

**CHIEF PATRON****Dr. S. S. Razi**

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**Mr. Jasbir Dhanjal**

Registrar, ARKA JAIN University

**CONFERENCE GENERAL CHAIR****Dr. Angad Tiwary**

Dean, School of Commerce and Management, ARKA JAIN University

**CONFERENCE CONVENERS & CHIEF REVIEWERS****Dr. Charu Wadhwa**

Program Coordinator,

School of Commerce and Management

**Dr. Smruti Patre**

Associate Professor,

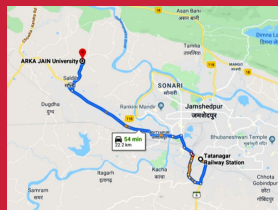
School of Commerce and Management

**CONFERENCE COORDINATING COMMITTEE AND REVIEW PANEL**

Dr. Pimpi Das Sengupta, Dr. Soniya Riyat, Ms. Priya Raman, Mr. Mukul Pandey, Mr. Jigar Rupani, Mr. Rajeev Sinha, Mr. Ratan Kumar Singh and Mr. Abhishek Upadhyay

**ADVISORY COMMITTEE**

Dr. Jyotirmaya Sahoo, Mr. Ashwini Kumar, Mr. Arvind Pandey, Ms. Rajkumari Ghosh, Dr. Rahul Amin, Ms. Nikunj Naredi, Mr. Vivekanad Singh, Dr. Santosh Singh

**ADMISSION OFFICE :** D-28, Danish Arcade, Opposite Asian Inn Hotel, Dhatkidih, Jamshedpur - 831001**CAMPUS ADDRESS :** Opposite Kerala Public School, Mohanpur, Gamharia, District Seraikela Kharsawan, Jharkhand - 832108**GOOGLE MAP OF THE CAMPUS****For more details, contact-** Dr. Charu Wadhwa | Dr. Smruti Patre, Conference Conveners, [conference@arkajainuniversity.ac.in](mailto:conference@arkajainuniversity.ac.in)[dr.charu@arkajainuniversity.ac.in](mailto:dr.charu@arkajainuniversity.ac.in) [dr.smruti@arkajainuniversity.ac.in](mailto:dr.smruti@arkajainuniversity.ac.in)

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[www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in)**Paper/Article/Case Study Submission**

- Paper/Article/Case Study should be original and unpublished and should not exceed 3000 words
- Author and Co-Authors should register separately
- Format: Margins: 2.5 cm; Font- Times New Roman; Font Size- 12; Spacing: 1.5; Justified Alignment

**Best Paper/Article/Case Study/Poster Awards:**

- There shall be one Award from each category: Paper; Article; Case-study and Posters, which will be felicitated in the 'Concluding Ceremony'.

**Registration Fees**

REGISTRATION CATEGORY	FEES (INR)
Students	500
Research Scholars	1000
Academicians	1200
Corporates	1500
HR Professionals (from Academics & Corporates)	1500
Participation (Without Paper Submission)	500

**Payment Details:****The Registration amount can be paid in any of the following forms**

- Cash (Payment at our City office or at Campus)
- Demand Draft (Payment at our City office or at Campus)
- N.E.F.T./R.T.G.S.
- Online payment (through web link)
- Accommodation: Accommodation will be provided, on request, on payment basis. An email containing the request should be forwarded by April 02, 2020.

➤ Demand Draft should be in favour of 'ARKA JAIN University'

➤ Online Link- [www.arkajainuniversity.ac.in/conference](http://www.arkajainuniversity.ac.in/conference)

➤ N.E.F.T./R.T.G.S:-

- Account Name- **ARKA JAIN UNIVERSITY**
- Account Number- **60273286728**
- Name of Bank- **Bank of Maharashtra**
- Branch- **BISTUPUR, JAMSHEDPUR**
- I.F.S.C. Code - **MAHB0001241**

**NATIONAL CONFERENCE****MPYTT  
2020****Managerial Perspectives - Yesterday, Today and Tomorrow  
CONFERENCE BROCHURE**ORGANIZED BY  
School of Commerce & Management, ARKA JAIN University**Date: 17 & 18 April 2020**



### About JGI, Jamshedpur

Established in the year 2011, as Jain College, JGI Jamshedpur, has become a paradigm of quality education in Jharkhand. Promoted and managed by JGI Bangalore, it has grown from 34 students in its 1st year to more than 2000 students today, grown from a college to the 1st Private University of Jharkhand.

### About ARKA JAIN University, Jharkhand

In February, 2017, ARKA JAIN University was established by the 'Jharkhand State Legislature' under "The ARKA JAIN University Act". The University is a government recognized University (Recognised by UGC), with the right to confer degrees as per the Sections 2(f) and 22(i) of the UGC Act, 1956. ARKA JAIN University is the 1st private university of Jharkhand, with state-of-the-art infrastructure and facilities, which are unmatched in the region. The sprawling campus of the university is situated at Gamharia, District- Seraikela- Kharsawan, 13 km, from the Steel City, Jamshedpur. The University offers industry-relevant multi-disciplinary programmes of Undergraduate levels and Post-graduate levels. We currently offer 2-year full time P.G. programs like MBA, MCA, M.Com. and Full Time Under-graduate courses: BBA, B.Com., BCA, B.Sc. (IT), B.A. (various streams), B.Tech. & Polytechnic Courses (various streams), B.Pharm, BBA.LLB, B.Optomety, B.A.(Fashion Design) etc.

### About National Conference – “Managerial Perspectives- Yesterday, Today and Tomorrow” (MPYTT’2020)

The School of Commerce and Management, ARKA JAIN University, is proud to announce the National Conference titled “Managerial Perspectives- Yesterday, Today and Tomorrow” (MPYTT’2020).

### The objectives of the conference are:

To provide a special forum to present and discuss research on multiple areas of management viz. Planning; Marketing; Finance; Human Resource Management; Economics; Statistics; Business Management, Entrepreneurship, Information Technology, Strategic management, Digitalization, etc. in the Context of the changing and/or emerging ideologies and methods and future perspectives, etc.

To facilitate sharing of research-based managerial knowledge among academicians and practitioners. These objectives will be achieved through multi-disciplinary research-based idea generation and discussions. The attempt is to bring about richness in discussion by encouraging contributions from researchers across academic institutions and industry, nationwide.

### Conference Highlights:

- Versatility in participants- Corporate, Academicians, Research Scholars and Students
- Pre-Conference Workshop by Experts
- Coverage of multiple areas of management- Planning; Marketing ; Finance; Human Resource Management; Economics; Statistics; Business Management, Entrepreneurship, Information Technology, Strategic management, Digitalization, etc
- Best Paper Awards

### Call for Research Papers/Articles/Case Studies/Posters

A potential participant can submit his/her work in any of the following forms:

- Original Research Paper
- Original Article
- Original Case-study
- Original Poster

### Process of Submission:

The Abstract/Paper can be submitted via email to- [conference@arkajainuniversity.ac.in](mailto:conference@arkajainuniversity.ac.in). The same could also be submitted via website link available at [www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in). All submissions will go through a process of blind review by a panel of experts and the accepted Abstracts/Papers/Articles/Case-studies, will be published in the form of Book, with ISBN Number .



### Conference Tracks/Areas:

The Articles/Research Papers/Case-studies/Posters, etc can be submitted in any of the following areas:

- Planning & Strategy
- Managerial insights
- Marketing
- Finance, Accounting & Banking
- Emerging roles of Women in Business
- Human Resource Management
- Commerce
- Trade & Business
- Role of I.T. in management
- Digitalization in business
- Social media marketing
- Public-Private Partnership
- Start-ups management & Business Models
- International trade, Business and marketing
- Entrepreneurship development
- Economics
- Business Analytics & Operations Research
- Business and Corporate Laws
- Industrial relations and Labor Laws
- Insurance

### Important Dates

- Submission of Abstract- March 4, 2020
- Confirmation of Acceptance of Abstract- March 12, 2020
- Submission of Full Papers/Articles/Case-Study/Poster-March 20, 2020
- Last date of Registration- March 28, 2020
- Conference Dates- April 17-18, 2020

### Submission guidelines

#### Abstract Submission

- Abstract must include the Title, objectives, methodology and managerial implications, followed by
- Name(s) of Author and Co-authors with the affiliations, Email ID and Phone Number.
- Maximum Keywords- 5
- Length: 250 Words
- Format: Margins: 2.5 cm; Font- Times New Roman; Font Size- 12;
- Spacing: 1.5; Justified Alignment