



The North Eastern Management Association (NEMA)

in collaboration with

University of Science and Technology, Meghalaya (USTM)

Organizes

The 1st National Conference

On the theme

“Think Global Act Local: Contemporary Sustainable Business Practices and Development”

to be held on

10th & 11th October - 2017

Venue: University of Science and Technology, Meghalaya

Important Dates:

Last date for Submission of Abstract	30 th June 2017
Intimation of Acceptance of Abstract	5 th July 2017
Last date for Submission of Full Paper	25 th July 2017
Intimation of Acceptance of Full Paper	29 th July 2017
Registration (on or before)	10 th August 2017

About the Conference:

The phrase “Think Global, Act Local” was first used in the context of environmental challenges. In order to achieve changes and improvement, one need not wait for global legislation or global action. Rather the best course of action is to drive changes oneself. One could act to reduce one’s own environmental impact, for example, consuming less energy or water. Acting locally starts to address what one sees as a global issue.

But “Think global, act local” has taken on a much wider meaning in recent years. Most companies and supply chain systems need to serve a worldwide customer base. Companies, especially those trying to run lean supply chain strategy, want to keep their operations as simple and standardised as possible. That way, they can drive efficiencies and economies of scale. But it misses a key principle of lean – looking at value from the customer’s perspective. If you don’t, you run the risk of having no

customer, no brand and no market. The consumers demand local, specific tastes and preferences, and purely customized solutions even. The supply chain needs to act locally to understand and meet those needs.

The term is also prominently used in business strategy, where multinational corporations are encouraged to build local roots. This is sometimes expressed by converging the words "global" and "local" into the single word "Glocal," a term used by several companies (notably Sony Corporation and other major Japanese multinationals) in their advertising and branding strategies in the 1980s and 1990s.

Currently more and more corporations are finding it extremely important to analyze the environmental damage of their company. The pressure they receive from government officials and local communities regarding environmental issues is vital to their company's image. Glocalization is an emerging concept throughout the business world. It was first developed by the Japanese; however, it has now emerged throughout Western society. Glocalization refers to the practice of conducting business according to both local and global considerations

In this context of the debate on sustainability taking the 'society vs. business perspective, the North Eastern Management Association (NEMA), aims to bring together these differing perspectives into academia as well as practitioners for discussion and debate in the First National Conference of NEMA on "Think Global Act Local: Contemporary Sustainable Business Practices and Developments" to be held on September 29-30, 2017.

About NEMA:

The North Eastern Management Association (NEMA), which came into being on 21st May, 2016, is a non-political, non-partisan, voluntary regional management association with national and international perspectives. The Association is getting registered under the SR Act XXI of 1860. This is a cohesive group of management experts, economists, business community, business and management researchers, technologists etc, with multifarious objectives such as- to serve as a forum for the exchange of ideas, experiences; collection and dissemination of information on management, business, trade, and commerce; to promote the research and consultancy activities; and to bring coordination in the Business Management curriculum at national level. Any person/institution interested in the study of business management, trade and commerce, and economic issues of the firms and issues subscribing to the objectives of the Association can be member of the NEMA. Members of NEMA are presently drawn from the eight North Eastern States but membership to NEMA is also open to all the interested individuals/institutions from all over the world. The core activities of NEMA include organization of seminars, conferences, workshops, and meetings; promotion of research; providing technical assistance and consultancy to the clientele world and publication of books, journals and periodicals, etc. The activities of the Association are managed by an Executive Committee consisting of five office bearers and six executive committee members.

Aim and Objectives of North Eastern Management Association:

- To undertake, promote, co-ordinate and collaborate in the study of managerial problems and issues in India with special emphasis on North East India.

- To provide a common platform for interaction of ideals and exchange of experiences among the scholars.
- To contribute in promoting an atmosphere conducive for research through dissemination of information and knowledge.
- To contribute in promoting technical competence for teaching and research in the field of business management and its allied subject covering trade and commerce, economics, tourism and hospitality management, entrepreneurship, international business, strategic management, social and cross cultural studies etc.
- To undertake any other activities in furtherance of the course of the association as per the changing paradigm of the business and managerial world

Conference Sub Themes:

We invite researchers and practitioners to submit their ideas, articles and abstracts pertaining to following suggested themes (this list is not exhaustive):

- Inclusive and Equitable Economic Growth
- Dynamics of Family Business
- Corporate Governance; Mechanism and Practices
- Behavioural Corporate Governance
- Organisational Development
- Culture and Strategy
- Emerging organisational structures
- Change management in dynamic business environment
- Strategic Leadership
- Innovations in financial services
- Sustainable financial regulatory framework
- Financial intermediaries in sustainable economies
- Transformation of financial system for green economy
- Knowledge management in knowledge economy
- Human Resource Capital Practices
- Human Resource Planning and Analytics
- Green Marketing and Responsible Consumerism
- ICT in development practices
- Green ICT for sustainability
- Recent trends in ICT
- Business practices in Non Profit Organisation
- Business Ethics in sustainable development
- Entrepreneurship, growth and competitiveness
- Green Entrepreneurship
- Innovation and technological entrepreneurship
- Social and community entrepreneurship
- Tourism and sustainable development
- Eco Tourism and Community tourism
- Society and corporate houses
- Innovation, strategy and CSR
- Challenged and Opportunities in sustainable marketing
- Culture aspects in business and sustainable marketing

- Marketing in real time scenario
- Solar and other sustainable Energies for future
- Managing water crises in future
- Sustainability Development Agenda 2030
- Managing forest and other natural resources
- Climate Change Management
- Disaster and Crisis Management
- Millennium Development Goals (MDGs)
- Education on Sustainability, Climate Change, Society, and Inclusiveness
- Sustainability and Smart Cities
- Sustainable Supply Chain Management
- Global Reporting Initiatives and Corporate Sustainability
- Corporate Citizenship and Corporate Governance Issues and Challenges
- Role of Spirituality in Sustainability and Responsible Businesses
- Managing Indigenous Cultures and Livelihood

Submission Guidelines

Author can submit their paper as an email attachment in doc or docx format at secetarynema@gmail.com, drwcsingh@gmail.com, sunil.mba.amity@gmail.com

- Length of full-length paper should be about 3000-5000 words.
- The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE document created in MS WORD (compatible mode). Please use Times New Roman font.
- Font size should be 16 point for title, and 12 point for rest of the text. Please provide margin of 1" on all sides. The text should be justified.
- References should be provided using American Psychological Association (APA) guidelines.
- Check that the paper prints correctly (i.e. all imported figures and tables are there) and ensure that the file is virus-free.
- Changes in the paper title, authorship and paper contents shall not be possible after the submission deadline.
- Submitted papers must not have been previously presented, published, accepted for publication anywhere.
- Submission of a paper implies that should the paper be accepted, at least one of the authors will register and present the paper in the conference.
- Last date of registration is **10th August, 2017**.
- Authors should provide their full name, current affiliation, and contact details on the cover page of their research paper.
- Kindly indicate the name of the corresponding author in case of two or more authors. All conference related mails will be addressed to the corresponding authors.

Conference Publication:

The peer-reviewed conference papers will be published in the Book Proceedings (Full Paper) bearing an International Standard Book Number (ISBN). Based on Editor's review, few selected papers may be published in the International Journal of Applied Management Research (IJAMR)

Registration

Faculty/ Paper Presenting Authors/Delegates	INR 1500
Students / PhD Candidates presenting paper	INR 700
Non Presenting participant	INR 500

**The Registration fee includes the Conference Kit, Refreshments, Lunches and certificate only. Accommodation for the participants may be arranged on request made from the participants but they have to make the payment on their own.*

Mode of Payment

DD/Cheque/Account Transfer

Account Name	North Eastern Management Association
Account Number	49000100010135
Bank Name and Branch	Bank of Baroda, Manipur University Branch
RTGS/NEFT IFSC CODE	BARB0UNIMAN
Type	Saving Account

*******On Spot registration accepted without accommodation.**

Organising Committee

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NORTH EASTERN MANGEMENT ASSOCIATION (NEMA)



1st National Conference on “Think Global Act Local: Contemporary Sustainable Business Practices and Development”

(10th – 11th October 2017)

REGISTRATION FORM

Full Name (Capital Letters) Dr. / Prof. / Mr. /Ms): _____

Male / Female: _____

Designation: _____

University / Institute / Company: _____

Address for Correspondence: _____

City: _____ State: _____ Pin code: _____

Phone No: (Official) _____ (Residence) _____

Mobile No.: _____ Email id: _____ Fax No.: _____

Whether presenting Paper (Yes / No): _____

If Yes, Title of the Paper: _____

Category (Please tick the one which is applicable)

- 1) Faculty/ Paper Presenting Authors/Delegates
- 2) 2) Students / PhD Candidates presenting paper
- 3) 3) Student/Research Scholar

Accommodation: Do you require accommodation (Yes/ No): _____

Payment Details (DD/Cheque/Bank Transfer) _____

Signature: _____

Address for correspondence (Filled in Registration Form should reach either of the following address):

1. Prof. W. C. Singh, Manipur Institute of Management Studies, Manipur University, Canchipur- 795003, Imphal, Manipur, India
2. Dr. Sunildro LS Akoijam, Assistant Professor, Department of Management, NEHU, Tura Campus, Tura-794002, Meghalaya