



**NIRMA**  
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE

# ANVESH - 2019

**15<sup>th</sup> DOCTORAL RESEARCH CONFERENCE IN MANAGEMENT**

**05 - 06 APRIL, 2019**



**ORGANIZED BY:**

**INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY**

**AHMEDABAD**

# **ANVESH - 2019**

## **15<sup>th</sup> DOCTORAL RESEARCH CONFERENCE IN MANAGEMENT**

**Conference Date**

**5<sup>th</sup> & 6<sup>th</sup>**

**(Friday & Saturday)**

**April, 2019**

### **BEST PAPER PRIZES**

ANVESH, Doctoral Conference in Management awards the excellent pieces of research. Prize money will be as follows:

**1<sup>st</sup> Prize Rs. 15,000 /-**

**2<sup>nd</sup> Prize Rs. 10,000 /-**

### **WORKSHOP & RESEARCH CLINIC**

#### **Research Workshop**

Conference will include Workshop on research related topics by experts.

#### **Research Clinic**

Research clinics would be arranged for the participants who are at different stages of research. These clinics help in solving problems faced by research scholars by facilitating interaction with experts. There would be separate workshop for those who are at early stages of their thesis proposal.

### **PUBLICATION**

Selected papers will be published in Conference

Proceeding Book with an ISBN Number. Few selected papers may also be considered for publication in Nirma University Journal of Business and Management Studies.

# ANVESH-2019

5<sup>th</sup> & 6<sup>th</sup> APRIL

## CALL FOR PAPERS

We are pleased to invite research papers from research scholars and academicians across different management and allied disciplines at the Doctoral Conference.

The research papers should be related to any of the following areas:

- Marketing
- Operations Management
- Finance and Accounting / Economics
- Organizational Behavior/ HRM
- Strategic Management
- Entrepreneurship
- Information Management & Analytics
- International Business
- Other Interdisciplinary

All participants willing to attend the conference are required to register for the same\*.

The registration fee structure is as follows:

### Registration Fee:

- Rs. 2000/- (On or before 25<sup>th</sup> February, 2019)
- Rs. 2500/- (After 25<sup>th</sup> February, 2019)

**Payment Details: Visit [www.anvesh.org](http://www.anvesh.org) for payment details.**

\*Note: Registration and presence of at least one author of the selected paper is compulsory (only registered guests and participants will be issued certificates).

The registration fee includes admission to all technical sessions, meals (for the days of the conference) and conference kit. On campus, the accommodation charge would be INR 1500 per person per day on single occupancy (A.C. Room) and INR 2000 per person per day on twin sharing basis (rates are exclusive of GST).

## GUIDELINES FOR PAPER SUBMISSION

All the research scholars submitting their research papers should follow the guidelines mentioned below:

- **Abstract Submission:** Abstract should be submitted latest by **30<sup>th</sup> November, 2018** as per the attached guidelines.
- Only electronic submission shall be accepted. The abstract should be mailed to the Conference Conveners at

[anvesh.im@nirmauni.ac.in](mailto:anvesh.im@nirmauni.ac.in)

**Abstract submission should also include a separate page** with name of the authors, affiliation, mailing address, e-mail id and phone/fax number along with the title of the paper and up to six keywords. Acceptance of the abstract shall be notified within a week of the receipt of the same, along with the guidelines for full paper submission.

The **deadline for submission** of full paper is **5<sup>th</sup> February, 2019**.



### Venue:

*Institute of Management,  
Nirma University,  
Sarkhej-Gandhinagar Highway  
Post: Chandlodia, Via: Gota  
Ahmedabad 382 481, Gujarat (India)*

### Conference Chairpersons

*Prof. Nityesh Bhatt & Prof. Ritesh Patel*

### Conference Conveners

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# **NIRMA UNIVERSITY**

In 1994 the founder of the Nirma Group of Industries, an internationally acknowledged entrepreneur, Padma Shri Dr. Karsanbhai K. Patel crystallized his long cherished dream of establishing world class institutions for professional education in Gujarat. He founded Nirma Education and Research Foundation (NERF), which, in turn, has established many leading institutions offering undergraduate, postgraduate and doctoral level programs. Functioning under the aegis of NERF, the university presently includes Institute of Technology, Institute of Management, Institute of Pharmacy, Institute of Architecture, Institute of Science, Institute of Commerce, Department of Design and Institute of Law. All these institutions have emerged as centers of excellence offering various programs ranging from undergraduate to doctoral levels in technology and engineering, management, pharmacy, science, law and architecture. Considering the quality of education being imparted, the Nirma University was established under the act passed by the Legislative Assembly of the State of Gujarat in April 2003. This development witnessed the merging of all the institutes under the NERF into a single entity of Nirma University. The University has been recognized by the University Grants Commission (UGC) under section 2(f) of the UGC Act.

## **INSTITUTE OF MANAGEMENT**

The Institute of Management Nirma University (IMNU) was established with a mission to be one of the best B- Schools in the Asia –Pacific region by promoting excellence in management education. The institute ranks among the top 25 Business Schools of India. IMNU has got SAQS Accreditation from AMDISA on January, 2018. The Institute’s flagship program is the residential two year MBA program. It also offers an MBA in Family Business and Entrepreneurship and a BBA-MBA (five year integrated) Program. PhD Fulltime and PhD (external) are also offered by the institute. In addition, IMNU runs several Executive Diploma Programs, Management Development Programs, In-House Training Programs and Consulting Services.

The Institute has linkages with foreign institutes in Germany, South Korea and Malaysia. The Institute has established close ties with the industry through its outreach activities.

## **ABOUT AHMEDABAD**

Ahmedabad, also known as Karnavati is famous as land of Father of the Nation, Mahatama Gandhi and now as the land of the Prime Minister, Mr. Narendra Modi. Ahmedabad is known for its beautiful monuments of historical and archaeological importance. The city takes in its stride the traditional culture and heritage as well as modernization and industrial growth. Ahmedabad offers something to celebrate all year round that ranges from celebrations of ‘Deepawali’ and ‘Dushehra’ to the all night long folk dance parties of ‘RasGarba’ and fun during ‘Kite Festival’. The city has places like Science City, ‘Akshardham’ temple, Gandhi Ashram, and Adalaj Vav (Step well). In June 2017, UNESCO declared Ahmedabad as India’s first heritage city.