



**Jeevan Jyot Educational Charitable Trust**  
**Reena Mehta College Of Arts,  
Science, Commerce and  
Management Studies**

**(Affiliated to University of Mumbai) (Gujarati Minority)**  
**(NAAC Accredited) (ISO Certified)**

**One Day National Conference on**

**Improving Global Competitiveness:  
Innovation, Management,  
Governance & Leadership  
(An Interdisciplinary Approach)**

**On 29th of September 2018**

**Organised by**  
**IQAC**  
**&**  
**Department of Commerce**

**Chair Person**

**MRS. REENA N. MEHTA**

**Vice Chairman**

**MR. NARENDRA S. MEHTA**

**Trustee**

**MR. SUNNY N. MEHTA**

**Convener**

**DR (MRS) SATINDER K. GUJRAL**

**\* Venue \***

**RMC AUDITORIUM**  
**NEAR FLY OVER, 150 ROAD, OPP. MAXUS**  
**MALL BHAYANDER (WEST), THANE- 401101.**

**ABOUT COLLEGE**

Reena Mehta College of Commerce and Management studies with Jeevan Jyot as its parent company was established in the year 2003 by the founder and chairperson Mrs. Reena Mehta. At present the college conducts Bachelor of Commerce (B.Com), B.Com (Accounting and Finance), B. Com (Banking and Insurance), BMS (Bachelor of Management Studies), BMM (Bachelor of Mass Media), B.Sc. IT (Bachelor of Science in Information Technology). All the courses are affiliated to University of Mumbai.

Reena Mehta College concentrates on the path of 'Holistic' and 'Quality' education to individual student. We believe that teaching is the art of simplifying knowledge and information without diluting it.

**PATRON**

Dean, Faculty of Commerce

**Dr. Ajay. M Bhamare**

**Organizing Committee**

- **Dr. Jitendra Ahirekar**
- **Dr. Chetana Chheda**
- **Mr. Rahul S. Mukherjee**
- **Mrs. Rinkle R. Solanki**
- **Mrs. Urmila A. Chauhan**
- **Mrs. Ankita P. Naik**
- **Mrs. Supriya S. Singh**
- **Ms. Amna J. Hussain**

**CONTACT DETAILS**

- Assit.Prof.Vinay S. Hatole - 9579260877
- Mr. Rahul S. Mukherjee - 7276369236
- Mrs. Urmila A. Chauhan - 8108341953

## Sub-Themes

### Diverse Facets & Dimensions of Global Competitiveness

- Contemporary Issues, Practices & Strategies in (Global) Finance
- Infrastructure Development
- Financial Markets
- Financial Engineering and Risk Management
- Foreign Direct Investment - FDI
- Recent Trends in Financial Products and Services
- Value Based Management
- Health and Education
- Shareholder Value Creation
- Corporate Governance
- Hospitality and Tourism

### Contemporary Issues & Strategies: 'Governance', 'Technology' & 'Innovations'

- Governance and Digitalization
- Corporate Social Responsibility (CSR)
- E-Governance
- Impact of Information Technology on Global Competitiveness
- Business Analytics
- Contemporary, Issues And Strategies in Innovation
- Demonetization
- GST
- Innovation in Accelerating Digital India Initiatives - Make in India - Skill India - Start-up India - Stand-up India

### Contemporary Issues in 'HRM, Leadership & Entrepreneurship'

- Contemporary (Global) HRM Practices, Issues and Strategies
- Talent Management
- Training and Development
- Impact of Information Technology on HRM Strategies and Practices
- Skill Development
- Contemporary, Issues And Strategies in Entrepreneurship
- Social Entrepreneurship
- HR Analytics and Metrics
- Entrepreneurial Leadership

### Contemporary Issues in 'Marketing'

- Impact of Information Technology on Marketing Strategies and Practices
- E-Marketing
- Contemporary (Global) Marketing Practices, Issues and Strategies
- E-Commerce
- Data Analytics
- M-Commerce
- Customer Relationship Management (CRM)
- Social Media

## SUBMISSION INFORMATION

**Format of Research :** Full length paper word limit paper 1500-2000 Words.

**Medium :** English - Font - Times New Roman, font size 12  
Marathi & Hindi font name APS - DV - Priyanka or DVB-TTSurekh, Kruti Dev 010.

**Format of The Paper :** PageMaker 7.0/M.S. Office

**Please mention your mobile No. and E-mail ID**

## REGISTRATION FEES

Registration	Amount	Spot
Student	1000 (Till 15 Sept. 2018)	1200
Faculty / Delegate	1200 (Till 15 Sept. 2018)	1400

The Conference Proceedings and Full Paper will be Published in (Marathi, Hindi, English) in Book Identified with ISSN number. **Last Date : 15 September 2018**

### PAPER PUBLICATION IN ISSN JOURNAL

All Accepted papers shall be published in peer reviewed referred & UGC listed Journal No. **40776 "AJANTA"**  
**ISSN: 2277-5730** with Impact Factor **5.5**  
(www.sjifactor.com) and will be released during the valedictory session of the Conference.

### PAYMENT MODE

Registration fees and paper along with Cash/Account/Cheque/Demand Draft Drawn in favour and send to "**Ajanta Prakashan**" Jaisingpura, Near University Gate, Aurangabad (M.S.)

Account Name : Ajanta Prakashan  
Account No. : 32856592267 (State Bank of India)  
IFS Code : sbin0007919  
Branch : Samarth Nagar, Aurangabad. (M.S.)

**Fees + 50 Rs. Bank Charges**

**Mail on : reenamehtaconf.2018@gmail.com**  
**www.ajantaprakashan.com**