CALL FOR PAPERS:
The Organizer cordially invites abstracts and full length research papers from all over the World for oral/poster presentation to participate in the International Conference on Innovation in Marketing, E-Commerce, Information Technology and Banking (IMEIB-2016) is the premier forum for the presentation of new advances and research results in the fields of theoretical, experimental and applied marketing, banking, business, finance public administration and tourism. The conference will bring together leading researchers, Entrepreneurs and Academicians in the domain of interest from around the world. Topics of interest for submission include various subthemes, but are not limited to the conference aims at providing an opportunity for exchange of ideas and dissemination of knowledge among Scholars for Sustainable Development. Contributions are invited from prospective authors from related areas. All contribution should be of high quality, Original and not published elsewhere or submitted for publication. During the review period, Papers will be reviewed by eminent scholars in the respective areas. All selected papers will be published in International Refereed Journal having ISSN No. in print version and online version and that will be released on the day of conference.

Themes:
Marketing
- Buyer Behaviour,
- Contemporary Issues in Marketing,
- Customer Service & Customer Relations,
- Delivering Customer Value,
- Direct Marketing,
- Fundamentals of Marketing,
- Integrated Marketing communications,
- International Retaining,
- Marketing & International Consumers,
- Marketing Innovation & Planning,
- Marketing Strategy,
- Merchandise Planning & Control,
- Relationship Marketing,
- Sales Strategies,
- Service Marketing,
- Sports Marketing & Sponsorship
Banking
- Bank Death & Credit Crunch,
- Bank Lending,
- Bank Management,
- Banking & Financial Services Marketing,
- CDOs & Bank Collapse,
- Central bank policy,
- Commercial lending,
- Consumer lending,
- Contemporary Issue in Banking,
- Finance & Banking Relations,
- Financial Institutions Management,
- Investment Banking,
- Islamic Banking,
- Lending decisions & Lending Policy,
- Microcredit,
- Net Banking,
- NGOS & Credit Delivery,
- Public Borrowing
Public Administration
- Corporate Social Responsibility,
- Cross Cultural Management,
- Enterprising Culture,
- Ethics and Social Responsibility,
- Expatriation and Repatriation,
- Export Markets,
- Global Strategic Management,
Global Strategies and Competitiveness,
Good Governance,
Human Resource in Public Sector,
Human Resource Management/Human Capital Development,
International Entrepreneurship,
International Relations,
International Sustainability and Development,
Internationalisation of Enterprises,
Learning Organisations,
Local Government,
Nationhood Studies,
Networking and Partnerships

Tourism
- Alternative and Special Forms of Tourism,
- Case Studies and Applied Research on Various Types and Forms of Tourism, such as Agro-Tourism, Rural Tourism, Eco-Tourism and Cultural Tourism,
- Challenges and Best Practices of Hospitality and Tourism Marketing and Management,
- Climate Change and Natural Disasters,
- Community Responses to Tourists and Tourism,
- Destination Marketing,
- Economic/Social/Environmental/Cultural Impacts/Forecasting of Tourism,
- Emerging technologies and e-tourism,
- Gambling tourism,
- Globalisation Effects,
- Green tourism,
- Hospitality education,
- Hotel and restaurant management

Finance
- Alternative Risk Products,
- Bond Markets,
- Contemporary Issues in Finance,
- Corporate Treasury Management,
- Derivatives Market & Products,
- Mergers and acquisitions,
- Financial Restructuring,
- Behavioural finance,
- Money Market Dealings,
- Quantitative Finance,
- Risk Management Process,
- Securitisation,
- Corporate governance & firm performance,

Role of IT in Management

Sustainability and Economics
- Asian economic studies,
- Carbon trading system,
- Commodities Markets,
- Contemporary Issue in Economics,
- Corporate governance,
- Economic Growth & Development,
- Economic models, Economic Policy,
- Economics case studies,
- Emerging Economies,
- Environment & National Economy,
- Environmental economics,
- Environmental Management,
- Financial Economics,
- Foreign Direct Investment,
- Foreign Exchange,

Human Resource Management (HRM)
- Organizational Behaviour Innovation, Leadership, Organizational Change and CEOs, Succession Planning, Organizational Learning and competency management, Organizational Development, Technology interface in HRD, Strategic leadership and global excellence, Global HRM, Communication barriers in emerging economies, corporate laws

Strategy Management
- Business Models
- Blue Ocean Strategy
- Competition & Strategy / Competitive Strategies
- Core Competency & Competitive Advantage
- Corporate Strategy
- Corporate Transformation
- Diversification Strategies
- Going Global & Managing Global Businesses
- Growth Strategies o Industry Analysis
- Managing In Troubled Times / Managing a Crisis
- Market Entry Strategies
- Mergers, Acquisitions & Takeovers
- Restructuring / Turnaround Strategies
- Spin-offs
- Strategic Alliances, Collaboration & Joint Ventures
- Supply Chain Management
- Value Chain Analysis
- Vision, Mission & Goals

Submission Guidelines for authors:
We invite original, research papers and articles on the above mentioned management themes for the conference. While sending contributions the following guidelines must be strictly followed. Contributions that do not adhere to the guidelines will not be considered. The selection of papers for publication will be based on their relevance, clarity and originality; the extent to which they advance knowledge, understanding and application of their domain; and their likely contribution towards inspiring further development and research. The cover page of the article should contain: (i) Title of the article (in bold) (ii) Name(s) of authors (iii) Professional affiliation (iv) Address of correspondence and Email. The second page should contain (i) Title of the article (Time New Romans 16, in bold) (ii) an abstract of the paper in about 300 words (Times Roman 12 Point type, single spacing, in italics) (iii) keywords should be provided which encapsulate the principal topics of the paper (3-5 key words alphabetically). Manuscripts (Full paper) length should be between 4,000- 6,000 words. The contribution should be in clear, coherent and concise English. Author/s should also send a copy of the contribution in MS word, Times New Roman 12 Point type font, by e-mail to imeib2016@gmail.com, imeib20@gmail.com, imeib30@gmail.com

**Important Dates:**

Last Date for the submission of the Full Paper 15/02/2016
Date of intimation for the Acceptance of Full Paper 10/3/2016
Author Registration Deadline 20/03/2016
Paper will be published in absentia International Journal

**Registration Fee Details**

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<tr>
<th>Categories</th>
<th>Indian Delegates</th>
<th>Foreign Delegates</th>
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<td>Academic faculty/Industrial Delegates</td>
<td>2000INR</td>
<td>150USD</td>
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All registration fees include International Refereed Journal print version and online version, breakfast and lunch on the conference day.

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