing, and emerging markets. Reversal of political ideologies from liberal to protectionist business frameworks are disrupting the trade flows that were rooted in the international economy. The changes in the international business governance not only affects the societal and economic development of the region but also wobbles the mind sets and behaviours of emerging entrepreneurs, collaborators, and stakeholders. Therefore Managers and Researchers are required to identify and understand the environment and respond proactively to the environmental changes. In relevance of this context, **ASHA in Collaboration with K. P. B. Hinduja College of Commerce** is organizing an International Conference on **"GLOBAL TRANSFORMATIONS IN BUSINESS, CULTURE AND LINGUISTICS"**.

The conference aims at providing an opportunity for exchange of ideas and dissemination of knowledge among Academia, Industry, Research Scholars, and Entrepreneurs to identify and craft pioneering strategies to grab the opportunities and overcome the challenges.

Research Contributions are invited in the mentioned themes from global perspective.

PAPER PUBLICATION IN ISSN JOURNAL:

All Accepted papers shall be published in UGC Listed peer reviewed refereed Journal **"RESEARCH MATRIX" ISSN 2321:7073** and will be released during the valedictory session of the Conference.

REGISTRATION AND PAYMENTS:

Registration fees can be paid by Cash / Bank Transfer / DD.

Account details:

NAME : RESEARCH MATRIX NAME OF BANK : BANK OF BARODA
BRANCH : COLLEGE ROAD, JUNAGADH.
ACCOUNT NO : 18660200000322. IFSC CODE : BARBOCOLJUN

Full Paper to Email ID: conferenceasha@gmail.com only.

Paper can also be directly uploaded on our website www.ashaconnect.org

After depositing the Registration fees, kindly send us a scan copy of the DEPOSIT SLIP/TRANSACTION ID on email: assoasha@gmail.com. The registration process is not complete unless we receive transaction details.

ABOUT REGISTRATION

For further details viz:

Registration Procedure, Registration Fees, schedules, Paper submission guidelines, registration forms, and Author self-Declaration forms please visit our website

www.ashaconnect.org.

Each author must register separately.

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