



INTERNATIONAL YOUNG RESEARCHERS CONCLAVE 2020



VIRTUAL CONFERENCE

On
25th & 26th SEPTEMBER

Organised by

**DEPARTMENT OF MANAGEMENT AND
FINANCIAL STUDIES**

**SHAHEED RAJGURU COLLEGE OF APPLIED
SCIENCES FOR WOMEN
UNIVERSITY OF DELHI**

Accredited by NAAC with A Grade | NIRF College Rank 31 | DBT Star College
Under the aegis of IQAC

In collaboration with



INSTITUTE FOR RESEARCH AND STUDIES

PATRON:

DR. PAYAL MAGO
PRINCIPAL, SRCASW

THE ADVISORY BOARD:

MS. JUHI JHAM
CONVENER

MS. RABLEEN KAUR RAO
CO-CONVENER

ABOUT SHAHEED RAJGURU COLLEGE OF APPLIED SCIENCES FOR WOMEN:

Shaheed Rajguru College of Applied Sciences for Women affiliated to University of Delhi and funded by Govt. of NCT of Delhi, was established in the year 1989. The college aims to emerge as one of the world's leading institute through continuing to the highest academic standards by forging strong industry-academia bond and playing a pioneering role in research & development. The College aims to change lives, build future, impart technical expertise and improve industrial links through high quality applied learning.

ABOUT THE CONCLAVE:

The Conclave is an exhibition of the ongoing research activities by research groups of different educational institutions across countries. Thus providing a platform for exchange of thoughts between distinguished guests and participants from different cultural and scientific backgrounds, facilitating industry and academia interaction with emphasis on the technological requirements. The Conclave aims to inspire and encourage the **undergraduate and postgraduate student** community to pursue career in research. Research conclave has become a veritable platform to nurture the young minds towards research, innovation and entrepreneurship and intends to bring the undivided attention of the students towards both industries and academia to redress the academic research challenges, concerns of the entire student community and upcoming entrepreneurs around the globe. It is a forum to harness innovative, minds of current society by taking innovations made in research to their actual implementation in the industries. Research conclave aims to be the catalyst which builds leads through holistic, transformable and innovative ideas.

TRACKS AND THEMES OF THE CONCLAVE:

(NOT CONFINED TO)

FINANCE & ECONOMICS

- **International Finance**
- FinTech
- Private Equity
- Portfolio Management
- Wealth Management
- P2P Lending
- FII and FDI Trends
- Impact of Macroeconomic Variables on Capital Market.
- Financial Inclusion
- Mutual Fund Performance
- US-China Trade War
- Emergence of AI and its Impact on Economic Theories
- Foreign Exchange

MARKETING

- **International Marketing**
- Digital Marketing
- Neuro-Marketing
- Marketing Intelligence & Analytics
- B2B Marketing
- Consumer Behaviour
- Branding
- Sales Promotion Behaviour
- 4 P's of Marketing
- Transitional Marketing
- Modes of Entry

HRM-OBD

- ERP for HRM Workforce Analytics
- Strategic Human Resource Management
- Performance Management
- Human Capital Challenges
- Knowledge Management
- Talent Management
- Cross Cultural Management
- Leadership
- Compensation Management

GENERAL MANAGEMENT

- **Entrepreneurship**
- **Business Ethics and E-Governance**
- Emerging Models in Strategic Management
- Corporate Sustainability
- Big Data Mining and Analysis
- Corporate Social Responsibility
- Social Entrepreneurship

IMPORTANT DATES:

Submission of Abstract : **19th Sept, 2020**

Notification of Acceptance of Abstract : **20th Sept, 2020**

Submission of Full Paper : **22nd Sept, 2020**

Notification of Acceptance of Paper : **23rd Sept, 2020**

Submission of PowerPoint Presentation : **24th Sept, 2020**

Online Registration : **Till 24th Sept, 2020**

GUIDELINES FOR SUBMISSION OF ABSTRACT:

Title Page : Title, Author(s), Institute, Contact Details

Word Limit: Minimum: 250 Words

Maximum: 350 Words

Line Spacing: 1.5 pt.

Font: Times New Roman

Font Size: Heading: 14 pt.

Text: 12 pt.

Margin: 1.5 inch on all 4 sides

The Abstract will be blind reviewed.

CONTACT DETAILS:

Convener:

Ms. Juhi Jham: (+91) 96547 48257

Co-Convener:

Ms. Rableen Kaur Rao: (+91) 97114 85393

Student Coordinators:

Sonali Goel: (+91) 88268 59090

Vidushi Gera: (+91) 93540 66953

Email Address:

researchconclave.srcasw@gmail.com

CALL FOR ABSTRACTS:

The contributors must mention their core area of expertise in the subject of their email. Kindly send the abstract through email at: **researchconclave.srcasw@gmail.com**

The email should contain the following information:

- Name of the participants,
- Contact details of the participants and
- College of the participants.

REGISTRATION FEES (PER PARTICIPANT):

	<u>Online</u>
Students (from SRCASW):	₹ 100/-
Students (from other Colleges/Institutions):	₹ 200/-
Research Scholars:	₹ 300/-
Non Paper Presenters (Delegates) :	₹ 100/-

Note: All authors for each paper need to be registered. The registered participants will receive a certificate.

MODE OF PAYMENT:

1. PayTm:

- **www.rajgurucollege.com**
- **Click on 'Online Payments (Important Links)' then click on 'Other Fee' and then click on 'PayTm'**
- **Select 'New Registration' and then select Course 'Student Society'**
- **Fill all information and amount. Mention 'Research Conclave' in Remarks.**
- **Proceed**

2. NEFT:

- **Beneficiary Bank: IDBI Bank**
- **Beneficiary Branch: C-35 & 36, Achararaya Niketan, Mayur Vihar Phase 1.**
- **IFSC Code: IBKL0000877**
- **Account Number of Receiving Bank: 0877104000035389**
- **Account Name: Principal Shaheed Rajguru College of Applied Sciences for Women Students Society**

Registration Link: <https://forms.gle/FWPNBFx1bJB5vk358>

AWARDS:

The **Best Paper from each Track** shall be awarded.