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AHEAD. FOR LIFE.



*Ansal University, India
&
Valparaiso University, USA*

invite you to

*Joint International Conference on
Competitive Strategies in Emerging Markets*

ICSEM 2018



06 – 07 MARCH, 2018

ANSAL UNIVERSITY, GURGAON

About Ansal University

Ansal University is dedicated to providing an advanced quality of education with a futuristic approach for students drawn from around the world in the disciplines and professions that have the greatest bearing on the future of India and the World. The event has been conceptualized by the School of Management Studies (SMS), which is a leading business school in the region, offering under-graduate, post-graduate and doctoral level courses in management. The school differentiates itself from other business schools by providing students the culture of innovation, creativity, team spirit and problem solving ability. Apart from the curriculum, the students undertake various courses on value added certificates and are multidisciplinary in nature.

About Valparaiso University

Valparaiso University or Valpo is a regionally accredited private university located in the U.S. city of Valparaiso, Indiana. The University enrolls more than 4,000 students from over 50 countries. Valpo consists of five undergraduate colleges, a graduate school, and a law school. Valparaiso University founded in 1859 as one of the first coeducation colleges in the United States, is the largest independent Lutheran university in U.S.A. Valpo offers a thorough grounding in the liberal arts as well as professional training, helping students find their own paths to lifelong personal, spiritual, and professional growth.

About ICSEM 2018

Gone are the days when the world was ruled by the developed nations. Today every one has their eyes on the developing nations that are becoming the economies that rule the world. Most specifically the four most prominently emerging economies are that of BRICs nations (Brazil, Russia, India, China). To enter, survive and flourish in these markets one needs to be sharp and extremely calculative. Many business have stepped up to the next level in this environment while many others have not been able to sustain the competition. This conference takes up this very theme to understand the strategies in the emerging markets such as India and how these competitive strategies intend to change the world tomorrow.

Call for Papers

Academicians, Research Scholars, Management Students of B-Schools and Industry delegates, all are invited to contribute their research papers and case studies in the Conference. Only original and unpublished work in various functional areas of management (HR, Marketing Finance, International Business, Accounting, Business Analytics, Information Technology) will be accepted for the Conference.

Indicative Broad Sub Themes:

- Global Business Strategies
- Surviving in Competitive Environments
- Issues and Challenges of Emerging Markets
- Government Initiatives for a Better Tomorrow

Important Dates

Last date for submission of Full Paper:	September 15, 2017 (Friday)
Notification of acceptance of Full Paper:	October 13, 2017 (Friday)
Early Bird Registration	November 10, 2017 (Friday)
Final Registration	December 01, 2017 (Friday)

Registration & Payment

Category of Delegates	Early Bird Registration	Regular Fees
Students	₹ 1,000	₹ 1,500
Research Scholars	₹ 1500	₹ 2,000
Academicians/ Industry	₹ 2,500	₹ 3,500
Foreign Nationals	USD 250	USD 350

Participants may pay online along with duly filled Delegate Registration Form (enclosed herewith) and email a signed scanned copy of the same to:

icsem2018@ansaluniversity.edu.in

Alternately, they may send the Registration fee through bank draft in the favour of Ansal University, payable at Delhi alongwith duly filled Registration Form and courier the same to Conference Convener- ICSEM 2018, Ansal University, Sector 55, Golf Course Rd, Gurgaon, Haryana 122003.

Bank details are as follows:

Bank Name: YES BANK

Account number : 000380200001999

IFSC Code: YESB0000003

Bank Address: Plot No. 11/48, Diplomatic Enclave, Malcha Market, Chanakyapuri, New Delhi -11002

International Participants are requested to convert their Registration Fee into INR and transfer the same using NEFT as per above mentioned details.

Travel & Accommodation

The new corporate hub and the millennium city of Gurgaon is just 20 minutes from the Delhi IGI Airport and is part of the National Capital Region (NCR). With strong presence of multinationals and Delhi Metro, the culture in the city is truly cosmopolitan. Its proximity to Delhi makes it an attraction to corporates and tourists alike, as Delhi is said to be one of the oldest existing cities in the world. Legend estimates it to be over 5,000 years old. It has rich heritage and places of tourist interest around and near by Delhi including the famous Taj Mahal at Agra. Link of tours service providers is available from Ansal University. We will be glad to assist you to make your conference experience enjoyable and comfortable, besides intellectually and professionally enriching.

Ansal University extends assistance to accommodation in hotels in Gurgaon at the expense of the participants. Gurgaon has the state of the art luxury five star and seven star hotels. Limited accommodation for the participants is available at campus guest house as well on first come first serve basis. Intimation of reservation of the room should be sent along with the registration form. Information about the hotels in Gurgaon is available on the conference website.

Publication Opportunity

- ⇒ Selected papers of the Conference will be globally published in the form of Edited Book by a **Global Publisher**
- ⇒ Quality Research work would be published in the special issue of the bi-annual international journal—**Ansal University Business Review AUBR** (ISSN : 2320 0502)

Guidelines for Authors

- ⇒ Title page should contain, Title of the paper, Name of the Author (s), Organization Affiliation, Contact Details, Abstract (500 words), Keywords (4-5)
- ⇒ Full Paper (5000-7000 words), A4 size, MS-Word, Times New Roman, Heading 14pt, Text 12 pts, Line Spacing Single, All margins 1.5"
- ⇒ References APA Style
- ⇒ Tables and Figures must have titles and be numbered and should be incorporated into the text of paper as close to where they are first referred.