

### Submission and Registration Guidelines

Submission and registration can be done online at [www.cdgi.edu.in](http://www.cdgi.edu.in)

For any further query and information write to us at [cdips.conference@cdgi.edu.in](mailto:cdips.conference@cdgi.edu.in)

The acceptance of the paper implies that at least one of the authors will present the paper. Paper must include objectives and hypothesis, research methodology, major results, implications and key references. Paper without softcopy will not be entertained. The author must send a declaration that the paper is original and has not been sent/submitted for publication elsewhere or presented in any other conference/seminar.

Further details and forms are available at [www.cdgi.edu.in](http://www.cdgi.edu.in)

### Publication

The selected paper will be published in UGC Listed Journal with ISSN Number.

The Best paper will be awarded with Trophy and certificate.

### Registration Fee

Category of Participant	Fee for Conference
Corporate	INR 1200
Academicians	INR 1200
PhD Scholars	NR 1000
Students	INR 700

For every additional paper INR 500/- will be payable. Hardcopy of journal can be procured by paying INR 300 extra per copy.

Payment details can be checked on [www.cdgi.edu.in](http://www.cdgi.edu.in)

The fee is inclusive of Conference kit, Lunch & Snacks, Conference ISSN CD and Certification.

### IMPORTANT DATES AND DEADLINES

**Submission of Abstract :**  
5th March, 2019

**Submission of Full Paper :**  
10th March, 2019

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A One Day

## National Conference

On

# INNOVATION FOR COMPETITIVE ADVANTAGE

*A Multidisciplinary Approach*

Saturday 30<sup>th</sup> March 2019



Organized by

CDGI's



**Chameli Devi Institute  
of Professional Studies**



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## ABOUT CHAMELI DEVI GROUP OF INSTITUTIONS

Agarwal Group laid the foundation of CDGI in 2006 when there was a need to have a high class technical institute that is committed towards technological excellence. The ideology behind setting up CDGI was to create technocrats that would add value to society by their innovations and creations. Spread over a land of 15 acres, the campus of CDGI signifies poise and grandeur. During the past decade CDGI has earned a reputation that stands tall and high amidst major technical institutes in Madhya Pradesh.



## ABOUT CHAMELI DEVI INSTITUTE OF PROFESSIONAL STUDIES

Continuing the legacy of CDGI, Chameli Devi Institute of Professional Studies (CDIPS) was established in the year 2014 to spearhead quality education by offering courses like B.B.A., B.Sc. (Computer Science) and B.Com (Computer Application). Post graduate course MBA is also being offered under CDGI. The Institution provides a platform to students to build their career and develop themselves in the field of Management, Science and Commerce.



## ABOUT INDORE

Indore was ruled by the Holkars from 1728, when the region was granted to them by Bajirao Peshwa. Indore is now an important commercial centre of Madhya Pradesh. It boasts of well developed industrial areas like Dewas and Pithampur where major industrial houses have production facilities. Indore has many advanced educational centres of computer, management and various other faculties.

## ABOUT THE CONFERENCE

Nowadays, innovation appears as one of the main driving force for organizational success. Despite the above fact, its impact on the propensity of an organization to develop and sustain a competitive advantage has not yet received sufficient empirical investigation. The purpose of this conference is to enhance the existing work done by focusing on the antecedents of innovation and its impact on competitive advantage.

## WHO SHOULD ATTEND THE CONFERENCE

The conference is open for academicians, Management Practitioners, Consultants, Policy makers, Entrepreneurs, Ph.D. Scholars and students of management, commerce, science, humanities and social sciences from all over the country and overseas. They may contribute their research paper/articles on any of the sub themes or related issues. However they may also enrich the conference by participating as delegates and giving their valuable inputs during the deliberations.

## SUB THEMES

- **Management**
  - Business Strategies as Competitive Advantage
  - Business Intelligence
  - Value driven Marketing
  - Marketing Analytics
  - Financial Inclusion
  - Social Banking & Microfinance
  - HR Policies as Competitive Advantage
  - Human Development Index
  - Changing Paradigm in Macro Business Environment
  - Startups – Ecosystem, Regulatory Support, Challenges & Opportunity
- **Commerce**
  - Accounting standards
  - Indian Tax structure
  - Role of IRDA in Insurance Sector
  - e- Banking: Problems, Opportunities and Challenges
  - Goods and Services Tax (GST) The Road ahead
  - Remonetisation: Politics vis-a-vis Economics

- **Law**
  - Human Rights Law and Social Justice
  - Legal Theory, Methodology and Ideology
  - Changing Markets of Legal Education and Professions
  - Rethinking Regulation: New Governance and Governmentality
  - Health, Technology and the Body
  - Understanding Constitutional Globalization
  - Law and Inequalities: Global and Local
  - Law and Society in an Inter-Connected World
- **Pharmacy**
  - The Changing Landscape in Pharmacy Practice and Collaborative Practice in Pharmacy
  - Globalized Pharma Sector
  - Novel Drug Delivery systems
  - Recent trends in Pharma and Technology
- **Social Science and humanities**
  - Linguistics
  - History and Geography
  - Literature and Poetry
  - Philosophy
  - Anthropology
  - Music, Art and Sports
  - Psychology and Counseling
  - E-Learning
  - Political Science
  - Public Administration and Policy
  - Communication Management
  - Journalism
- **Information Technology and Computer Science**
  - Innovation and Leadership in IT
  - Cashless Society & e-Payment Systems
  - Cloud Computing & Big Data Management
  - E-learning & IT Innovation
  - Entrepreneurship Development in the IT sector
  - Smart Cities, IT Parks and Digital Nations
  - Education for All through IT Innovation
- **Science**
  - Green Chemistry and Sustainable Chemical Processes
  - Matter, Materials and Metallurgy
  - Sustainable Agriculture and Organic Farming; Green Agricultural Technology
  - Nanotechnology for Sustainability
  - Computation, Modeling and Simulation
  - Mechanical, Electrical, Electronics and Information Technology
  - Other issues of interest related to Science and Technology for Development

