

**SIMSREE'S**

**6th Asia Pacific International  
Conference  
On  
Changing Business Practices in  
current environment**

**Date: 10<sup>th</sup> – 11th January, 2019**

**Venue: Government of Maharashtra's Sydenham Institute of  
Management Studies, Research and Entrepreneurship  
Education Affiliated to UNIVERSITY OF MUMBAI, INDIA**

**Conference Mission:**

The Mission of the Conference series is to act as a vehicle to help build a global movement dedicated to capturing, spreading and nurturing good practices in business Conference

**Theme:**

Changing environment requires a new approach to problems in business scenario. Role of business research in providing the solution in current environment will be the main theme of the conference.

**Objectives of the conference are:**

- To provide a special forum to present and discuss research on Changing Business Practices in Current Scenario.
- To facilitate research based knowledge among academicians and practitioners.

This will be only achieved through multi-disciplinary research based on idea generation and discussion. The objective is to bring about richness in discussion by encouraging domestic and international contribution.

At the 2019 conference there will be a strong focus on the relevance and application of behavior change practice and science. Also, new learning's in the fields of Marketing, IB, Finance, Business statistics, IT and business practices.

**CALL FOR PAPERS**

Paper should broadly address the conference theme and issue related to changing business practices. **Kindly send full paper so that it can be**

**published in ISBN book besides in conference proceeding**

Academicians and research professional are encouraged to contribute new ideas, concepts, and paradigms. Abstract will be published in **ISBN numbered** publication and selected paper in our **International Journal** Our Kindly submit papers for the following tracks mentioned below :

**Marketing and Strategy ; Brand management ; International Business; Business statistics/Decision science; IT and business practices in the current business environment; Finance;General Management**

**There will be separate common track for students paper**

All papers can be sent to: [shivastava@vsnl.net](mailto:shivastava@vsnl.net) OR [rks\\_pmc@yahoo.com](mailto:rks_pmc@yahoo.com). Selected paper will be published in International Journal of Sydenham Management Review and Indian Journal Of Retail management

**Venue:** Sydenham Institute of Management Studies,3<sup>rd</sup> floor,B-road, Churchgate,Landmark-Churchgate station,Mumbai,India

Web: [www.simsree.org](http://www.simsree.org)

**Hotel for stay:** Sea Green Hotel,145 Marine Drive,N S Road, Churchgate,Mumbai-400020,Tel: 91-22-66336525/22822294[www.seagreenhotel.com](http://www.seagreenhotel.com), E.Mail: mail@ [seagreenhotel.com](http://seagreenhotel.com),Mumbai

**Important Dates**

**Last date of submission of paper:** November. 30th, 2018

**Notification of acceptance of Paper:** December,10th , 2018

**Last date for registration:** December,22<sup>nd</sup> 2018 (Registration fees\$200 Rs.3000 and for Research Scholar Rs.1500)

**Postal Address :** Government of Maharashtra's Sydenham Institute of Management Studies, Research and Entrepreneurship Education Affiliated to University of Mumbai-150 years of standing India B-Road, Churchgate, Mumbai 400 020. Maharashtra, India. Email id: [director@simsree.net](mailto:director@simsree.net)  
Tel: 022 61510700 22021862,Fax : 61510777, Website: [www.simsree.org](http://www.simsree.org)