



# INTERNATIONAL CONFERENCE

on

## RETAIL: CHALLENGES, ISSUES & PRACTICES (R-CIP)

MARCH 20<sup>th</sup> & 21<sup>th</sup>, 2015



*Go global*

Organised By:

Department of Management Studies  
Teerthanker Mahaveer Institute of Management and Technology  
Teerthanker Mahaveer University, Moradabad

## **ABOUT THE CONFERENCE**

Currently, the Indian retail sector is perhaps one of the most challenging, dynamic and exciting markets to operate. Retailing, in a developing country like India, is exciting and challenging in many ways. India, a country where the customers with varying preferences at every step and use more than 2000 different languages, it is not easy to build a successful retail business. The focus of the two days International conference on Retail is to obtain an in-depth understanding of the challenges, issues and practices faced by the players in Indian retail sector.

## **CALL FOR PAPERS**

- R-CIP in Finance
- R-CIP in Human Resource
- R-CIP in Marketing
- R-CIP in Information Technology
- R-CIP in Environment

## **SUGGESTED SUB THEMES**

- Retail Sustainability
- Pricing And Retailing
- Direct/Interactive Marketing
- Price, Price Promotion And Value Perceptions
- Online Pricing & Retailing
- Corporate Social Responsibility
- Retail Supply Chain Management
- Global Retailing
- Retail Strategy
- New Age Retailing
- Internet Retailing
- Retail Revolution
- Rural Retailing
- Retailing, Distribution And Agriculture
- Customer Experience Management In Retailing
- Competitive Effects
- Managing Customer's Loyalty and Profitability
- Environmental concern in retail

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**CONFERENCE CONVENER**

**Ms. Vaishali Dhingra**

Head, Department of Management Studies, TMIMT

**ORGANIZING COMMITTEE**

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**IMPORTANT DATES**

Submission of full paper : 15 March 2015

Notification of acceptance : 18 March 2015

Last date of Registration : 18 March 2015

## DELEGATE FEE

	Indian	International
Students	Rs. 200	\$ 25
Research Scholars	Rs. 800	\$ 50
Academicians/Corporate	Rs. 1000	\$ 75

## GUIDELINES FOR PAPER SUBMISSION

The following details of style and other requirements for submission to the conference must be strictly adhered to by the contributors: A soft copy of the paper for consideration for publication should be e-mailed to –[conferencerciptmu@gmail.com](mailto:conferencerciptmu@gmail.com)

1. Manuscripts not following the guidelines will automatically be rejected.
2. Manuscript should be a word file with 1.5 line spacing with 1 and 1/2" wide margin on the left and 1/2" on the right. Font size for headings should be 12, for sub headings and text should be 11. Times New Roman font should be preferred.
3. Manuscripts should not exceed 3000 words.
4. The cover page of the manuscript must contain the title of the paper, author's name, mailing address, email address, professional affiliation, and acknowledgements, if any.
5. The first page of the paper must also provide the title of the paper.
6. Every manuscript must include a 100 - 150 words abstract and 4 - 6 key words.
7. All notes must be serially numbered. These should be given at the bottom of the page as footnotes.
8. Professionally drawn graphs and diagrams must be provided wherever necessary along with the manuscript.
9. Tables and figures should be numbered as Table 1, Table 2, etc and should be given on a separate page at the end of the paper.
10. References should be given separately at the end of the paper and arranged alphabetically. The list should include only work that the author/s has cited. Quote the citations in the following manner:  
Joiner, T. E. and Schmidt, N. B., (1995). "Dimensions of Perfectionism, Life Stress and Depressed and Anxious Symptoms," *Journal of Social and Clinical Psychology*, Vol: 22, pp. 195 - 200. Randy L. Haupt, and Sue Ellen Haupt, (2004), *Practical Genetic Algorithms*, John-Wiley & Sons, pp. 22.
11. Along with the manuscript, the author is requested to submit his/her brief biographical sketch.
12. Co - author, if presenting paper required to submit participation fee separately.
13. It is assumed that the papers submitted are the original work of authors & no copyright has been violated.
14. TMIMT, TMU will not be responsible for any such violations.

## **TEERTHANKER MAHAVEER UNIVERSITY**

Teerthanker Mahaveer University has been established under the Act of Government of Uttar Pradesh (No. 30 of 2008) on 14th September, 2008 under the aegis of Teerthanker Mahaveer Institute of Management & Technology (Society), Moradabad.

The University Grant Commission (UGC) empowers Teerthanker Mahaveer University to award degrees U/S 22 of the UGC Act, 1956. The courses have the necessary approval of regulatory bodies. The University has earned international fame in the area of medical science, dentistry, management, and engineering education. Students from all across the world are enrolled here for higher education in various disciplines.

## **TEERTHANKER MAHAVEER INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

This college is a prime constituent of the university established to meet the growing needs of education in management in diverse functional areas of the corporate world. The college has established itself as a hub of multifaceted academic, research and consultancy activities and guides students on how to climb up the corporate ladder with total professionalism and commitment. The college offers a wide range of academic programs at undergraduate, postgraduate and doctoral levels. All the courses are designed taking into consideration the specific needs of the market and industry. The emphasis is laid on both theoretical and practical training to provide exposure to the students in various areas of management and computer studies. For this, the dignitaries of national and international repute are invited to guide the students in addition to the inputs from the acclaimed faculty of the college.

## **ABOUT MORADABAD**

Moradabad is a city in Uttar Pradesh state of India. Moradabad is situated at a distance of 167 km (104 miles) from the national capital, New Delhi, on the banks of the Ramganga River (a tributary of the Ganges). The city is famous for its huge export of brass handicrafts to North America Europe and all over the world, and is also thus called "Brass City" or Peetal Nagri. The city has the distinction of being the biggest exporter of handicrafts in the country. Moradabad has nearly one million citizens of various ethnicities and religions. This city is situated in western U.P. 28.83°N 78.78°E.

## **CONFERENCE VENUE**

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**on**  
**RETAIL: CHALLENGES, ISSUES & PRACTICES**  
**MARCH 20<sup>th</sup> & 21<sup>th</sup>, 2015**

**Name** : \_\_\_\_\_  
**Designation** : \_\_\_\_\_  
**Affiliation** : \_\_\_\_\_  
**Mob.** : \_\_\_\_\_  
**Email** : \_\_\_\_\_  
**Address** : \_\_\_\_\_  
**City** : \_\_\_\_\_  
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**REGISTRATION DETAILS**

**Category** :      **Students**       **Academician**       **Research Scholar**   
   **Corporate**       **International**

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**NOTE:**

\* Student/ Research Scholar has to submit self attested xerox copy of his/her College/University. Identity Card signed by Registrar/Principal/Director. Xerox of this form can be used for registration.

**DECLARATION:**

This is to certify that the paper submitted for the International Conference organized by Teerthanker Mahaveer Institute of Management and Technology on 20<sup>th</sup> and 21<sup>th</sup> March 2015 is my/ our original work and has not been published/ presented anywhere else, and is not presently under consideration for publication anywhere.

**Dated:**

**Place:**

**Signature:**