



**GOVERNMENT OF MAHARASHTRA'S
SYDENHAM INSTITUTE OF MANAGEMENT STUDIES
RESEARCH AND ENTREPRENEURSHIP EDUCATION,
(SIMSREE)**

B-ROAD, CHURCHGATE, MUMBAI – 400 020
Tel: 022 61510700 22021862, 9819836861 Fax: 61510777,
Website: www.simsree.org

5th Asia Pacific International Conference

On

Changing Business Practices in current environment
Chief Guest-Chancellor of Wisconsin University-ParkSide ,USA

Date: 4th – 5th January,2018

**Venue: Government of Maharashtra's Sydenham Institute of Management Studies,
Research and Entrepreneurship Education Affiliated to UNIVERSITY OF MUMBAI, INDIA**

Conference Mission:

The Mission of the Conference series is to act as a vehicle to help build a global movement dedicated to capturing, spreading and nurturing good practices in business Conference

Theme:

Changing environment requires a new approach to problems in business scenario. Role of business research in providing the solution in current environment will be the main theme of the conference.

Objectives of the conference are:

- To provide a special forum to present and discuss research on Changing Business Practices in Current Scenario.
- To facilitate research based knowledge among academicians and practitioners.

This will be only achieved through multi-disciplinary research based on idea generation and discussion. The objective is to bring about richness in discussion by encouraging domestic and international contribution.

At the 2018 conference there will be a strong focus on the relevance and application of behavior change practice and science. Also, new learning's in the fields of Marketing, IB, Finance, Business statistics, IT and business practices.

CALL FOR PAPERS

Paper should broadly address the conference theme and issue related to changing business practices.

Academicians and research professional are encouraged to contribute new ideas, concepts, and paradigms. Abstract will be published in **ISBN numbered** publication and selected paper in our **International Journal**. Kindly submit papers not exceeding **6000 words with abstract -250 words** for the following tracks mentioned below :

Marketing and Strategy ;Brand management ; International Business; Business statistics/Decision science; IT and business practices in the current business environment; Finance;General Management
There will be separate common track for students paper

All papers can be sent to: srivastava@vsnl.net OR rks_pmc@yahoo.com. Selected paper will be published in International Journal of Sydenham Management Review and Indian Journal Of Retail management

Venue: Sydenham Institute of Management Studies,3rd floor,B-road, Churchgate,Landmark-Churchgate station,Mumbai,India
Web:www.simsree.org

Hotel for stay: Sea Green Hotel,145 Marine Drive,N S Road, Churchgate,Mumbai-400020,Tel: 91-22-66336525/22822294www.seagreenhotel.com,E.Mail:mail@seagreenhotel.com, or sgh@vsnl.com ,Mumbai,**Or Taj**

Important Dates

Last date of submission of paper: 30th November, 2017 or Early

Notification of acceptance of Paper: December 10th , 2017 or Early

Last date for registration: December,30 th , 2017 or Early

Postal Address : Government of Maharashtra's Sydenham Institute of Management Studies, Research and Entrepreneurship Education Affiliated to University of Mumbai-150 years of standing India B-Road, Churchgate, Mumbai 400 020. Maharashtra, India. Email id:director@simsree.net Tel: 022 61510700 22021862,9819836861 Fax : 61510777, Website: www.simsree.org

We would be happy and grateful to receive suggestions

Thanking you once again and look forward to your reply

Dr. R.K. Srivastava

Professor and HOD

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