



COMMITTEES

CHIEF PATRON
Dr SK Agarwal

CONFERENCE CHAIR
Dr Nidhi Agarwal; Principal Integrated School of Education; Gen Sec CTE (UP)

CONVENOR
Dr Vikas Mishra; Assistant Professor, Akbarpur Degree College Kanpur (D)

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Dr Norazah Mohdsuki, University of Malaysia Sahab, Malaysia
Dr Ajay Rana, Director, Amity University, Noida
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Dr SD Singh, National Coordinator, CTE
Dr Jagdeep Sonwane, Professor, Bhavnagar University, Bhavnagar, Gujrat
Mr Mayank Mittal, Corporate, New Delhi
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Dr Ruchika Gupta, Associate Professor, Amity University, Greater Noida
Dr Sachin Tiwari, Professor & Head, Swami Vivekanand University, Sagar, MP
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Dr Niredesh Vashisth, Director, Pt Deen Dayal Updhyay College, Meerut
Dr T.Venkath Rav, Director, Lokpradeep Institute, Hyderabad, Andhra Pradesh
Dr Parul Bhargava, Professor, Poddar Group of Institutions, Jaipur, Rajasthan

ORGANISING COMMITTEE

Dr Ananta Sharma
Mr Sumeet Seth
Mrs Mona Arora
Mr Vishal Mishra
Dr Sita Tripathi
Dr Abhinav Singh
Dr Sadhana Chaturvedi

GERA

GLOBUS EDUCATION & RESEARCH ASSOCIATION

Presents



**A National Conference on
"EDUCATION, BUSINESS
AND ECONOMIC POLICY:
ISSUES & CHALLENGES"**

October, 04-05, 2017

In Joint Association with
Council for Teacher Education (CTE)
&
Globus Publications



Organized By
GLOBUS EDUCATION & RESEARCH ASSOCIATION

E-Mail: geraassociation@gmail.com

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Contact No: 09810108846

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 academia 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 the objective to strengthen teacher education programs both at pre-service and post service. Since the key to achieve goal lies in enhancing the competence and commitment teacher educators this society is organized with a constructive view to promote the educational activities and pedagogic awareness to teacher educator's, pupil teachers 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 prospective 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 universities, technology leaders, academicians and bureaucrats on latest issues related to business, economic policy, information technologies and quality higher education and 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 AUTHORS

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.

RELEVANT DATES

Submission of Full Paper 25th September 2017

Paper Acceptance Notification 28th September 2017

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
Branch- Govindpuram, Ghaziabad (UP) – 201003
Account No- 588101010050035
IFSC Code- UBIN0558818

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

REGISTRATION FEE

Details of the Registration fee are as follows:

Category	Registration Fee
Industry Persons	Rs. 2500/-
Academicians/Students	Rs. 1500/-
GERA/CTE Members	Rs. 800/-

ACCOMMODATION

Accommodation will be arranged in the hotel against charges.

VENUE FOR CONFERENCE

HOWARD PLAZA THE FERN
FATEHABAD ROAD AGRA