



**3rd North East India Commerce and
Management Association (NEICMA)
National Conference**

On

**EMERGING TRENDS IN
COMMERCE AND
MANAGEMENT**



**Date: 5th (Friday) and 6th
(Saturday) October 2018**

**Department of Commerce
JB College
Jorhat – Pin: 785001
Assam**

Dear Sir/Madam,

It is our proud privilege to welcome you all to the 3rd NEICMA National Conference on the topic **“Emerging Trends in Commerce and Management”** to be held on **5th and 6th October, 2018** in the **Department of Commerce, JB College, Jorhat, Assam, Pin: 785001**. The conference aims at bringing academicians, researchers and professionals working in different areas of Commerce and Management under one umbrella. This will provide an opportunity to share ideas, research findings and interact not only with academicians but also with other professionals engaged in the field of commerce and management. We look forward to your active participation, contribution and valued discussion with eminent scholars during the two days deliberation at JB College.

About the Conference

The discipline of commerce and management has witnessed major transformation in the last few decades with the advent of liberalization, privatization and globalization. The discipline of commerce has many contours and helps a business in planning for its finance, taxation, human resources, marketing, and operations, to name a few. The discipline of management is a cherished extension of the subject commerce. It assists a learner to practically solve the real business problems.

Business in the present day context witnesses major challenges, and as such the domain of commerce and management has also evolved to face those challenges. The accounting system in the whole world is trying to converge into one method for better transparency in recording of business transactions. The HR department of business now-a-days tries to balance an employee's personal and professional life. Maintenance of ethical standards is also a major challenge of a business for its growth and development. In regard to marketing of goods and services, businesses have evolved from brick and mortar shops to virtual markets. In addition to all these, businesses in the 21st century faces increased risk of frauds either by its own personnel or from outsiders which can be witnessed from the cases of SATYAM Computers and PNB frauds. It requires not only continuous vigilant inspection but also proper management of financial and non-financial business activities and corporate governance.

Hence, it is an ardent need that commerce and management disciplines not only mitigate the problems/challenges but also assist in efficiently running a business enterprise. With this perspective in mind, research papers are sought on the following sub-themes:

• Marketing

Digital Marketing, Service Marketing, Rural Marketing, Logistics, Marketing Communication and Media, Consumer Psychology, Green marketing. Impulse buying, User Generated content

• Accounting, Finance and Taxation:

Forensic Accounting, Accounting for Non-profit Concern, Accounting for SMEs, Environmental Accounting, Accounting standard, Indian AS, IFRS, Micro Finance, Financial inclusion. Merger of Banks, NPA Management, Capital Market, Mutual Fund, Corporate Debt Market, Agricultural Finance, Infrastructural Finance, Insurance, Corporate Social Responsibility, Green accounting.

• Trade and Commerce

Foreign Trade, Cross Border Trade, E-commerce, Startups, Standup, SEZs and EPZs, Entrepreneurship. MSME, Ease of doing business

• Human Resource Management:

Job Satisfaction, Skill Development, HRIS, Training and Development, Employees Moral, Motivation, Work life Balance, Management of Job Stress, Employees Moral and Ethics, Cross-Cultural Influence, Green HRM.

• Economy and Public Policy with reference to North Eastern Region of India:

Agro-industry, Farmer producer organization Industry and Infrastructure, Digitalization of Economy, Industrial and Investment Policy, social protection policy, Universal Access to Health and Food Security. Livelihoods

IMPORTANT DATES

Submission of full paper with Abstract	30.06.2018
Information about acceptance of submitted paper	31.07.2018
Payment of Registration Fees	20.09.2018
Submission of PPT	30.09.2018

(For a single registration, only one paper will be allowed for presentation and certificate. Joint authors will be provided certificates only if registration fees were paid)

GUIDELINES FOR PAPER SUBMISSION & PRESENTATION

- **Communication** regarding submission of full paper and registration fees will be made through the email id: neicma2018@gmail.com
- **Full Papers**, not exceeding 5000 words and, in Ms-Word format, are to be submitted with following guidelines:
 - Only original and quality research papers will be accepted for presentation after a blind review.
 - The First page contains name of the topic, name of the author indicating corresponding / first/ guide or supervisor authors (Bold, font size 14, Times New Roman), and their organisational affiliation, communication address, email and mobile / phone number (Normal font size 12, Time New Roman).
 - Second page contains the name of the paper, abstract, and key words.
 - With the name of the research topic on the top, the whole research topic 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 pt., 1 blank line after each paragraph.
 - References or citations should be as per the EPW / APA style of references.
- **Acceptance of Papers:** The research papers will be accepted after a Peer Review. The authors may also be asked to make necessary changes as proposed by the reviewers.
- **Publications:** The selected full papers will be published in seminar proceedings or an edited volume with ISBN number and the same will be distributed during the conference at 50% concessional price.

Submission of Hard Copy: A hard copy of full paper with abstract has to be submitted at the time of registration at the venue.

- **Submission of PPT and Presentation:** Accepted papers will be presented during the seminar and each presenter will get 10 mins. time to present their paper and 3 minutes for interaction. A soft copy of the PPT (Max. 10 slides excluding first slide) may be sent for the better use of time during presentation.

BEST YOUNG RESEARCHER AWARD

The best judged research paper, to be adjudged by a Committee, will be awarded with a citation and certificate. Young research scholars not employed as faculties 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 not a faculty member / permanent staff of any organisation.

KEY INFORMATION

- **Registration Fee:**
 - **NEICMA members and Academicians 1000/-**
 - **Research Scholar/Student 500/-**
 - Participants will have to pay 1000/- extra for accommodation (from 4th Oct 2018 12pm to 6th Oct 2018 11am)**

Registration will be made through submitting a DD in favour of **Principal, JB College, Jorhat**, and payable at **Assam Cooperative Appex Bank, Jorhat Branch, Assam**. The registration fee entitles conference kit, working lunch & tea.). The payment through net-banking can be made with the following details and the payee should send the proof of payment through neicma2018@gmail.com.

Account No: **321043010002406**
Name: **Commerce Forum JB College, Jorhat**
Bank: **Assam Cooperative Apex Bank Ltd. Branch, Jorhat**
IFSC Code: **HDFC0CACABL**

ABOUT THE JB COLLEGE

Jagannath Barooah College is a premier institution of higher education located in Jorhat, a city with a rich cultural heritage and a glorious historical background in the upper part of the Brahmaputra Valley of Assam. It was established in the year 1930. After 86 years of its glorious existence, it has become the hub for educational excellence, fostering its vision and mission in tune with the objectives of Higher Education of the nation.

With a view to institutionalize commerce education and fulfill the dreams of the commerce students in the entire north east India, the 'Department of commerce' was established in the year 1944. Since then the commerce department appeared to be instrumental in popularizing the commerce education in the entire north east India. The institute proud of having such eminent personalities in the field of trade and commerce, industry, management, administration and distinguish leaders in various areas of the society. Presently it has eight hundred students pursuing commerce education in UG and PG level.

How to reach

Jorhat is well connected with the rest of the country, and therefore reaching here is not difficult. Jorhat has its own Airport named Rowraih Airport, it is few minutes away from the city center. Rowraih Airport is well connected to a spectrum of cities in the country such as Bangalore, Guwahati and Kolkata. The nearest International Airport is Lokpriya Gopinath Bordoloi International Airport, Guwahati, roughly 323 Kms from Jorhat. Jorhat has its own Railway Station which is connected to the major cities of Assam. It is linked with the cities like Mariani (17 KM) Guwahati (310 KM) through Intercity, Jan Shatabdi Express and Ghy Intercity. Jorhat is 50 Kms from Golaghat, 56 Kms from Sibsagar, 133 Kms from Dimapur, 162 Kms from Tezpur, 206 Kms from Kohima, 305 Kms from Guwahati, 326 Kms from Itanagar, 344 Kms from Imphal, 365 Kms from Shillong.

Porag Sarmah Prof. D. Das Prof. P Bezborah
Organizing Secy. Secy. NEICMA President, NEICMA
Dr. Bimal Barah
Principal, JB College, Jorhat.
Contract Persons

Dr. Ashok Borthakur	919435352566
Dr. Prasanna Kalita	919435357529
Mr. Apurba Sarmah	919127052565
Mrs. Rajlaxmi Bordoloi	919954419778
Mr. Ajit Ch. Das	919435134913
Mr. Biju Roy	919435375665



3rd NEICMA NATIONAL CONFERENCE ON EMERGING TRENDS IN COMMERCE AND MANAGEMENT

DEPARTMENT OF COMMERCE, JB COLLEGE, JORHAT
Date: 5th (Friday) and 6th (Saturday) October 2018



Registration Form

(For a single registration, only one paper will be allowed for presentation and certificate. Joint authors will be provided certificates only if registration fees were paid)

1. Name of the Author / Presenter: _____
2. Designation: _____
3. Organisation: _____
4. Address: _____

Email Id: _____

Phone No: _____

5. Name of the Paper: _____

6. Name of the Co-author: _____

7. Do you need Boarding: _____ (YES / NO) (Participants will have to pay Rs.1000/- extra for accommodation (from 4th Oct 2018 12pm to 6th Oct 2018 11am))

8. Details of Payment: DD/ Net Banking / Money Transfer / _____

Amount: Rs. _____

Bank: _____ Branch _____

- **NEICMA members and Academicians 1000/-**
- **Research Scholar/Student 500/-**

9. Travel Details: _____

Signature of the Author / Presenter