



National Conference on Emerging Issues & Challenges in Business

22-24 August, 2015, Pokhara, Nepal



CALL FOR PAPERS

Introduction

Pokhara University is located in Lekhnath Municipality of Kaski district, thirteen kilometer east to the heart of the Pokhara city. The academic complex of the University is in the serene and scenic location of seven lake city, Lekhnath, in the lap of the Beautiful Himalayan Range and peaks such as Mt. Machhapuchre and Mt. Annapurna. In addition, Begnas Lake and Rupa Lake are walking distance of its academic complex and central office. As an emerging university, Pokhara University is striving for its infrastructure, organizational and academic excellences national/international conferences, workshops research projects and day to day academic activities taking place with University campus premises are part of our overall growth.

School of Business, Pokhara university is pleased to conduct its National Conference on Emerging Issues and Challenges in Business during 22-24 August, 2015 in Pokhara, Nepal. The Conference is expected to bring academicians, researchers, and practitioners, who have a passion in the area of finance/account, marketing, and human resource management to discuss on contemporary issues faced by the developing economies like Nepal.



Conference Objectives

The primary objective of the conference is to promote the culture of undertaking research and discussion on contemporary issues faced by developing nations like Nepal among the faculties of Nepalese universities.

Some of the specific objectives of the proposed program are as follows:

- i. To disseminate academic contribution in identifying and exploring emerging issues of business and management in Nepal
- ii. To promote culture of inquiry among Nepalese academicians on contemporary emerging issues of business areas and their management
- iii. To provide the platform for academicians and participants to share their opinions/research work and innovative ideas
- iv. Enriching the knowledge of delegates with the experience of theories and practices on business management for sustainable growth of the nation

Theme of Papers

The National conference will be organized in three themes. Viz:

- i. Issues and challenges in Finance
- ii. Issues and challenges in HRM
- iii. Issues and challenges in Marketing

Topics of coverage may include, but are not limited to:

- **Finance/Account:** Financial sector development, financial system, financial stability, corporate governance in the financial sector, financial innovation, monetary, banking and financial policies, global economic integration, financial crisis, microfinance, financial inclusion, portfolio management strategy, merger and acquisition, stock market, poverty alleviation, sustainable development, and so on.
- **Marketing:** Foreign trade, international business practices, foreign direct investment, green marketing, international trade implication, supply chain management, and so on.
- **Human Resource Management:** Organizational change and resistance, performance management, conflict management, institutional and strategic advantage, globalization and sustainability, workforce diversity, dynamics and employee commitment, training and development, strategic management, and so on.

Information for Authors: Important Dates

<i>Abstract submission deadline</i>	<i>15th June, 2015</i>
<i>Notification of abstract acceptance</i>	<i>23rd June, 2015</i>
<i>Full paper submission deadline</i>	<i>23rd July, 2015</i>
<i>Notification of full paper acceptance</i>	<i>9th August, 2015</i>
<i>Conference date</i>	<i>22-24 August, 2015</i>

Manuscript Submission, Review Process and Notification of Acceptance

Please e-mail the abstract of your paper to nationalconference.sobpu@gmail.com by 15th June, 2015 and submit the full paper by 23rd July, 2015 after notification of abstract acceptance. The paper(s) would be reviewed for suitability and notification of acceptance will be announced on or before 9th August, 2015. Conference paper must be in English language. The author(s) are advised to follow the following format to prepare the paper:

- Abstract Size: within 200 words.
- Full paper length: 3000 words to 5000 words.
- Letter font: Times New Roman.
- Letter/Font Size: 12
- Line Spacing: Double
- Paper size: A4 Size
- Paper Margin: 1" (Top, bottom, right, and left)
- Reference: APA Style
- Paper must be submitted in MS-word version.
- The cover page of the paper should include the institutional affiliation, address, phone number, and email address of each author.
- The paper to be submitted for the Conference should be original work not previously published, and not being considered elsewhere for publication, If accepted for presentation, it will not be published anywhere without the consent of the Conference Organizing Committee.
- Selected papers will be considered for publications in proceeding book and journal of the University.

Registration

All authors of the manuscript have to register themselves separately. The registration fee covers the cost of conference kit, publication fee, and refreshments. It does not cover accommodation, and dinner. Registration fee once deposited cannot be refunded under any circumstances. On acceptance of their papers, the participants are requested to send the duly filled registration form along with the requisite fee as detailed below:

Individual: RS.3500
Institutional: RS.5000
Students: RS.2000

Mode of Payment

Registration fee can be deposited or electronically transferred to National conference, School of Business, Faculty of Management, Pokhara University, A/C No: **1201017500785 of NABIL Bank, Pokhara New Road Branch(Account Type: Current)**. The participants are requested to send the scanned copy of the receipt of the same along with the registration form.

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Expected Participants

We expect about 120 participants (including paper presenters), who may include faculty and researchers, practitioners, and post graduate students.

Conference Organizing Committee

Contact Person

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