



**DSMS College of Tourism & Management**  
**Organizes**  
**International Business Research Conference,**  
**On**

**Transformation Opportunities and Sustainability Challenges in Management,  
Technology, Healthcare and Tourism**

**8<sup>th</sup> March, 2019**

**About DSMS Group of Institutions**

It is a premier Management Institute of Eastern India established in the year 1990; producing successful professionals and imparting quality education for decades offering courses like Bachelor of Computer Application, Bachelor of Business Administration and Bachelor of Tourism & Hospitality. DSMS has a sprawling, picturesque campus on 7 acres of land including college campus. DSMS has excellent infrastructure to act as an Incubation hub at Durgapur (which is the industrial belt and education hub of West Bengal and located very close to Kolkata). DSMS has emerged as a knowledge centre for carrying out teaching, research, training and mentoring activities for micro, small and medium enterprises. It envisions acting as an Incubation hub to liaison with world class educational institutes to support various business ideas and innovation. DSMS is highly committed to serve the society at large especially the emerging sectors like Tourism and Hospitality, Health Care and Micro, Small and Medium Enterprises who are the real growth drivers of Indian Economy.

## **Introduction**

Global business environment is becoming more challenging and complex and is witnessing radical changes in terms of intensity and pace which are distinguished by uncertainty and volatility. The need of the hour is to bring changes in vision, thinking and management practices. Success will depend on how well businesses responds to the global challenges, analyze the problems, identify ways to attend them and implement suitable solutions. This approach can lead to exploration of new opportunities for growth. Change is the only constant which is inevitable in today's business scenario for growth and sustainability and businesses are expected to make a well-timed transition towards a sustainable society.

In this background, this international business research conference focuses on the theme

**‘Transformation Opportunities and Sustainability Challenges in Management, Technology, Healthcare and Tourism’**

## **About the International Business Research Conference**

The International Business Research Conference aims to provide broad coverage and dissemination of foundational research, where participants will have opportunities to present and publish their original research papers, articles and case studies, exchange their views and also to network in the forum.

Research papers can be developed based on primary as well as secondary data.

## **Call for Research Papers**

DSMS College of Tourism and Management, Durgapur, invites academicians, research scholars, consultants and management practitioners to submit original, unpublished papers and case studies in all the areas of business management, education, social issues, technology, healthcare, tourism and hospitality.

## Student Research Paper Submission

The competition is open to all students pursuing graduation and post graduation in any stream. The student-awardees will present their papers during the Conference. Students can also convert their projects to research papers, provided the faculty or industry guide is one of the authors.

## Tracks

The proposed tracks for the business research conference are mentioned below. Authors may submit their paper with a track request; however, DSMS may change or merge tracks based on the number of papers received.

Tracks	Tracks
Strategic Management and Leadership	Marketing Management
Organisational Behaviour	Operations Management
Organisational Change and Development	Information Technology
Human Resource Management	Tourism Management
Finance and Accounting	Health Care Management
Economic Growth & Development	Entrepreneurship and Business Model Innovation
Micro Small and Medium Enterprises	Hospitality and Hotel Management
Management and Sustainable Development	Environmental Management
TQM	CSR
International Business	Information & Media Management

The above foci are not exhaustive of possible areas of research; rather these are provided to be illustrative of possible directions of research.

## Important Dates

Submission	Last Date
Abstract	February 19,
Full Paper	February 23,
Early bird Registration	February 23,
Late registration	March 01,
CONFERENCE DATE	March, 08,

Participants who registrar on or before February 23, will get a discount of 10%

## Author Guidelines

1. Abstract: Abstract should not be more than 400 words mentioning clearly the Objective, Approach, Methods, Findings and Conclusion. Full name, Addresses, Email addresses and Contact details of each author should be sent along with the abstract.
2. Manuscript: Research Paper should be of up to 5,000 – 6,000 words on A-4 size pages, typed 1.5 space and 12-point font.  
  
Microsoft Word for MS word windows and WordPerfect are the preferred software for submission. Manuscripts must be submitted with the cover page bearing the Title of the Research Paper, Authors' name, Designation, Official addresses and Phone/Fax numbers and contact e-mail id.
3. Originality: Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published or under review for another conference or publication will not be considered.
4. Copyright: All author/s need to send duly filled in and signed copyright form along with the registration form and fees. Copyright for publication of all accepted papers will be retained by DSMS.

5. DSMS is not responsible for any claim made in any of the Research Study accepted for publication in the proceedings. The authors of each of the papers are solely responsible for the content, grammar, theories, and terminology set forth in proceedings.

6. Presentation: All selected papers are to be presented formally by the authors. Each presentation would be restricted to 10 minutes, followed by question-answer session for another 5 minutes. The Research Paper contributed by joint authors can be presented by any one of them.

### Registration Fees

Category	Fees
Delegates from Abroad	\$ 200 USD
Academicians from India	INR 3000/-
In Absentia Presenters	INR 2,500/-
Research Scholars (Only those delegates who are pursuing PhD)	INR 2000/-
Corporate delegates	INR 5000/-
Non-Presenting Participants	INR 1000/-
Students	INR 500/-

### Important Note

**The fee is per person per paper. In case of multiple authors, only the author, who is submitting the paper, will be notified and given the certificate.**

Co-authors desirous of certification and/or participation are required in addition to pay the full registration fees.

All delegates who are pursuing PhD and interested to register under 'Research Scholar' category need to submit a proof from their Institute with details of their candidature.

\*Guest/Spouse is not allowed to make presentation.

## Payment Mode

Registration fees should be paid by issuing a Demand Draft in favour of 'DSMS', payable in Durgapur. DD should be sent along with the registration form before the last date as mentioned above. Delegates can also make payment through NEFT gateway. NEFT related details are as under.

Account Name	DSMS College Tourism and Management
Bank Name	HDFC
Branch	DURGAPUR
Account No.	50200022834136
IFSC Code	HDFC0000234
Type of account	CURRENT

Authors should mention the transaction ID via email once the payment is done through NEFT gateway. Registration fees are nonrefundable under any circumstances; however, substitute delegates from the same institute might be accepted with prior intimation.

No TA/ DA will be paid for attending the Business Research Conference.

For Foreign delegates, Registration fees include conference kit, tea, working lunch, dinner accommodation for one day, and transportation charges from airport to the venue.

For Indian delegates, Registration fees include conference kit, tea and working lunch.

## Accommodation

Accommodation can be facilitated on extra payment if confirmation is received by 15<sup>th</sup> of February, 2019. The Institute has a tie-up with nearby hotels/guesthouse/clubs where *accommodation-charge* would range between INR 1500/- – INR 2500/- per day per head on twin sharing basis

## Key Takeaways from the International Business Research Conference

Category	Take away
From faculty stream: Two best papers will be awarded cash prizes based on the parameters decided by the expert committee.	<p>1st prize: Cash Award of INR 15,000/- 2nd prize: Cash Award of INR 7,500/-</p> <p>Two Consolation Awards: Memento of appreciation</p>
From research scholar and student category: Two best papers will be awarded cash prizes based on the parameters decided by the expert.	<p>1st prize: Cash Award of INR 3,000/- 2nd prize: Cash Award of INR 1,500/-</p> <p>Two Consolation Awards: Memento of appreciation</p>
Publication Opportunities	<p>All abstracts will be published in the conference proceedings .</p> <p>All papers presented at the Conference will undergo review for possible publication in various on-line journals.</p> <p>Selected Papers will also be considered for publication in UGC approved Journal. Journal having ISSN No. enlisted in ProQuest, Indexed in Copernicus, American national Engineering Database, Open J Gate, Jour Info.</p> <p>Selected Papers will also be considered for publication in the in house Journal of DSMS Calyx</p>
Certificate	<p>All Conference presenters will be issued a certificate for Research Paper presentation.</p> <p>All other registered delegates will be issued a certificate of participation.</p>

Looking forward to welcome you on 8th of March at DSMS Campus and thanks in anticipation for your kind support and encouragement to make this event a grand success.

**Conference Convener: Prof. (Dr). Suchismitaa Sengupta, Principal**

**Co-Convener : Siuli Mukherjee, Secretary**

**Conference Chair:** Prof. Anupam Mukherjee, Chairman

**Faculty Co-ordinator:** Subhadip Chowdhury

**Conference Committee Members:**

Siddhartha Chatterjee, Soumen Das, Rejaul Karim, Dibyendu Mukherjee, Sujoy Das, Subrata Pandey, Runa Chatterjee, Dr. Chandan Chatterjee, Sanjit Sarkar.

Please visit <https://klayek.wixsite.com/conf2019> for submission details.

For queries please email us at [principal.dsms@gmail.com](mailto:principal.dsms@gmail.com) or [Conference.dsms@gmail.com](mailto:Conference.dsms@gmail.com)

## **International Business Research Conference Venue Address**

**DSMS Group of Institutions**

Dr Zakir Hussian Avenue

Bidhannagar, Durgapur 713206

West Bengal, India

Telefax: 0343 2537756 / 2536993

Website: <http://dsmsindia.org>