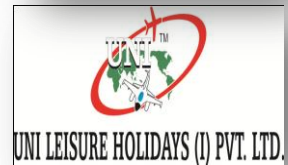




**INTERNATIONAL SOCIETY
for APPLIED COMMERCE**
Research & Development
Wing, AHMEDABAD

Supporting Organisation
Gujarat Commerce College [GCC]
Ahmedabad.

Associates



ISAC's 3rd International Conference on
**"Recent Tendencies in Commerce,
Economics, Languages and Social
Sciences"**

22-23 MAY, 2015

The Oriental Palace Resort
Udaipur, Rajasthan.



ISAC





ISAC
ISAC

It is powered by the vision of a secular, innovative and truly educated India. To realize this, creative and challenging academic conferences and seminars are held on Management, Social Science, Commerce, Arts, Communication,. The aim is to help every aspiring academician realize his/her complete potential through holistic and stimulating interactions.

GCC
GCC

Gujarat Commerce College (GCC) is a top-notch educational institute that imparts learning in management and entrepreneurial studies with passion. We at GCC are instrumental in the creation of intellectual capital – the entrepreneurs and pillars of India's prosperous future. The campus reflects the vibrancy with the mission - 'Performance is reality'.



Conference Objective

The objective of the International Conference is to provide a platform for deliberations and constructive dialogue on strategies, policies and issues pertinent in **“Recent Tendencies in Commerce, Economics, Languages and Social Sciences”**.

This will be achieved through **multi-disciplinary** views presented as papers and deliberated in the proceedings from both academics and practicing executives from industry.



→ Conference Theme

The International Conference on “**Recent Tendencies in Commerce, Economics, Languages and Social Sciences**” revisits this new paradigm. The event provides a buzzing platform for practitioners and academicians to brainstorm the opportunities and challenges in India's growth from an array of perspectives.

→ Tracks

The Conference invites academicians, practitioners, doctoral students and other researchers to submit empirical papers, case studies and working papers related to “Recent Tendencies in Commerce, Economics, Languages and Social Sciences”. Papers are invited for the sessions organized around the listed sub-themes. The list is only indicative and papers on all aspects of management are invited.

→ Track 1

- Commerce
- Accountancy
- Business Administration
- Entrepreneurship
- Consumer Behaviour
- Marketing Strategies
- Advertising & Branding
- Banking and Finance
- Production Management
- Operations Management
- Risk Management
- Financial Management
- Business Management
- Marketing Management
- Human Resource Mgt.
- Risk Management

→ Track 2

- Credit Management
- Insurance Management
- Knowledge Management
- Research Methodology
- E-Commerce
- M-Commerce
- Resource Mobilization
- Statistics
- Economics
- International Trade
- Education
- Business Economics
- International Relations
- Business & Mercantile Law
- Law and Legislature
- Intellectual Property Rights
- Cultural studies

→ Track 3

- Climate Change
- Bio Diversity
- Global Warming
- Social Science
- Political Science
- Library Sciences
- Health Science
- Public Governance
- Health Science
- Safety Management
- Waste Management
- Environmental Policy
- Sustainability Studies
- Carbon Credit
- Climate Change
- Psychology
- Philosophy



Invited talks by Bureaucrats



Invited talks and panel discussions by Senior Corporate Leaders and Executives



Invited talks and panel discussions by Academicians from India and abroad



Presentation of Research Papers, Case Studies and Working Papers on the Conference theme by scholars



Paper Submission Guidelines

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.

REGISTRATION Forms can be downloaded from our website www.isacbrains.org.

Among all the papers submitted, the three best papers will be awarded in the Conference. Selection will be done by the jury comprising of panel experts. The criteria for selection of the three best award winning papers are:

- Originality of Ideas
- Clarity of Thought
- Depth of Research
- Quality of Analysis, and
- Relevance to the overall conference theme

The prize for the Best Conference Paper consists of award [Trophy] for each Track respectively.

Important Dates

Registration Date	: April 15, 2015
Abstract submission Deadline.	: April 20, 2015
Notification of Acceptance/rejection	: April 23, 2015
Final paper Submission deadline	: May 05, 2015
Registration deadline for Authors	: April 20, 2015
Registration deadline for non-author delegates	: April 20, 2015
Conference Date	: May 22-23, 2015

The full text of the accepted papers will be published in the form of conference proceedings. At least one author should register on/before April 15, 2015 to be included in the conference proceedings. Selected full papers after a due review process will be published in the Journal "Commerce Window" of International Society of Applied Commerce, indexed with ISSN 2348-6996, which is a premier, peer reviewed Journal. These papers shall be carried, in ISBN publication.

 Publication Opportunities



Panelists

ISAC is hosting 3rd International Conference on 22-23 May 2015, jointly with GCC, Ahmedabad. Eminent speakers from the bureaucracy and industry will be sharing their thoughts on “Recent Tendencies in Commerce, Economics, Languages and Social Sciences” in the two-day extravaganza.

:: CONFERENCE PATRON & CHAIR PERSON ::

Shri. Rabinchandra Koirala
Director Lumbini Academic Foundation. Nepal
Dr. Pravin R. Patel
Principal Gujarat Commerce college.

:: CONFERENCE DIRECTOR ::

Dr. Gurudutta P. Japee
Dr. Bhavesh A. Lakhani

:: CONFERENCE SECRETARY ::

Mr. Shashi Shekhar Iyer

:: CONFERENCE CO-ORDINATORS::

Dr. Tekpalsingh Anand
Prof. Sanjay N. Patel

Keynote Speaker:

Shri. Ajay Shad

Director Value Education (Corp. Busi. School)



Payment Mode

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



Registration Fee

The Registration Fee for conference delegates (on a per delegate basis) is as below:

Corporates / Executives	INR 4,000
Academicians/ Research Scholars	INR 3,000
Students [UG/PG]	INR 1,500
Paper presented in Absentia	INR 2,000
Accompanying person	INR 2,250

The deadline to register for the Conference is May 05, 2015. The registration fee for the event covers the program kit, lunches, and conference dinner on the night of 22nd May. Accommodation from 22nd morn 10am to 23rd morn 10am is included in the registration fee.



Contact

S. Shekhar (Conference Secretary)

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E: isacbrains@gmail.com / assoisac@gmail.com / www.isacbrains.org



INTERNATIONAL SOCIETY for APPLIED COMMERCE

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