



# **NORTH EAST INDIA COMMERCE & MANAGEMENT ASSOCIATION (NEICMA)**

*4<sup>th</sup> National Conference  
on*

## **CONTEMPORARY ISSUES IN COMMERCE AND MANAGEMENT**

**Date : 27<sup>th</sup> (Friday) & 28<sup>th</sup> (Saturday) September, 2019**



**CENTER FOR MANAGEMENT STUDIES**

**Dibrugarh University**

**Dibrugarh -786004**

## INTRODUCTION

Dear Madam / Sir,

Centre for Management Studies, Dibrugarh University takes the privilege to welcome you to the 4th NEICMA Conference on the theme 'Contemporary Issues in Commerce and Management' to be held on 27th and 28th September, 2019.

The conference aims to bring together academicians, research scholars, entrepreneurs, industry professionals and other interested persons and provide a platform for sharing and exchange of ideas and research findings among them and thus to address the contemporary issues in the field of Commerce and Management.

### About the Conference:

Change is inevitable in every sphere and the discipline of Commerce and Management is not an exception to this rule. Commerce and Management have been witnessing rapid changes over the years. Such changes bring along with them opportunities to tap but at the same time business faces the challenge of how to respond to the ever changing business environment.

Business research provides insights to deal in a relevant manner with the changes taking place in various spheres of Commerce and Management like Human Resource Management and Human Resource Development, Marketing, Trade and Commerce, Finance, Banking and Insurance Sectors as well as other sectors by developing new ideas, trends and methods to address new issues and challenges in the field of Commerce and Management.

In the present National and International scenario, call for more extensive business models are the need of the hour. With the government prioritising the new growth models for the economy in the form of different schemes and incentives intended to cater the benefits in every corner of the country, it is quite essential for the North Eastern Region to line-up itself with the national priorities, new development models and concepts.

In the light of such dynamic business environment, this conference intends to provide a platform to wide range of stakeholders belonging to commerce management and other allied disciplines. It is an opportunity for deliberations on various issues and for sharing as well as updating their knowledge on the themes and also to encourage research.



**Bogibeel Bridge**  
Dibrugarh

## CONFERENCE THEME

### “Contemporary Issues in Commerce and Management”

#### SUB THEMES

#### HUMAN RESOURCE MANAGEMENT (HRM) AND HUMAN RESOURCE DEVELOPMENT (HRD):

Human Resource Development for Commercial Viability, Strategic Human Resource Management and Technical Advancement, Workplace Issues and Challenges.

#### MARKETING:

Service and Social Marketing, Digital and Green Marketing, Consumer Behaviour, Rural and Agricultural Marketing.

#### FINANCE, BANKING & INSURANCE:

Behavioural Finance, Investment Management, Financial Inclusion, Financial Economics, Accounting and Taxation Issues, Microfinance, Financial Sector Reform.

#### TRADE AND COMMERCE:

Start-ups, Tourism in North East, Boarder Trade, MSME, SEZ, EPZ, Agro and Agro Based Industries, Ethical Issues in Trade and Commerce.

#### PUBLIC POLICY FOR INDUSTRIAL GROWTH IN THE NORTH EAST REGION OF INDIA:

Infrastructure development, Stand Up India, Investment Policy, Health, Food Security and Livelihood Policy, Public Private Partnership, Look East Policy.

#### IMPORTANT DATES:

Submission of Full Paper with abstract : 31<sup>st</sup> July, 2019

Information about acceptance of submitted paper : 14<sup>th</sup> August, 2019

Payment of Registration Fee : On or before

31<sup>st</sup> August, 2019

*date for Submission of Paper only for Presentation extended till August 31, 2019*

*(For a single registration, only one paper will be allowed for presentation. Joint authors will be provided certificates on payment of registration fees.)*

Asia's Oldest Refinery:  
Digboi Oil Refinery

Brahmaputra Cracker and Polymer Ltd.  
Lepetkata, Dibrugarh

## GUIDELINES FOR PAPER SUBMISSION

- ❖ Communication regarding submission of full paper and registration fees received will be made through the email id: [neicma2019@gmail.com](mailto:neicma2019@gmail.com)
- ❖ Full papers not exceeding 5000 words in MS word format, are to be submitted in conformity with the following guidelines:
  - ◆ Only original and quality research papers will be accepted for presentation after a blind review.
  - ◆ The first page should contain the name of the topic, name of the author indicating corresponding / first / joint authors (Bold, font size 14, Times New Roman), and their organisational affiliation, communication address, email and contact number (Normal font size 12, Times New Roman).
  - ◆ Second page should contain the name of the paper, abstract (within 200 words) and the key words (maximum 5).
  - ◆ With the name of the research topic on the top, the whole research paper will be presented in the third page onwards.
  - ◆ Paper size- A4, Margin- 1 inch all sides, Font size 12, Font- Times New Roman, line spacing- 1.5pt and 1 blank line after each paragraph.
  - ◆ Reference or citation should be as per the EPW/ APA style of references.

## Acceptance of Papers

The submitted papers will be accepted after a Blind Peer Review. The authors may also be asked to make necessary changes as suggested by the reviewers.

## Publication

The selected full papers received within the stipulated date (31st July, 2019) will be published in seminar proceedings or an edited volume with ISBN number expected to be released in the conference.



Jagannath Temple  
Dibrugarh



## SUBMISSION OF HARD COPY

Three hard copies of the full paper with abstract is to be submitted at the time of registration at the conference venue.

## BEST YOUNG RESEARCHER AWARD

The best judged research paper to be adjudged by a Committee will be awarded with a citation and a certificate. Young Research Scholars not employed as faculty or permanent staff of any research and other organisations, below the age of 35 years can participate as a single author, or jointly with any other researcher(s) who is/are not a faculty member/ permanent staff of any organisation.

## KEY INFORMATION

### REGISTRATION FEE:

◆ NEICMA Members	:	₹ 1500/-
◆ Other than NEICMA Members/ Corporate	:	₹ 2000/-
◆ Research Scholars	:	₹ 1000/-
◆ Students	:	₹ 500/-

*Outstation NEICMA members will be provided twin-sharing accommodation. Delegates other than NEICMA members may be provided accommodation on payment of actual cost with prior intimation.*

Payment of registration fees to be made through online transfer (NEFT/RTGS) to the following bank account.

Account Number : **10275513254**

Name of the Account : **Management Study Circle.CMS**

Bank and Branch Name : **State Bank of India, Dibrugarh University Branch**

IFS Code : **SBIN0002051**

*The payee must send proof of online payment made to [neicma2019@gmail.com](mailto:neicma2019@gmail.com) immediately after the payment.*

The registration fee entitles conference kit, working lunch and tea.



Dibru Saikhowa National Park



## ABOUT DIBRUGARH UNIVERSITY

Dibrugarh University is the Easternmost University of India situated at the Dibrugarh Town of Assam and was established in the year 1965. It is a State University constituted by the provisions of the Dibrugarh University Act, 1965, enacted by the Assam Legislative Assembly. It is a leading research and innovation driven University reflecting the vivid culture of the North East India. It is a centre of excellence which emphasises on developing a set of young minds who are responsible, talented and devoted for the nation. Dibrugarh University believes in strong industry academia interface so the manpower it creates become skilled enough to move with changing time. Currently, the University is running several Post Graduate, Undergraduate and Certificate courses in science, engineering, arts, commerce and in other streams. The students from foreign countries of Asia and Africa are coming to this University every year and its number is growing with every new academic session. Dibrugarh University is a member of the Association of Indian Universities and accredited as 'A' grade university by NAAC.

## CENTRE FOR MANAGEMENT STUDIES, DU

The Centre for Management Studies, Dibrugarh University is one of the reputed academic, centres established by the Dibrugarh University. The Centre started to work in the year 2002. Currently the centre is serving almost 330 students enrolled in various management programmes. The Centre has BBA, MBA, Masters in Tourism Management and PhD programmes which are very popular. Apart from these the centre has got a Part Time MBA programme for the working executives. The alumni of the centre are now serving at different places and organisations including foreign countries with high reputation.

## HOW TO REACH

Dibrugarh University is situated in Dibrugarh Town, a town well connected with the rest of the India by train, bus and flights. The distance between Dibrugarh and Guwahati is 442 kilometres. The Dibrugarh railway station is situated at Banipur which is 13 kilometres away from the Dibrugarh University. Dibrugarh Town Railway station is located at 5 kilometres away from the University. Dibrugarh has its airport at Mohanbari which is situated at a distance of 18 kilometres from the University. Apart from these the town is well connected with the rest of the North-East India with roadways.

**Prof. K. Goswami**  
President, Organising Committee

**Prof. D. Das**  
Secretary, NEICMA

**Prof. P. Bezborah**  
President, NEICMA

## CONTACT PERSONS

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A photograph of a large, modern, multi-story building with a green roof and white facade, identified as the Centre for Management Studies. The building has several windows and a central entrance. A sign above the entrance reads "CENTRE FOR MANAGEMENT STUDIES".  
CENTRE FOR MANAGEMENT STUDIES

North East India Commerce and Management Association (NEICMA)  
4<sup>th</sup> National Conference on  
CONTEMPORARY ISSUES IN COMMERCE AND MANAGEMENT  
27<sup>th</sup> and 28<sup>th</sup> September 2019



Venue: Centre for Management Studies  
Dibrugarh University

Name of the Participant: .....

Gender:            Male                Female                Others   

Nature of participation: Presenter             Co-author             Delegate

Age: .....

Organisational Affiliation:.....

Designation of the participant: .....

Title of the paper: .....

Name of the co-author: .....

Gender:            Male                Female                Others   

Organisational Affiliation of the co-author: .....

Designation of the co-author .....

Age of the co-author .....

Details of Payment made .....

Accommodation required:    Yes                No   

Proof of payment of registration fees (Scanned copy of the proof to be sent along with the registration form).