

### Registration Details

- All participants are requested to register by filling the online registration form.
- One author must get registered for inclusion of the paper in book publication/journal publication.
- A single author presenting multiple papers should register for each paper.
- No TA/DA will be paid to any presenter/attendee.
- Registration fees is including GST of 5% (Government Tax)
- Registration can be done online/offline through Demand Draft (or cheque payable at par) favouring "Rukmini Devi Institute of Advanced Studies" payable at Delhi.
- The registration fee can also be paid directly into the following Bank Account:

**Bank Name:** Punjab National Bank

**Account Name:** Rukmini Devi Institute of Advanced Studies

**Account Type:** Saving

**Account Number:** 0649010100018152

**IFS Code:** PUNB0456300

**Bank Address:** Punjab National Bank, Madhuban Chowk, Rohini, Delhi-110085

### Organizing Committee

#### Chief Patron

Shri. K. C. Garg  
Founder President, SPMS  
Chairman, RDIAS

#### Patrons

Prof. (Dr.) Raman Garg  
Director, RDIAS

Ms. Namita Garg  
Dean Placements, RDIAS

#### Convener

Dr. Madhu Arora

#### Co-Convener

Ms. Akanksha Upadhyaya

Ms. Bhajneet Kaur

### About RDIAS

**Rukmini Devi Institute of Advanced Studies (RDIAS)** is accredited with 'A+' grade by NAAC (National Assessment and Accreditation Council). RDIAS is a Category 'A+' Institute judged by SFRC (State Fee Regulatory Committee), Govt of NCT of Delhi. The Institute has been awarded highest Category 'A' grading by joint Assessment Committee of GGSIPU and Department of Higher Education, Govt. of NCT of Delhi. The institute is an ISO 9001:2015 Certified Institute and is run under the aegis of Seth Pokhar Mal Educational Society ([www.spms.org](http://www.spms.org)), a body registered under the Society Registration Act XXI, 1860. The institute is an active member of AMDISA (Association of Management Development Institutions in South Asia), AIMA (All India Management Association), DELNET (Developing Library Network), British Council Library, CII (Confederation of Indian Industry), NHRDN (National Human Resource Development Network), CEGR (Centre for Education Growth and Research), ICT Academy, DMA (Delhi Management Associations) and has also signed a Memorandum of Understanding with University of Cambridge-U.K, Ice Academy-UK, Gunadarma University-Indonesia and MSME- Technology Development Centre, PPDC Agra, Ministry of MSME, Govt. of India.

RDIAS offers Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) with specializations HR, Finance, Marketing and IT.

### About Gedu College of Business Studies, Royal University of Bhutan

Gedu College of Business Studies, located at Gedu, Chukha, is the only premier college under the Royal University of Bhutan that offers full time contemporary business and management education in the country. The establishment of a business college was first conceived by His Majesty the Fourth King. Therefore, the then National Assembly members resolved to establish one at Gedu in its 85th session. The Gedu College of Business Studies is located at the campus which was developed by the Tala Hydropower Project Authority (THPA) – a joint project between the Government of India and the Royal Government of Bhutan.

Then, the Royal University of Bhutan shifted the faculty of Commerce and its students from Sherubtse College to this business college in 2008. GCBS offers three programs i.e. MBA, BBA and B.Com with specialisation in Entrepreneurship, Accounting, Finance, Marketing and Human Resources. Ever since its establishment GCBS has set high standards in terms of management education, research and consultancy.

### For more inquiry contact us

**Rukmini Devi Institute of Advanced Studies**

2A and 2B, Madhuban Chowk, Outer Ring Road, Phase I, Rohini, New Delhi-110085, India

Phone: 011-27864596, 27867301, Fax: 011-27867212,

E-mail : [ibconference@rdias.ac.in](mailto:ibconference@rdias.ac.in), Website : [www.events.rdias.ac.in/inc2019/](http://www.events.rdias.ac.in/inc2019/)

# International Conference

On

**“Happiness and Performance Management in  
Modern Globalised Business Scenario, 2019”**

**HPMMGBS-2019**

**December 21-22, 2019**



*Organized by*



## Rukmini Devi Institute of Advanced Studies

**NAAC Accredited, 'A+' Grade (2nd Cycle), Category 'A+' Institute**

**An ISO 9001 : 2015 Certified Institute**

**Approved by AICTE, Ministry of HRD, Govt. of India**

**Affiliated to Guru Gobind Singh Indraprastha University, Delhi**

**In Association with**



**Gedu College of Business Studies, Royal University of Bhutan**

**\*\* Publication Opportunity in Scopus & Peer reviewed management journal /  
International book publication**



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## About the Conference

Present technological world has provided immense facilities to work force. Materialist things are more approachable from B2C and B2B. On the same time harmony and happiness are decreasing due to lack of patience and cooperation. HPMMGBS-2019 aims to provide a potential opportunity to connect, exchange, network with academicians, business leaders, researchers, and experts especially from Bhutan and India. The conference will provide the effective platform for high quality submissions and stimulate the cutting-edge research discussions about latest trends in Management practices, Management sciences and technology.

## Conference Objectives

- To provide a platform for participants to connect and collaborate in further research initiatives.
- To share and exchange the experience and views of leading Academicians, Corporates, Researchers and Scholars about the theme of the Conference.
- To share the knowledge on the Emerging Trends in Management Practices.
- To collect and collate the experiences and views of different participants and derive at an optimized and beneficial outcome of the Conference.

## How to reach RDIAS, New Delhi

**RDIAS Rohini** is a premier professional management college situated at the heart of Delhi. It is located between 2 metro stations (Pitampura metro & Rohini East metro), and easily approachable.

**Nearest Metro Stations:** Pitampura Metro Station (500 meters), Rohini East metro Station (500 meters)

**Nearest Bus Station:** Madhuban Chowk at the Venue.

**By Air:** Distance from Indira Gandhi International Airport 30 Kms

## Conference Tracks

**Track-1:** Culture of Happiness at Workplace.

**Track-2:** Happiness & Harmony: The Thoroughfare to Personal & Societal Well Being.

**Track-3:** Spiritual Happiness: Discovering a World Within.

**Track-4:** The Diverse Connotations of Happiness and

Performance Management in Information Technology.

**Track-5:** Happiness and performance : The Sustainability Paradigm of Business.

**Track-6:** Global Heritage of Happiness in globalised realm.

## Modes of Presentation

- Presentation by author(s) is for 10 – 12 minutes
- Discussions/Questions and Answers for 3 – 5 minutes
- Authors have to mail their presentations to conference email ID [ibconference@rdias.ac.in](mailto:ibconference@rdias.ac.in)
- Audio – Visual support to the presenters will be provided for presentation

**Oral presentation** – We invite you to take an advantage of oral presentation of your paper/research on site and get the first hand remarks and comments from the audience. We will encourage a live discussion regarding the presented topic and network with other researchers and academics in the field of education and related areas, from around the globe.

**Video presentation** – Registered authors who are not able to attend the conference in person may opt for this format. Participants will watch either your recorded presentation or will be following it through a live stream. They will be able to ask the questions either in a real time through the internet connection or may fill in the reflection forms which we will be mailing back to you, if requested.

### Publication

**The peer-reviewed conference papers will be published in**

- Inderscience Special Issue - International Journal of Public Sector Performance Management (IJSPM): indexed in: Scopus (Elsevier), Academic OneFile (Gale), cnpLINKer (CNPIEC), Business Collection (Gale), Google Scholar. IJSPM is listed in: Australian Business Deans Council (ABDC) Journal Rankings List, Cabell's Directory of Publishing Opportunities.
- Effulgence-RDIAS: Peer reviewed management journal, J-Gate, Indian Citation Index and Crossref.
- Edited Book of International publisher.

**\*\*Dates for publication in any of the aforesaid publications will be informed just after the conference through emails of the respective authors.**

**The conference also features track wise best presentation.**

## Guidelines for Authors of full Paper

1. Author should send two files (in .doc/.docx/.pdf) i.e. one containing the title of the paper; name of the author's organizational affiliation; complete mailing address; mobile number; and active e-mail address. Other should be the full manuscript along with the abstract. There should not be author name, affiliation, or any other such information in the manuscript file.
2. An electronic version of the Title page and Manuscript in MS Word / PDF format should be sent to [ibconference@rdias.ac.in](mailto:ibconference@rdias.ac.in).
3. Manuscript should be of minimum 3500 words, excluding tables, graphs & charts and maximum of 8000 words.

4. References should be in line with the APA (American Psychological Association) Guidelines.
5. All the authors/contributors have to submit in original the duly signed copy of the Certificate of Originality and Copyright form Guidelines for Presenters. The conference will have different technical & parallel sessions. Each session shall be chaired by an expert from academia/industry
6. A Soft copy (MS Word) of the full-length paper, to be sent latest by August 31, 2019. Each contribution should be organized in the following order:
  - Abstract (outlining the purpose, scope and conclusions of the paper)
  - Introduction
  - Literature Review
  - Objectives of the Study
  - Research Methodology
  - Analysis
  - Results/Findings
  - Implications of the Research
  - Conclusions or Summary
  - References & Citations
  - Appendices (wherever applicable)

**Font Style:** Time New Roman, **Font Size:** 12 points (for manuscript content), 14 points (for heading), **Line spacing:** 1, **Column:** Single column format, **Keywords:** at least 5 with JEL Classification, **Alignment:** Justified, **Page margin:** 1 inch (all around), **Tables and figures:** Tables and figures should be numbered consecutively in numerals and should be referred to in the text as Table 1, Table 2, Fig 1, Fig 2 etc., **Graphs:** The minimum amount of descriptive text should be used on graphs and drawings and axes should be labelled with variable written out in full, along the length of the axes, with the unit in parenthesis.

### Paper Submission:

The full paper in the aforesaid format is to be sent to the conference email Id [ibconference@rdias.ac.in](mailto:ibconference@rdias.ac.in) by August 31, 2019. The subject of email must be labelled with the paper id. Submissions must be plagiarism free and is subject to double blind review process. Only accepted papers which are presented (oral presentation only) during the conference will be eligible for submission for book publication/journal publication. The experts will review the full paper and based on reviewer remarks the papers will be accepted/rejected. Acceptance of the paper implies that at least one of the authors will register and attend the conference and present the paper.

### Review Process

- All submissions will strictly go through a plagiarism check, only those submissions which pass through plagiarism check will be double blind review process constituted of experts from Institutions/ Universities/ Organizations of repute in and outside India. Plagiarism check will be done through turnitin tool.
- It is to be noted that we consider similarity up to 10%.
- Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered.
- In the covering letter accompanying the manuscript, the contributors should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication.
- The blind review expert committee will screen the papers. Full length paper should not be more than 8000 words (Maximum 10 pages). Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged.
- Sources of the data need to be given below each table. Only those references that are actually utilized should be included in the reference list and should be alphabetically arranged. For complete paper guidelines visit <http://events.rdias.ac.in/inc2019/>.

## Registration Fee

S. No.	Category	Registration Fees	On the spot Registration
1.	India/Bhutanese Research Scholars/Students	₹2000	₹2,500
2.	India/Bhutanese Academicians	₹3,500	₹4,000
3.	India/Bhutanese Industry Professionals	₹5,000	₹5,500
4.	Foreign delegates	USD250	USD300

## Important Dates

Prospective authors are encouraged to submit their original, unpublished research paper (which is not under review in any other conference/ Journal) for the given tracks

S. No.	Particulars/Details	Dates/Deadline
1.	Full paper submission ( <b>date extended</b> )	October 31, 2019
2.	Full paper acceptance	November 07, 2019
3.	Last date to register	December 14, 2019