

Steering Committee

Dr. Srikakolli Eliah
President & CEO

Dr. Ch. Anil Kumar
Convener

Dr. Priya N.
Conference Secretary

Dr. N. Mohan Rao
Conference secretary

Dr. Kumudini Thakor
Conference secretary

Important Dates

Early Bird Registration	4 th Feb 2019
Last date of Paper submission	18 th Feb 2019
Notification of Acceptance	25 th Feb 2019

National Conference On
**“INNOVATION AND ENTREPRENEURSHIP
IN COMMERCE AND MANAGEMENT”**
SUNDAY 17TH March, 2019

Organising Committee

- Dr. Job Dondapati
- Ms. Sneha Nandwani
- Mr. Nirmal Sathyaraj
- Mrs. Sejal Shah
- Mr. Parvez Malek
- Ms. Vineeta Chopra
- Ms. Tushti Bakrania
- Ms. Richa Rajani
- Mr. Lynnel C. Kisku
- Mr. Rambabu S.

Registration fee details

Category	Early Bird	Regular
Research scholars, academicians and professionals (With publication)	Before 4th Feb Rs. 1400.00	After 4th Feb Rs. 1600.00
Research scholars, academicians and professionals (Without publication)	Rs. 900.00	Rs. 1000.00
Students (without publications)	Rs. 500.00	Rs. 600.00
On the spot Registration		Rs. 800.00



Submission Guidelines for Authors

1. Manuscripts should be electronically submitted to metasconference@gmail.com. The language should be English.
2. Papers should be original and should not have been published or submitted anywhere else for publication.
3. Word limit for the paper is 2500 words and abstract should be of 300 words with minimum 4 – 5 key words.
4. Authors must use Times new Roman with 12 font size, 1.5-line spacing, and 1-inch margin on all sides.
5. The paper should have a cover page with Title of paper, Name of main authors, Designation, Details of institution/ Organization, Contact details (E-mail id, mobile number).
6. References must follow APA style.
7. Co-authors will have to Register and Pay separately.

Note: Please note that outstation participation to make their own arrangements for travel and accommodation.

Payment of fees

Payment of registration fees can be made by Demand draft drawn in favour of Metas Adventist College of Management payable at Surat or by electronic transfer to

- Name of the bank : Andhra Bank
- Account Name : Metas Adventist College of Management
- IFSC code – ANDB0000538
- A/c No – 053810100030196

Organized by



METAS ADVENTIST COLLEGE

NAAC ACCREDITED 'B', AICTE APPROVED
P. O. Box 24, Athwalines, Surat.

P. O. Box 24, Athwalines, Surat, Gujarat, India.
Ph. : 0261-3047217/3047209
Fax : 0261-2668686

E-mail : metasconference@gmail.com
Website : www.metasofsda.in

From The Desk of President

The global economic environment is undergoing transformation and there has been quantitative and qualitative shift in trade and business opportunities across nations. Furthermore, with the advent of liberalization and focus on FDI reforms, and innovations in information technology, there has been a significant increase in international mobility of human capital, knowledge, technology and materials. Due to competition and evolving market dynamics, business strategies and models in organizations are always in a constant state of flux and therefore the challenge to manage business requires new ways of thinking. India has initiated various reforms and policies to facilitate ease of doing business. Various initiatives such as, Goods and Services Tax (GST), Demonetisation, Digital India, Skill India etc. are being viewed as economic game changers. In the above scenario there is requirement for critical thinking and a desire to question and seek creative answers and outcomes in order to create a healthy socio-economic system. In this context the conference provides opportunities to present and discuss issues dealing with Innovation and Entrepreneurship in management and commerce from the perspective of managers, businesses, academicians, sociologists and economists.



Srikakolli Eliah
President & CEO

ABOUT SURAT

Surat is one of the fastest growing industrial hub of India. It is popularly known as "Diamond City". It is the third fastest growing city in the world, eighth largest city and ninth largest urban agglomeration in India. It is one of the cleanest cities of India. The city is well known for its business, traditions, festivals and spicy delicacies. Surat is selected as the First Smart IT City in India.



ABOUT CONFERENCE

The conference: The conference aims to create a platform for deliberating the innovations and entrepreneurship in commerce and management and will provide opportunities for interactions between academicians and business experts

Call for papers- The interested researchers, academicians, professionals, entrepreneurs, research and scholars students are invited to submit their papers. The paper with abstract should not exceed 2500 words and should be written in English and mailed to Metas conference@gmail.com latest by 18 February 2019.

Conference theme "Innovation and entrepreneurship in commerce and management"

1) Innovation and entrepreneurship in commerce

Accounting

- Accounting challenges
- Creative accounting and earnings management
- Forensic accounting and fraud
- Derivatives and structured financial products
- Efficiency and performance of financial institution
- Accounting standards and regulations
- Environmental/management/social accounting

Taxation

- Economic consideration of Taxation policy
- GST and Indian economy
- Recent tax reforms in India
- Impact of new technologies on Taxation
- Digital world- Some new issues in taxation

Banking

- Customer Relationship Management
- Digital technology in Banking
- Capital adequacy and risk management
- Insurance, Micro insurance, New insurance products

ABOUT METAS

The Metas is a group of institutions belonging to the Seventh-day adventist organization having 8500 schools, 127 colleges, 112 universities and 125 hospitals across 202 countries. In India, we have 538 schools and 11 colleges. The Metas Adventist College, Surat was established in 1998. The Metas today has spread its wings and has established schools, colleges and hospitals in Surat and Vyara (Gujarat), Ranchi (Jharkhand), and Nuzvid (Andhra Pradesh). The Metas Adventist College is one of the few premier colleges in Surat imparting BBA, MBA, B.Com., and General Nursing since 1998. The college is affiliated to NEHU - North Eastern Hill University, Shillong which has been accorded 'A' grade by NAAC. It has been chosen as a university having potential for excellence by the University Grants Commission.



Economics

- Micro & Macro Economics
- Public Management
- Financial Economics
- Sustainable Development
- Econometrics
- Emerging Economies
- Globalization and trade
- Any other topic related to Economics

2) Innovation and entrepreneurship in Management Marketing

- Innovations in Marketing
- Business communication and advertising
- Customer relationship management
- Emerging issues in marketing
- Branding and Destination Imaging
- E-marketing, Digital and Green marketing

Finance

- Stock exchange developments
- Corporate financing
- Risk management
- Financial engineering
- Foreign exchange markets
- Mergers and acquisitions
- Investment banking, Derivatives, Mutual funds

Human resources

- Talent management and employee engagement
- Change management - transforming the world of HR
- Trends in training and development
- Latest developments in performance management
- HR analytics and technology in HR
- Emotional intelligence
- Employee engagement strategies

Entrepreneurship

- Social entrepreneur
- Entrepreneurial leadership
- Entrepreneurial role in innovation
- Global and Green entrepreneurship.

Research topics that extend beyond these thematic areas and within the ambit of the theme will also be considered for inclusion for the conference.

Publication: Selected papers will be published in ISSN peer reviewed referred UGC approved Journal.