

**Notification for National Conference on “India under Transformation from Developing to Developed (Opportunities and Threats under Various Industry Segments)”**

To,

The Directors, Principals  
All Affiliated Institutes  
Uttarakhand Technical University

Sir / Madam,

Doon Business School, Selaqui, Dehradun is organizing a **National Conference** on “**India under Transformation from Developing to Developed (Opportunities and Threats under Various Industry Segments)**” on 7<sup>th</sup> and 8<sup>th</sup> July, 2017.

Last date for registration : 6 July, 2017

Venue : Doon Business School Auditorium

You are kindly requested to nominate your faculty and students of Masters Programs to attend the conference and share their thoughts on the topic with eminent personalities from the field of Academics, Industry and Government who will be gracing the conference with their presence.



**Mr. H S.Grewal,**  
**Convener, National Conference**  
**Doon Business School**  
**Dehradun**

**National  
Conference on**

**INDIA**

**Under Transformation  
from Developing to Developed  
(Opportunities & Threats under  
various Industry Segments)**

**7 & 8 July, 2017**



**122-MI, Behind Pharma City, Selaqui, Dehradun-248011 (INDIA)  
Tel: 0135-2699166, 2699085**

## About the Conference

In recent years, India's growth story has been difficult to ignore. She is transforming into a younger, richer, transparent, open, digital ecosystem. And the Indian technology revolution, a key contributor to this growth and transformation, has been remarkable. When a country transforms itself, social and economic structures change rapidly and trigger alterations in almost all spheres. Areas such as such education, water supply, food security, health system, agriculture, infrastructure etc. are all seeking development. India is therefore seen as a destination for innovation, digital transformation, manufacturing and infrastructure.

Considering the complexity and extent of the challenges facing India, the resources required and the urgency of demands for change from Indian citizens, market players in India will have to develop quality-focused and innovation-driven mind-sets to be competitive in today's globalised environment. To realize rapid development, India needs to view its several economic and social challenges as opportunities for growth and revitalization. Companies need to dare the convention, invest in innovation and R&D and undo any vested interests embodied in the archaic infrastructure that continues to obstruct India's growth. There is also an urgent need to nurture entrepreneurs and generate a groundswell of entrepreneurial energy in India.

Given the variety and size of issues to be addressed, stakeholders involved, and the unanticipated reach of transformation, there is a need to brainstorm, discuss, generate ideas and find solutions though various platforms. DBS 2017 acts as one such platform. It aims to allow business stakeholders, academicians, researchers, and experts nationwide to meet and share knowledge of innovative technologies and managerial theories, exchange valuable experience, and form cooperative relationships in contributing to India's transformation.

## Objectives of the Conference

- To evolve a collective idea of national development priorities, sectors and strategies.
- To discuss on systems to devise plans that could cater to urban and rural challenges.
- To offer a platform for resolution of inter-sector issues in order to step up the implementation of the development plans in different sectors.
- To evaluate the implementation of programmes and initiatives taken by different stakeholders, including the identification of the needed resources so as to strengthen the transformational process.
- To focus on technology upgradation and capacity building for successful implementation of plans and ideas.
- To discuss the effects of transformation on different sections of the society.

## General Management

- Issues & Challenges of Capacity Building
- Promoting Rural Stand-ups
- Entrepreneurship Development
- Skill Development Initiatives
- CSR Initiatives
- Women Empowerment
- Tech Startups
- Make in India
- Net Neutrality
- Energy Studies for Sustainable Development
- e-Business
- Networking & Outsourcing
- Environment Protection
- Development of Smart Cities
- Digitization and Security Issue
- Globalization of Markets : Emerging Challenges
- RTI Act
- National Institution for Transforming India (NITI Aayog Rules)
- e-Governance
- Any other relevant topic, coinciding with the theme

## Human Resource

- Digital Media & Talent Acquisition
- National Initiative towards strengthening Arbitration and Enforcement in India.
- Data driven recruiting
- Employee engagement
- Re-inventing performance review.
- Modern Leadership.
- Corporate downsizing
- Succession Planning and Finance
- Any other relevant topic, coinciding with the theme

## Finance

- Corporate Valuation and IPOs
- Financial Inclusion and flagship program of the government
- Foreign Direct Investment
- Restructuring Banking Sector
- Multi Stakeholder Partnership
- Role of Public Distribution System in shaping Indian Economy
- Commodity Cycles in emerging Markets
- Enterprise Profitability
- Volatility in Real State Market
- Any other relevant topic, coinciding with the theme

## Marketing

- Social Media Analytics
- Digital Marketing
- e-Service
- e-Marketing
- Customer Profitability Marketing
- Green Marketing
- Consumer Rationality
- Sustainable Competitor Advantage
- Any other relevant topic, coinciding with the theme

# About Doon Business School, Dehradun

DBS provides a wholesome Campus Experience. Classroom learning is one part of it. Experiential learning is another part. Extra-curricular activities and fun are equally important parts as well.

DBS started its journey about a decade back, in 2007. The DBS provides courses primarily in the areas of Business Management, Agricultural Management and Mass Communication, at both undergraduate and post-graduate levels. DBS provides contemporary industry relevant certifications in-house with tie-ups with corresponding training institutes (e.g. SAP, Tally, French, Art of Living, Six Sigma etc.). In this way students do not have to worry about quality of such trainings outside and avoid making a bad choice.

As some studies show, the average intelligence of human race is increasing. The students who choose DBS are smart enough to study any book on their own, if only information would have been the target. Reason for DBS being in the field of education is to bring in the human element. And, as it is reaffirmed on DBS campus almost on a daily basis – The whole is more than the sum total of its parts. When students with different views – points, different cultural and educational backgrounds come together, and the strong supporting structure (of faculty members) and fertile ground (of opportunities provided by DBS) are provided, Magic is created...



## Call for Papers

### Guidelines for Abstract Submission :

Selection of papers for presentation and discussion will be based on detailed abstracts of 300-400 words. Abstracts must include a clear indication of the purpose of paper, major results, implications, key references and keywords. The author(s) should clearly mention under which track the paper may be included. They should adhere to the following:

Length : 250-300 words excluding title/cover page and references

Font : Times New Roman  
Font Size : 10 points  
Spacing : 1.5  
Title page : Title, author(s), affiliation(s), contact details

The experts will review abstracts and only those abstracts approved by the reviewers will be selected. Authors should submit one hard copy and a soft copy of the abstract in Microsoft Word format to the convener. The electronic copy should be mailed to [conference@db.org.in](mailto:conference@db.org.in). Acceptance of the abstract implies that at least one of the authors will register, attend the program and present the paper.

Proceeding/Papers to be published in DBS Journal.

## Guidelines for Submission of Full Papers :

One hard copy and one soft copy each in Microsoft Word of the paper selected for presentation will have to be submitted to the convener. The electronic version of the paper should be sent to [conference@dbs.org.in](mailto:conference@dbs.org.in)

Papers must include a clear indication of the purpose, major results, implications, and key references. They should adhere to the following:

- One hard copy at the institutional address and an electronic version of the manuscript in MS Word format should be submitted via E-mail to the convener of the conference at [conference@dbs.org.in](mailto:conference@dbs.org.in)
- Manuscript should be of 2500-3000 words approximately, excluding tables, graphs & charts.
- All text should be in double space with 2.5cm margins on all the sides on A4 size paper using Font Times New Roman of size 10.
- The first page of the manuscript should have the title of the paper, name of the author(s), organizational affiliation, complete mailing address, phone number, fax number and email address. Please do not indicate author name, affiliation, or any other such information in the manuscript elsewhere.
- Second page of manuscript should have the abstract of 300 to 400 words.
- All tables, charts, and graphs should be prepared on separate sheets, after the references section, and numbered continuously in Arabic numerical as referred to in the text. The sources, wherever necessary, should be mentioned at the bottom.
- Last page of the manuscript must have a brief autobiographical sketch of all the authors, about 100 words for each author.
- References should be arranged in alphabetical order using the APA Guidelines.

## Important Dates

Last date for receiving abstracts	:	8 <sup>th</sup> June, 2017
Information about acceptance of abstracts	:	10 <sup>th</sup> June, 2017
Last date for submission of final paper	:	30 <sup>th</sup> June, 2017
Last date for registration	:	6 <sup>th</sup> July, 2017
Conference Dates	:	7 <sup>th</sup> & 8 <sup>th</sup> July, 2017
Venue	:	DBS Auditorium

## Registration Details

Corporate/ Industry	:	2500
Faculty/Academicians	:	1000
Research Scholars	:	1000
Students	:	500

The registration fee covers the conference kit, lunch & tea.

## Payment Mode

Demand Draft in favor of Doon Business School payable at Dehradun.

NEFT Transfer : Account No 1532000101322875,  
Punjab National Bank, IFS Code : PUNB0153200,  
Branch : Race Course, Dehradun.

**NOTE : The registration fee covers the conference kit, conference lunch and tea.**

Accommodation Detail : Accommodation if required can be provided on payment basis with an amount of Rs 500/-per day (Including Breakfast & Dinner) on sharing basis in the boys / girls hostel, subject to availability.

# Itinerary of the Conference

## Day - 1

09.00 am to 10.00 am : Welcome & Registration  
of Participants  
10.00 am to 11.00 am : Inaugural Ceremony  
11.00 am to 11:15 am : Tea  
11:15 am to 01:15 pm : Panel Discussion  
01:15 pm to 02:15 pm : Lunch  
02:15 pm to 04:15 pm : Expert Session  
04:15 pm : Tea

## Day - 2

10.00 am to 11:30 am : Technical Session - 1  
11:30 am to 11:45 am : Tea  
11:45 am to 01:15 pm : Technical Session - 2  
01:15 pm to 02:15 pm : Lunch  
02:15 pm to 03:15 pm : Valedictory



### Patron :

**Mr. Mohit Aggarwal**  
Chairman

### Advisory Committee

**Dr. B.P. Pethiya**  
Campus Director

**Dr. G.N. Pandey**  
Advisor

### Please feel free to contact us

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