



**NATIONAL SEMINAR
ON
RECENT TRENDS AND PRACTICES IN MANAGEMENT:
VUCA PERSPECTIVES
(NSRTPM-2020)**

March 24, 2020



Organized by
Faculty of Management Studies,
ICFAI University
HIMUDA Education Centre, Kalujhanda, Baddi, Himachal Pradesh, India

ABOUT THE UNIVERSITY

The ICFAI University, Himachal Pradesh was established under the provision of the Institute of Chartered Financial Analysts of India University (Establishment and Regulation) Act-2011 (Act no. 43 of 2011) as assented by the Governor on 17 Oct 2011. The University believes in creating and disseminating knowledge and skills in core and frontier areas through innovative educational programs, research, consulting and publishing, and developing a new cadre of citizens with a high level of competence and deep sense of ethics and commitment to the code of professional conduct. The university is part of ICFAI group of institutions/universities. There are 11 universities, 9 business schools and 7 law schools having PAN-India footprint under the ICFAI group.

ABOUT THE SEMINAR

The theme of the Seminar is “Recent Trends and Practices in Management: VUCA Perspectives”. Today’s organizations operate in a VUCA (volatility, uncertainty, complexity, and ambiguity) world. VUCA is a new normal. This new normal is real and is going to stay and therefore organizations have to modify their practices as per the demands of the “new normal” environment. Managers need to think out-of-the box to adapt to this new and continuously changing environment. VUCA requires the willingness from leaders to take considerable risks and devise new strategies. It is important for the organizations to bring new perspective into the practices to suit the demands of the VUCA world.

Seeing the demands of the changing environment, this seminar is being organized to address the changes required to manage in a VUCA world. The focus is to share the research-based knowledge on a common platform and deliberate on the newer possibilities for making role of managers more effective in organizations operating in a changing environment. With the focus on this theme, we welcome theoretical, conceptual and empirical contributions based on qualitative, quantitative and mixed method approaches.

CALL FOR ABSTRACTS

Authors are invited to submit abstract on the following indicative topics:

HR/OB – VUCA Perspectives

- Workforce Planning
- Talent Management
- Performance Management
- Organizational Learning
- Change Management

Finance – VUCA Perspectives

- Portfolio Management
- Growth and Competitiveness
- Financial Engineering
- Financial Forecasting
- Risk Management

Marketing– VUCA Perspectives

- Agile marketing
- Branding
- Content Marketing

- Digital Marketing
- Artificial Intelligence

GUIDELINES FOR ABSTRACT SUBMISSION

- The abstract should summarize the key points of the paper with a maximum of 5 keywords that define the subject matter
- The Abstract should not exceed 250-300 words
- It should be typed in MS-Word Document Format
- Abstract title, Authors Name, Designation, Institutional Affiliation, E-mail ID & Contact number should be stated clearly.
- Authors are requested to send the Abstract through E-mail to the ID-**nationalseminarfms@gmail.com**

IMPORTANT TIMELINES

- Abstract Submission – February 15, 2020
- Notification of Acceptance – February 20, 2020
- Last Date of Registration Fees - March 6, 2020

REGISTRATION FEES (IN RUPEES)

CATEGORY	FEES	GST	TOTAL FEES
Academicians			
Single Author	424	76	500
Two Authors	847	153	1000
Three Authors	1271	529	1500
Student & Research Scholars			
Single Author	254	46	300
Two Authors	424	76	500
Three Authors	678	122	800
Listeners	254	46	300
Industry/Corporate	847	153	1000

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Demand Draft

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SEMINAR COMMITTEE

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Mr. Ravi
Ms. Anjali
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Ms. Kanchan
Mr. Gurpreet

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SEMINAR VENUE

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