

RELEVANT DATES

Submission of Full Paper	10th Jan, 2017
Paper Acceptance Notification	14th Jan, 2017
Submission of Registration Form and Registration Fee: Online	15th Jan, 2017

For Participation only Last Date of Registration: 15th Jan, 2017.

REGISTRATION FEE

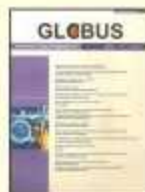
Details of the Registration fee are as follows:

Category	Registration Fee
Industry Persons	Rs. 2500/-
Academicians	Rs. 2000/-
Students	Rs. 1500/-
GERA/CTE Members	Rs. 1500/-

The duly filled registration form either along with the demand Draft / Cheque in favor of Globus payable at Ghaziabad. Payment through online, details as given below:-

Name:	Globus
Bank:	Union Bank of India
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Account No:	588101010C50035
IFSC Code:	UBIN0558818

Online generated payment slip should be sent to the mail also.



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Venue for Conference

Hotel Maiden Residency
Adjacent to New Era Public School, NH-24, Pandey Nagar,
Near Diamond Flyover, Ghaziabad, UP-201002

GERA

EDUCATION
IS THE MOST
POWERFUL WEAPON
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GLOBUS EDUCATION & RESEARCH ASSOCIATION

Presents

AN INTERNATIONAL CONFERENCE

ON

BUSINESS AND ECONOMIC POLICY: CHALLENGES & OPPORTUNITIES

January, 22-23, 2017

In Joint Association with
Council for Teacher Education (CTE)



&
Globus Publications

Organized By
GLOBUS EDUCATION & RESEARCH ASSOCIATION

E-Mail: geraassociation@gmail.com

Website: www.geraconference.in

Contact: No: 09810108846, 09015615796

THE THOUGHT

The experts in modern scenario must continuously reconstruct their expertise and be able to apply their knowledge in actual scenario. Faced with the challenges, organizations need to develop a more focused and coherent approach to managing the current scenario. Two critical questions must be addressed. What kinds of scenario do you need to manage and run to meet your strategic business objectives? What economic policies and initiatives must be designed and implemented to attract, develop and manage business to compete effectively? In order to answer these questions, four key dimensions need to be focused on - environment, structure, policy and technology.

The objective of this conference is to provide an international forum for rich discussion on research issues faced by academia and business to highlight the need for change in focus on strategy formulations in the face of economic slowdown and to bring academic and business together for bring out enduring solutions by keeping an eye on policies.

This conference will allow academicians, business managers, researchers, policy makers, experts, technocrats, scientists and students worldwide to meet and share knowledge of various strategies and policies. Discussion in the conference would be able to contribute in redefining business operations through intellectual amalgamation of strategy, policies and personnel and definitely in presence of restructured yet simplified technologies.

ABOUT GERA

Globus Education & Research Association with Dr PK Agarwal, was formed in 2011, with the sole aim of imparting quality in education. The association since its inception has played a pioneering role in catering to the requirement of twenty first Century. It's strong ties with the Business Community makes it an effective mechanism for the promotion of Organizations. Today the association is running six journals in different areas.

The Journals are intended to provide perspectives on topics relevant to research in the field of business, management, information technology, engineering and education. The changing management scenario and the advent of digital economy have necessitated a journal to cater to the needs of scholars, academicians, business leaders and practicing managers. To serve society by creating a quality learning environment which is committed to creative, innovative and value based learning.

ABOUT CTE

A group of committed teacher educators launched the "Council for Teacher Education" in 1985, with an objective to strengthen teacher education programmes both at pre service and in service level. Since the key to achieve this goal lies in enhancing the competence and commitment of teacher educators, this society is organized with a constructive view to promote the educational activities and pedagogic awareness for teacher educators, pupil teacher etc. The "Pedagogic Society" under the banner of CTE has taken up the pious, legitimate and noble task of guiding the large segment of Teacher Educators in its proper perspective before they join the perspective field.

STRUCTURE OF CONFERENCE

Conference in addition to inaugural and valedictory sessions will comprise of paper presentation sessions and invited talks delivered by experts drawn from industry, technology leaders, academia and government organizations on latest issues related to business, economic policy, information technologies and engineering science.

SUBTHEMES OF THE CONFERENCE

The original unpublished papers in any are within the scope of Management, Education, Engineering and Technology are invited for presentation. The following areas are particularly suitable (but not exhaustive):

Management

- Marketing
- Finance
- Human Resource
- International Business
- Economics
- Demonetization
- Good Governance
- E-Commerce
- M-Commerce
- Information Infrastructure & Security
- Technology Based Business
- Management Information System
- Knowledge Management

Engineering & Technology

- Cloud and Green Computing
- Web Services
- High-Performance Computing
- Security and Privacy
- Embedded Programming/OS
- Virtualization Technologies
- Bioinformatics
- Network Technologies
- Image Processing
- Database & Data Mining

Education

- Educational Psychology
- Educational Technology Systems
- Higher Education
- Library Science/Information Resources
- Media and Technology
- Role of Education
- Rural Education
- Teacher Education

GUIDELINES FOR AUTHOR

1. The soft copy of extended abstract in about 100 words must be submitted.
2. All papers should be submitted in Times New Roman, 12 size, single space and in MS-Word only.
3. Authors are requested to submit the paper to :
email-id: geraassociation@gmail.com
4. All contributors whose papers are approved by the review committee shall be intimated. All such contributors would be required to register themselves by sending the filled registration form and the required registration fee on or before due date for presentation. All the accepted papers may be edited, if required, by the Editorial Team.
5. The Hard Copy of Certificates will be given to all authors and selected papers will be published in Associated International Journals.

ACCOMMODATION

Accommodation will be arranged in the hotel against charges.