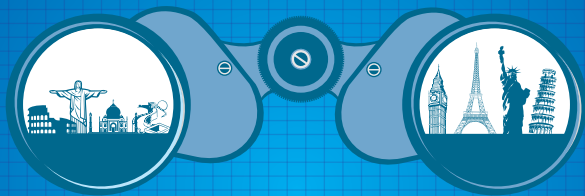


International Conference
on

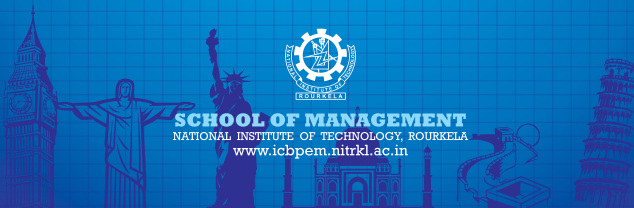


BUSINESS PARADIGMS IN EMERGING MARKETS

12th - 13th Dec. 2014



SCHOOL OF MANAGEMENT
NATIONAL INSTITUTE OF TECHNOLOGY, ROURKELA
www.icbpem.nitrkl.ac.in



CONFERENCE THEME

Emerging markets and their emergence is one of the most important trends in this age of globalization. In just a matter of few years, billions of citizens across the world are transforming their lives from unprivileged to modern consumer lifestyles. This remarkable revolution is very much evident in emerging economies than anywhere else in the world. Yet this revolution offers some tough challenges of culture conflict, intense competition, dynamic market place and conformance to environmental and social standards. In the early stages of our discipline focus was more on developed markets, while it is now well-accepted that further development depends on extending our research to emerging markets, where the majority of humankind resides and where 80% of the world's economic activity will take place within the next two decades.

Of late researchers and practitioners from diverse discipline are focussing their attention to understand emerging markets. These research questions the generalizability and assumptions of theories that traditionally have informed marketing scholarship and business practice. This is because of the fact that emerging markets represent significant deviations from the theories originated in and for the developed markets. The assumptions were focused on cosmopolitan, high-income and industrialized countries which need to be adapted to relatively orthodox, low income and developing nations. Therefore the questions in hand are: Do our existing theories generalize to the diverse, rapidly changing, and very different contexts of emerging markets? Can emerging market theories already developed are ideal and sufficient to provide new insights? and many more such questions....

This international conference on "Business Paradigms in Emerging Markets" will attempt to answer the above issues and concerns by bringing together distinguished panels of speakers, management experts and thought leaders from around the world to debate and discuss theory and practice in emerging markets.

CONFERENCE HIGHLIGHTS

1. Professional Development –

- a. FLS-SEM Pre-conference workshop
- b. Research Scholar competitive paper tracks to provide an opportunity to receive critical feedback on submitted papers in the review process as well as the opportunity to present accepted papers in a professional conference.
- c. Interactive paper sessions for those papers earlier in development or work-in-progress pieces which could benefit from informal feedback from other participants.

2. Publishing Opportunities -

The best selected papers of the conference will be considered for publication in special issues of the following journals:-

- ★ International Journal on Emerging markets (IJoEM)- Emerald Publishing
- ★ International Journal of Business Environment-Inderscience
- ★ International Journal of Business and Globalisation-Inderscience
- ★ International Journal of Business Excellence-Inderscience

3. Conference Awards –

Prestigious awards will be given for the conference Best Paper & Best Ph.D. research scholar paper. We will also recognize the best reviewer.

4. Fun in the Con! –

Develop friendships and collaborative opportunities in the beautiful NITR campus with beautiful places of visit nearby.

KEY SUB THEMES

- ★ Marketing Paradigms in Emerging Markets
- ★ Managing Finance & Banking in Emerging Markets
- ★ Human Resource Management in Emerging Markets
- ★ Business Analytics & Information System
- ★ Emerging Economies & their Economics
- ★ Entrepreneurship & Innovation in Emerging Markets
- ★ Managing Agribusiness in Emerging Markets:
- ★ Managing Intellectual Property in Emerging markets

GUIDELINES FOR ABSTRACT SUBMISSION:

Authors may log in to the conference website www.icbpem.nitrkl.ac.in for online submission of the Abstract and Full paper. Selection of papers for presentation will be based on detailed abstracts. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. The author(s) should clearly mention under what area of interest of the conference the abstract is to be included. They should adhere to the following for both abstract and full paper:

Length	Abstract: Maximum 500 words Full Paper: Max 6,000 words excluding title / cover page and references
Margins	2.5 cm. or 1 inch
Font	Times New Roman, 12 point
Spacing	1.5
Title page	Title, author(s), affiliation(s), contact details
Key words	Four to Five

Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. A soft copy of the abstract in MS-Word should reach the conference coordination committee not later than **September 28, 2014**. Authors will be notified of acceptance by **September 30, 2014**. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper. In case a paper is submitted for presentation in absentia, a processing fee of Rs. 2500/- would be charged.

GUIDELINES FOR FULL PAPER SUBMISSION:

One soft copy in PDF format of the paper selected for presentation at the conference will have to be submitted to the conference coordination committee by **October 30, 2014**. Papers must include a clear indication of the purpose of research, methodology, major results, implications, and key references. For referencing purpose authors should follow the APA style. Submissions for the special issue will be sourced from the best papers of the 2014 BPPEM conference. Based on editorial review, top-rated papers will be invited to go through additional peer review to be considered for publication. Manuscripts for the special issue should be submitted through the IJoEM website: <http://mc.manuscriptcentral.com/ijoem>.

REGISTRATION DETAILS

Registration fee will include inaugural dinner, lunch and tea for the conference days, and a copy of the conference proceedings. Registration forms can be filled online from the conference website and a downloaded copy of the same should be sent along with the demand draft or the Electronic Wire Transfer Receipt. To cancel a registration, please send an email 15 days prior to the conference date to icbpem@gmail.com and include 'Conference Registration Cancellation' in the subject line.

Category	Indian Delegate	Foreign Delegate
Academicians	₹ 3000.00	\$ 150
Corporate Executive	₹ 5000.00	\$ 200
Research Scholar	₹ 2000.00	\$ 100

PAYMENT DETAILS

A Demand draft of requisite fee may be made in favour of "Convener, ICBPEM-2014" payable at Rourkela and sent along with the downloaded registration form to the conference secretariat. You may choose to pay the amount through NEFT with above details:

Account No.	33992509808
AC Name	Convener, ICBPEM-2014
IIFC	SBIN0002109
SWIFT CODE	SBININBB137
MICR CODE	769002007
Bank Name	State Bank of India

Once the payment is done on DD or on Electronic Wire Transfer, please send a mail to icbpem@gmail.com so that we can acknowledge receipt of the same.

Addressed to:

Conference Secretariat,
School of Management,
National Institute of Technology, Rourkela,
Odisha-769008, India

ACCOMODATION

The conference will be held on the campus of the Institute. Limited number of rooms are available at the Institute Guest Houses located in the campus for conference participants on payment on first come first basis. Request for reservation of room should be sent along with full payment by November 10, 2014. Alternatively, you could reserve a room at any of the leading hotels in Rourkela. You may like to contact the hotels directly to reserve your accommodation. Most of these hotels are within a radius of seven to eight kms from the campus.

Key Dates

EVENT	DATE
Last Date for Abstract Submission	September 28, 2014
Notification of Acceptance of the Abstract	September 30, 2014
Last Date for Submission of Selected Papers	October 30, 2014
Last Date for Registration Fees	November 10, 2014
Conference Dates	December 12-13, 2014

CONFERENCE COMMITTEE

Prof. Sunil Kumar Sarangi,

Patron

Local Organizing Committee:

Prof. Chandan K. Sahoo

Chairman

Prof. Rajeev K. Panda

Convener

Prof. Dinabandhu Bag

Co convener

Prof. S.H. Uzma

SM

Prof. N.M. Leepsa

SM

Conference Advisory Committee:

Prof. Sunil Kumar Sarangi, Director, NIT Rourkela, India

Prof. Richard Lynch, Emeritus Professor, Middlesex University, UK

Prof. Ilan Alon, Rollins College, USA

Prof. Duane Windsor, Rice University, USA

Prof. Rangamohan V. Eundi, Youngstown State University, USA

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Prof. Sanjay Patro, Professor, Professor, XLRI

Dr. Soumendra Dash, Principal Credit Officer, ADB

Prof. Babulal Jain, President, Worlpo BPO Forum.

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