

“A good opportunity to meet with other like-minded professionals. A great opportunity to stretch outside of your "box" and look at things a little differently.” | “A must attend for not only practitioners but those in LEADERSHIP POSITION to better understand critical decision making processes for business success.” | “A one-stop shop for GREAT LEARNING both by presenters and peers.” | “Merge with industry stars and go home suitably humbled and motivated to achieve great new things.” | “Very insightful, lots of ideas for any knowledge level” | “If you want to learn from the key opinion leaders, develop or polish your skill sets, or network with front-line entry-level practitioners and major thought leaders alike, this is where to do it!” |



**2nd INTERNATIONAL
CONFERENCE
2014**



ISAC

**November
3-4-5 2014**



Creating Sustainable Business Value: Embedding Sustainable practices into Strategies

KNOWLEDGE PARTNER

Lumbini Academic Foundation, Nepal

ORGANISED BY



INTERNATIONAL SOCIETY for APPLIED COMMERCE
Research & Development Wing, AHMEDABAD



UNILEISURE HOLIDAYS PVT LTD - AHMEDABAD



REGISTRATION FEE

REGISTRATION CATEGORIES	Uptill 15 th September 2014		Uptill 15 th October 2014	
	With Lodging	Without Lodging	With Lodging	Without Lodging
Member Delegates	7000.00	4000.00	8000.00	5000.00
Non-Member Delegates	8000.00	5000.00	9000.00	6000.00
Research Scholars/Students	6000.00	3000.00	7000.00	4000.00
Local Delegates	--	1500.00	--	1500.00
Foreign Delegates	200 USD	100 USD	250 USD	150 USD
Accompanying & family members	5000.00	--	5500.00	--

Fees once paid will not be refunded.

All participants have to register themselves with the required registration fee well in advance as per the conference schedule. Registration fee is required even if the paper is selected for the conference. Registration fee includes:

- Conference Kit
- A copy of the Conference Proceedings



PAYMENT METHOD

Registration fee is to be paid by a Cheque / Demand draft drawn in favour of 'International Society for Applied Commerce' payable at Ahmedabad. The demand draft, along with registration form, should be sent to Conference Coordinator, International Society for Applied Commerce, Ahmedabad (India).

Registration fee through Direct Deposit/Online Wire Transfer Bank Details:
For registration fee one can also visit any CBS branch of Axis Bank and arrange for Depositing the registration fee in our account details are as below:

1. Account Name : International Society for Applied Commerce
2. Bank Name & Branch : Axis Bank, Vastrapur Branch
3. Account Number : 913020046141669
4. IFS Code : UTIB0000032



IMPORTANT DATES:

Abstract submission deadline	: 10 th August 2014
Notification of Acceptance/rejection	: 17 th August 2014
Final paper Submission deadline	: 15 th September 2014
Registration deadline for Authors	: 14 th October 2014
Registration deadline for non-author delegates	: 14 th October 2014



Contact:

Mr. S. Shekhar Iyer +91- 9016784044, 9099905579

INTERNATIONAL SOCIETY for APPLIED COMMERCE

Research & Development wing, AHMEDABAD.

212, 'SAMAN' Complex, Opp. Satyam Mall, Satellite Road, Ahmedabad - 380 015.

E-mail: isacbrains@gmail.com / assoisac@gmail.com

Website: www.isacbrains.org



TRAVEL PARTNERS

International Society for Applied Commerce

CALL FOR PAPERS/CASE STUDIES

2nd International Conference on

Creating Sustainable Business Value: Embedding Sustainable practices into Strategies

(A Special reference to Emerging Economy, Accounting, Finance, Information & Communication Technology, International Business Management, Human Resource Management and Marketing Management)

DATE: 3rd, 4th and 5th November 2014

VENUE: KATHMANDU (NEPAL)

ORGANISED BY:

INTERNATIONAL SOCIETY for APPLIED COMMERCE

and

LUMBINI ACADEMIC FOUNDATION

Dear Sir/Madam

ISAC's 2nd International conference on **Creating Sustainable Business Value: Embedding Sustainable practices into Strategies: The path of applied commerce** provides the ideal opportunity to present your projects and experiences. It is the perfect platform to discuss the latest developments in the field of applied teaching and learning methodologies, for achieving sustainable strategies.

Submit your abstract

You are invited to submit your abstract proposal to contribute to ISAC2014 (in person or virtually) with your experiences and projects in the area of education, research and innovation. The deadline for abstracts submission is 15th July 2014.

A truly International event

You shall be able to share all your experiences with other experts in a truly international atmosphere. This conference will be held at international level. More than 150 delegates from different countries are expected to attend this conference.

Publications

ISBN publication will be produced with accepted abstracts and papers. ISSN journal will be produced accommodating accepted research papers. All accepted contributions will be included in the ISAC digital library to form part of our database of innovative papers in this field.

The Venue:

Nepal is unique for its Buddhist culture, historical and artistic richness, MONASTIC music and dances, lovely weather in winter and tasty gastronomy. The colours, sounds, emotions, feelings, smiles and aromas in Nepal will captivate your senses.

From Ahmedabad, it will take 2-3 days by rail/road to arrive at Kathmandu the capital of Nepal.

The Objectives of this conference are:

01. To present alternatives that can save insulate trade and commerce and SME/MME's from impending danger of value erosion.
02. To identify the eternal cultural value systems that held the society together in the past.
03. To rediscover the value of these value systems for the sustainability of trade and commerce.
04. To analyse whether cultural value system, can provide the correct answer to the problems confronting the sustainable business practices.

REGISTRATION

Delegate's registration is open in person contact and virtually at: www.isacbrains.org/register

GUIDELINES FOR SUBMISSION

Selection of papers for presentation will be based on abstracts. An abstract must include a clear indication of the purpose of research, methodology, major results, implications and key references. They should adhere to the following:

Length of Abstract: The abstract should not exceed 300 words including the title and references.

Page margins: The page margins should be one inch on all sides.

Font: The abstract should be typed in Times New Roman in 12 point font size.

Line spacing: The abstract should be typewritten in 1.5 line spacing.

Title Page: The abstract should be accompanied by a separate title page. The title page should include the title of the paper in about 5-10 words, the authors of the papers along with their institutional affiliations and contact details.

Keywords: The authors are requested to provide at least four keywords associated with the submitted paper. All papers will be blind reviewed and only those papers approved by the reviewers will be selected. All papers must be submitted at www.isacbrains@gmail.com. Authors will be notified of acceptance. Acceptance of the paper implies that at least one of the authors will register and present the paper.

BEST PAPER AWARDS

The three best paper awards will be given during the valedictory session of the conference. The best papers will be selected on the basis of the quality of the research paper and the decision will lie with the jury consisting of eminent experts of the area.

- The first best paper award will carry a cash award of INR 2500/- and citation
- The second two papers will also get recognition

PAPER PUBLICATION

Selected papers will be published in the Conference Proceeding with ISBN, which will be available at the time of the conference. Extended papers will also find place in the special issue of ISAC bi-annual refereed journal 'Commerce Window' [ISSN: 2348-6996]

MAIN TOPICS

- Development Models for Rural Sustainable Livelihood
- Bhagavad Gita and Management Practices
- Employee Motivation Models
- Employee Retention Strategies
- Customer Satisfaction & Service Quality of Life
- Insurance Products
- Savings Behavior and
- Mentoring in Public Sector Units
- Training Needs Analysis
- HRD & Bhagavad Gita
- Customer Attitudes & Satisfaction towards CSR initiatives of Indian companies
- Leadership in Cross Cultural atmosphere and CSR
- Lean accounting as sustainable business practice
- The need of Direct tax code
- International financial reporting standards and corporate frauds
- XBRL: A sustainable approach
- Investment Decisions and Transparency
- Global poverty
- FDI in India issues and problems
- International financial institutions and growth of multilateral trade
- Meteoric growth of service sector in India- is it justified?
- Gender inequality – global concern
- Emerging issues in environmental economics
- Issues related to health and education in Asian countries
- Role of banking sector in growth during post reform period in India
- Corporate financial reporting practices in India
- International Corporate frauds
- Intellectual property rights
- Target costing
- JIT approach in Indian industries
- Goal programming in service sectors
- Emerging issues, statistics methods and applications
- Emerging market economies and sustainable practices
- Global financial crisis and corporate frauds

WEATHER CONDITIONS

This is the best tourist season in Nepal with the summer gone by and the winter to set in. The weather is highly pleasant and so are the mountain views. This is the peak season for trekking as mountain views are guaranteed. This is also the season of festivities as Nepal celebrates the biggest Hindu festivals Dashain followed by Tihar. Weather during the November month is pleasurable cold and bone shivering to some extent. The day time expected temperature is between 10°C to 22°C.

SPONSORSHIP

Industries / organisations are invited to sponsor the Conference and take part in it. All queries should be addressed to the Conference Convener.

TRAVELLING

For all your travel related queries and travel bookings please contact our travel partners **UNI LEISURE HOLIDAYS (I) PVT. LTD** 02, Nirdhaval Appt., Nr. Sardar Patel Seva Samaj Hall, Navrangpura. Ahmedabad - 38 00 09. Ph No: 079-40049806 / 26406455. Fax No: 079-26402046. Web : www.unileisureholidays.com

:: CONFERENCE PATRON & CHAIR PERSON ::

Shri. Rabinchandra Koirala

Director Lumbini Academic Foundation. Nepal

:: CONFERENCE DIRECTOR ::

Dr. Bhavesh A. Lakhani

Dr. Gurudutta P. Japee

:: CONFERENCE SECRETARY ::

Mr. Shashi Shekhar Iyer

:: CONFERENCE CO-ORDINATORS:

Prof. Tekpalsingh Anand

Prof. Sanjay N. Patel

:: CHIEF GUEST ::

Dr. Parashar Koirala

Chairman. UGC. Nepal

:: GUEST OF HONOUR ::

Dr. Lab Deo Awasthi

Director General, Dept. of Education. Nepal.

Dr. Rameshkumar Dhungel

Co-ordinator – Centre for Nepal and Asian Studies.

Mr. Madhav Prasad Upadhyay

Ex. Chairman - National Insurance Board. Nepal