



كلية مسقط  
Muscat College

## DEPARTMENT OF BUSINESS AND ACCOUNTING

in collaboration with the Research Unit

### International Student Conference 2019

## Emerging Global Business Paradigms and Contemporary Management Issues (EGBPC 2019)

### About the Conference

The Conference provides a perfect platform for students and academicians to deliberate on key contemporary management issues that are significant in the changing nature of global business paradigms.

### Conference Arena

The main focus of the conference is to discover business paradigms for emerging world economy from different perceptive:

- **Economics**
- **Entrepreneurship**
- **Marketing paradigms in emerging markets**
- **Managing finance and banking in emerging markets**
- **Human resource management in emerging markets**
- **Contemporary business issues**
- **Information system and business analytics**

### Opportunities for Publication

The selected research papers have an opportunity to be published (optional) in ISSN international journal with an impact factor of 5.646, indexed in Google scholar and unique DOI number for each article.

### Virtual Presentation

International participants can present their work through Video conference.

### Paper Submission :

[egbpc2019@muscatcollege.edu.om](mailto:egbpc2019@muscatcollege.edu.om)

### Important dates:

#### Abstract and Final Submission

March 5, 2019

#### Final Approval Notification

March 12, 2019

#### Conference Date

March 26, 2019

### Contact details:

Muscat College,  
Department of Business and Accounting,  
Ruwi, PC 112 Sultanate of Oman.  
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Fax: +968 24 504954  
Mobile: +968 99688278 (Dr. Gopal)  
96919724 (Ms. Nitha)  
E-Mail: [egbpc2019@muscatcollege.edu.om](mailto:egbpc2019@muscatcollege.edu.om)  
Website: [www.muscatcollege.edu.om](http://www.muscatcollege.edu.om)

### Fees:

Free registration  
Journal Publication (optional) : OMR 20 ( \$ 50 )





**MUSCAT COLLEGE**  
**DEPARTMENT OF BUSINESS AND ACCOUNTING**  
**in collaboration with the Research Unit**

**International Student conference 2019**

**Emerging Global Business Paradigms and Contemporary  
Management Issues (EGBPC 2019)**

**About the conference**

The main focus of the conference is to discover business paradigms for emerging world economy in different perceptive like economics, entrepreneurship, marketing, finance, banking, human resources management, business analytics and information system. This conference aspires to throw light on business paradigms for global business and to provide an opportunity for the students and academicians to explore their ideas in a common forum.

**Conference arena**

The conference focuses to bring ideas from students and academicians in the current developments in the following key area.

➤ **Economics**

- Macro-economy
- Global Economic diversification
- FDI
- Balance of Payments
- Exchange rates

➤ **Entrepreneurship:**

- Entrepreneurship and Innovation
- Entrepreneurship and Economic Development
- Entrepreneurship Ecosystem
- Entrepreneurship Motivations and Challenges
- Entrepreneurial marketing

➤ **Marketing paradigms in Emerging markets**

- Branding in emerging markets
- Supply chain management

- Service management
- B2B
- Green marketing
- Marketing challenges in emerging markets
- Customer relationship management
- **Managing finance and banking in emerging markets**
  - Managing mergers and acquisition
  - Investors relations and education
  - International finance
  - Insurance and risk management
  - Project planning and appraisal
  - Banking sector reforms
- **Human resource management in emerging markets**
  - Emotional intelligence
  - Employee empowerment and engagement
  - Performance management
  - Talent management
  - Work life balance
  - Human resource information system
- **Contemporary business issues**
  - CSR (Corporate Social Responsibility)
  - Ethical Dilemmas
  - Business Environmental challenges
- **Information system and Business analytics**
  - Computational and artificial intelligence
  - ERP and supply chain
  - CRM and human-computer interaction

### **Opportunities for Publication**

**Selected paper will be published in the *International Journal for Research in Engineering Application & Management* (ISSN: 2454-9150). The journal has an impact factor of 5.646 and indexed in Google scholar. The journal provides unique DOI number for each article. For the publication, author needs to pay RO 20 (\$50).**

### **Virtual Presentation:**

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### **Submission Format (A template is attached)**

**Author:** Times New Roman, font size of 12, format of First A. Author, Designation, Organization with City & Country, Email

**Abstracts:** No italics, 10 size font, bold. Abstract should not be more than 200 words

**Main Paper heading:** 20 size, No italics, bold

**Sub Heading :** 14 Size, Bold, Italics

**Section heading:** 10 size, No italics, Title case bold, All Uppercase

**Full text:** 10 size, No bold, No underline, No italics (Only for standard pattern use italics, Bold & Underline), Justify, Single Space.

**Table name and figure name:** 8 size, bold.

**Margin:** All margins are 1 on all sides.

**References :** 8 Size, Justify, Numbering e.g. 1 to 10.

**Words count:** 4000 to 5000 words (7 to 8 pages).

**Note: Originality of the manuscript will be checked.**