



INTERNATIONAL CONFERENCE

on

SIGNIFICANCE OF YOGA & SOUTH ASIAN CULTURE IN MODERN MANAGEMENT PRACTICES

21st-23rd October, 2018



Organized By

PSIT College of Higher Education, Kanpur

Venue: PSIT Campus, Kanpur

www.psitche.ac.in

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About PSIT Kanpur

PSIT darted on the path of development and education in 2004 under the aegis of "Sahyog Jankalyan Samiti". Sprawling over 100 acres of land, on Kanpur-Agra-Delhi National Highway (NH-2), Bhauti, Kanpur, the campus is architectural marvel. The campus houses Pranveer Singh of Technology, PSIT College of Engineering, PSIT College of Higher Education, and PSIT College of Management.

PSIT has been ranked 10th among all IITs, Govt. & Private Engineering Institutes across North India, 16th in Placement among all Private Engineering Institutes across India, 33rd among all Private Engineering Institutes across India and 48th among all IITs, Govt. & Private Engineering Institutes across India by the Times of India (Times-Engineering-Survey 2018). The PSIT Group is renowned for its academics as well as research activities and has carved a niche worthy of special mentions in the realm of B.Tech, B.Pharm, D.Pharm, MBA, MCA, BBA, BCA, B.A.LL.B., M.Tech and M.Pharm and a nodal center for AKTU course work for PhD Program. PSITians have brought hall of Gold and Silver medals. Holistic education is a requirement of the day that meets an eye here at PSIT. These have made PSIT the cynosure of all around.

About the Conference

Economic development has always been at the centre of human societies. The humans' present movement for the economic development led to a world where pollution in all forms has become a threat for the humans itself and the ecological system. It also led to increase in stress level, deterioration in interpersonal relation and diseases. The pre-industrialization era witnessed the eco-friendly and sustainable development practices across different cultures in general and South-Asian in particular that constitutes the central theme of this academic discourse.

There is a need to find the ways and means for economic development which are sustainable i.e. to satisfy the needs of humans but in a manner that sustains natural resources and the environment for present and future generations. The international conference on "**Significance of Yoga & South Asian Culture in Modern Management Practices**" is an attempt to provide a platform for academicians, research scholars, historians/social scientist and others for discussion and to come up with practical solutions practiced in the various cultures of South Asia for sustainable economic development in the present.

Sub-themes

1. Ayurveda, Yoga & Naturopathy: Ancient Heritage - Modern Professionals.
2. Management Thoughts in Various Religious Texts.
3. Human Resource Practices : Ancient Wisdom and Modern World.
4. Jewels of Financial Wisdom from Ancient Texts: Local to Global.
5. Production Practices: Then and Now.
6. Ancient Wisdom : Parables for Modern Marketing.
7. ICT Intervention in Managerial Decision Making.

All the sub-themes suggested above are only indicative. Papers on other sub-themes related to conference theme are also welcomed.

Abstract & Full Paper Submission

- Abstract/full papers may be submitted online or may be e-mailed to **conference2018@psit.ac.in**
- All submitted abstract/full papers must be original work that is not under submission /submitted / presented at another conference/seminar/journal or under consideration for publication in any other form. In case the authors have received financial/technical assistance for completing the abstract/full paper, they should acknowledge the same in the abstract/full paper so as to avoid conflicts of ownership.
- Maximum length of the abstract should be 200-400 words with up to 6 Key Words & full paper must be in between 3000-4000 words.
- The text should be double spaced and should be typed in Times New Roman style with a font size of 12 pts and 1 inch margin all around. Use standard indentation for paragraphs.
- At the end of the full paper, all references cited in the body text should be complete in all respects and arranged in alphabetical order (in APA style). Authors should carefully check the list of references for completeness, accuracy and consistency.

For whom:

The conference will be highly useful for the Corporate Executives, Academicians, Research Scholars, Entrepreneurs and Students from the field of Management, Social Sciences, Engineering, and other related disciplines. Members belonging to discipline which contributes/can contribute to the theme/sub-themes can participate / submit their research paper.

Registration

Members are requested to take advantage of this unique International Conference by registering through enclosed registration form along with a draft of applicable fee in favor of "Principal, PSIT College of Higher Education, Kanpur" payable at Kanpur or Online Transfer (SBI PSIT Campus Kanpur, A/c: 37749727689; IFSC: SBIN0016993).

1. Students Rs 1000/-
2. Research Scholars Rs 1500/-
3. Academicians Rs. 2000/-
4. Corporate members Rs 3000/-

(Registration fee includes Conference kit, Refreshment, Lunch and Dinner)

Participants are welcomed to bring guests/spouse. A token guest registration fee of Rs. 1500/- will be charged. Guests/spouse is not eligible to present paper in the technical sessions.

Note: In case of joint authorship of two or more authors, all the authors have to register for participation in conference.

Paper Presentation in Absentia

Those who cannot come in the conference but are willing to present a paper in absentia are encouraged to send their abstract, full paper and Power Point Presentation along with the registration form and fees by Sep 15, 2018.

Publication

Selected papers will be published in the form of a book with ISBN and in reputed Journals indexed in **SCOPUS** and **UGC**.

Excursion

An excursion to Taj Mahal, Agra will be planned for the interested participants on third day i.e. Oct 23, 2018. A nominal amount Rs. 500/- will be payable for the visit.

Accommodation

Participants can be assisted in getting the rooms in nearby hotels on payment. Interested participants may get in touch with coordinator for booking accommodation latest by Oct 1, 2018.

VISA

Letter of invitation for visa application will be sent after receipt of the registration form. Please check with the local Indian Embassy / consultant for visa requirements

How To Reach

The Campus of PSIT Kanpur is located off the Kanpur-Delhi National Highway (NH-2) near Bhauti, about 17 km west of Kanpur city.

Arrival by TRAIN: Kanpur Central Railway station is well connected to most cities in North, East and Central India. It is located on the Delhi-Kolkata train route and all major trains between these cities usually pass through Kanpur. PSIT Kanpur is located at a distance of about 22 kilometers from the Kanpur Central Railway Station.

Arrival by AIR: Participants coming to Kanpur by air are recommended to fly into Lucknow Airport. Lucknow airport is located about 100 kms from PSIT Kanpur. The next nearest airport is New Delhi, located about 450 Km from PSIT Kanpur. Trains from New Delhi to Kanpur are frequently available and it takes 5-6 hours.

Key Dates

Submission of Abstract : Aug 30, 2018

Submission of Full Paper : Sep 15, 2018

Conference : Oct 21-23, 2018

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