



Government of Maharashtra's
SYDENHAM INSTITUTE OF MANAGEMENT STUDIES,
RESEARCH AND ENTREPRENEURSHIP EDUCATION, (SIMSREE)
B-ROAD, CHURCHGATE, MUMBAI – 400 020.
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www.simsree.org



7th Asia Pacific International Conference On Changing Business Practices in Current Environment

Date: 6th & 7th January, 2020

Venue: Government of Maharashtra's
Sydenham Institute of Management Studies, Research and Entrepreneurship
Education. B-Road, Churchgate, Mumbai – 400 020.

Affiliated to University of Mumbai, India

About the 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:

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

The above objectives shall be achieved through multi-disciplinary research based on idea generation and discussion. The main purpose is to bring about richness in discussion by encouraging domestic and international contribution.

Special sessions will be held on:

1. **Developing a research paper of international standards**
2. **Understanding and Interpretation of structural modelling in research**

The conference has a strong focus on the relevance and application of behavioural change practice and science. It aims at providing new insights into the field of **Marketing, IB, Finance, HR, Retail etc.**

Call for Papers

Papers should broadly address the theme of the conference and issues related to changing business practices. Kindly send a full paper so that it can be published in ISBN book besides the conference.

Academicians and research professionals are encouraged to contribute new ideas, concepts, and paradigms. Abstracts will be published in **ISBN numbered publications** and selected paper in **International Journals**.

Kindly submit papers for the subjects mentioned below:

1. Marketing and Strategy	2. International Business
3. Brand management	4. Business statistics/Decision science
5. Finance	6. General Management
7. IT and business practices in the current business environment	

There will also be a separate track for student's paper.

Papers to be emailed to: srivastava@vsnl.net or rks_pmc@yahoo.com.

Selectpaper will be published in the **International Journal of Sydenham Management Review**

Venue: Sydenham Institute of Management Studies, 3rd floor, B-road, Churchgate, Mumbai.
Landmark-Churchgate station

Website: www.simsree.org

Hotels for stay:

1. Sea Green Hotel, 145 Marine Drive, N S Road, Churchgate, Mumbai-400020,
Tel: 91-22-66336525/22822294 Email: mail@seagreenhotel.com

2. Hotel Marine Plaza, 29 Marine Drive, Churchgate, Mumbai, Maharashtra-400020
Tel: 91-22-22851212, Email: hotelmarineplaza@vsnl.com, hmp@sarovarhotels.com

3. Oberoi Trident Towers, Vinay K Shah Marg, Near Air India Building, Nariman Point, Mumbai, 400021, Tel: 91-2266325757

4. Taj Mahal Palace, Apollo Bandar, Colaba Mumbai 400001
Tel: 91-22-66653366 Email: tmhbc.bom@tajhotels.com

Limited University Guesthouse rooms available to registered delegates on first cum first serve basis against registration and subject to availability.

Important Dates

1. Last date of submission of Abstract/paper: **30th November, 2019**
2. Notification of acceptance of Paper: **10th December, 2019**
3. Last date for registration: **22nd December, 2019**

Registration fees: \$200 or Rs.3000.

For Research Scholar Rs.1500

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