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## NATIONAL SEMINAR

on

## CASE STUDIES IN MANAGEMENT, COMMERCE AND ECONOMICS

April 12-13, 2019



*Organised By*



**INSTITUTE OF MANAGEMENT,  
COMMERCE AND ECONOMICS**

**SHRI RAMSWAROOP**

**MEMORIAL UNIVERSITY**

(Established by UP Govt. Act 1 of 2012)

**Lucknow- Deva Road,  
Uttar Pradesh - 225003 (India)**

[www.srmu.ac.in](http://www.srmu.ac.in)

### ABOUT SRMU

SRMU was established in the year 2012 as a private University. It is recognized by University Grants Commission (UGC). SRMU is a confluence of academic, cultural and intellectual resources. SRMU seeks to achieve the highest levels of distinction in the innovation and transmission of knowledge and understanding. SRMU has nine institutes which offer a wide spectrum of choice for the students to choose undergraduate, post graduate and Doctoral programs in Management, Commerce, Economics, Engineering, Bio-Technology & Bio-Sciences, Computer Applications, Journalism & Mass Communication, Legal studies, Basic Sciences & Humanities and Education & Research.

### ABOUT IMCE

The Institute of Management, Commerce and Economics was started in the year 2012. IMCE seeks to be a trail-blazer in management education through strong academic-industry collaboration, promoting entrepreneurial programs, and developing international initiatives and alliances. IMCE thrusts on creating an innovative, ethical and intellectual environment with a focus on leadership and management in a technology intensive global market. The Institute offers flagship MBA, BBA, B.Com. (Hons.), B.A. Economics (Hons.) and Doctoral programs. IMCE has been playing a pivotal role in the growth of students and scholars through blend of theory and practice, using highly innovative teaching pedagogy.

### ABOUT SEMINAR

Case based studies are critical to both academia and industry. The case method is an active learning method, which requires participation and involvement and its learning outcome have greater rewards for faculties, industries and students.

This seminar aims at welcoming researchers, faculty, industry professionals and government officials in the field of evidence based studies. The purpose of this seminar is to provide a forum for exchange of ideas among Faculty Members, Research Scholars, Corporate and Government Officials in Technical, Management, Commerce and Economics disciplines.

### CALL FOR PAPERS

Case studies are invited in Management, Commerce and Economics. Suggested areas of the case studies are:

#### Management:

- General Management
- Digital Marketing, Green Marketing, Rural Marketing
- Upcoming Trends in Manufacturing and Service Industry
- HRM Trends and Challenges
- Organizational Change, Development, Leadership
- Mergers and Acquisitions
- Emerging Trends in Corporate Finance
- Corporate Governance & Business Ethics
- Disclosures and Earnings Quality

- E-commerce, IT and its implications
- Public Private Partnership
- Corporate Social Responsibility
- Supply Chain Management
- Best Practices

#### Commerce

- Market Micro-Structure
- Derivatives and Regulation
- Forensic Accounting
- Asset Liability Management
- Environmental Accounting
- Financial Re-engineering
- Technology and Auditing
- Banking, Insurance, E-banking
- Financial Inclusion, women empowerment, SHGs
- Carbon Credit Accounting
- Corporate Reporting Practices, IFRS
- Financial Institutions and Market Linkages

#### Economics

- Liberalization, Privatization and Globalization
- Policy Framework for Growth
- Environment and Sustainability
- National Accounting
- FDI and FII: National Growth Perspective
- Monetary Policy and Fiscal Policy Reforms
- GST, Demonetization
- Recent Government Schemes/Initiatives
- Rural Development, Urbanization
- Agriculture and Agri-Business & Allied Sectors
- Manufacturing Sector, MSME
- Service Sector - Banking, Insurance, Travel and Tourism, Telecom etc.
- Economic Growth and Development
- Public Finance and Policy
- Economic Planning and Policy

#### Abstract Submission for Registration:

Send your abstract in Maximum 300 words in the following order at [researchpapers.imce@srmu.ac.in](mailto:researchpapers.imce@srmu.ac.in) : a) Title, b) Author(s) name with Institution affiliation & email-id., c) Body of Abstract with Key Words. *Please send duly filled Registration form (attached) along with fee as per the schedule of Registration. However, last date for submission of full paper will be 31<sup>st</sup> March, 2019.*

#### Paper Submission Guidelines:

The content of the paper shall be submitted in MS-Word format, 12 point, Times New Roman font, 1.5 line spacing. Citation and references should be in American Psychological Association (APA) style. Editorial Committee reserves the right to accept or reject the paper at their discretion. Final selection of a paper would be communicated to the first author only.

#### Publication Advantage:

Participants interested for publication of case studies are required to submit a self-certified undertaking stating that the submitted case study is their original work and is not published anywhere nor has been sent for publication. Accepted case studies shall be published in book form with an ISBN number. First author of the best TWO case studies shall be offered to be on the panel of the Editorial Board of the book to be published.

#### Registration

##### Fee Details:

	Early Bird (on or before March 10, 2019)	After March 10, 2019	On the Spot Registration
Corporate Executives/ Govt. officials	₹ 1500	₹ 1800	₹ 2000
Academicians / Research Scholars	₹ 1200	₹ 1400	₹ 1500
Students	₹ 750	₹ 900	₹ 1000

- Registration fee includes Seminar Kit, Certificate, Lunch and Refreshment.
- 20% discount on Group Registration (Three or more).
- Certificate of Participation/ Paper Presentation will be issued to the registered participants.
- Joint authors are required to register separately for issue of certificate.

#### Mode of Payment:

Fees can be paid in cash during working hours of the University or through online mode.

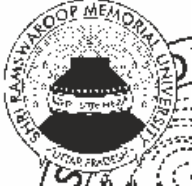
#### Details For NEFT:

Name of Beneficiary : Shri Ramswaroop Memorial University  
Bank Name : Bank of India  
Account No. : 752920110000006  
IFSC Code : BKID0007529  
Branch : Handori Branch, Barabanki, U.P.

#### Boarding & Lodging

Participants will make their own arrangements for accommodation. However, stay arrangements for outstation participants may be facilitated in tie-up hotels at the discounted rate and all expenses will be borne by the participants. For queries, please send a mail.

**E-mail :** [researchpapers.imce@srmu.ac.in](mailto:researchpapers.imce@srmu.ac.in)  
**Contact:** 9651354068 / 9918101104 / 9452402845  
**Last date for Submission of Full Paper:**  
**31<sup>st</sup> March, 2019**



# REGISTRATION FORM

Institute of Management, Commerce and Economics  
**SHRI RAMSWAROOP MEMORIAL UNIVERSITY**  
**LUCKNOW**

## **NATIONAL SEMINAR**

on

**CASE STUDIES IN MANAGEMENT, COMMERCE AND ECONOMICS**  
**April 12-13, 2019**

Please fill the particulars below in CAPITAL LETTERS:

**Name :** \_\_\_\_\_

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