

PATRONS

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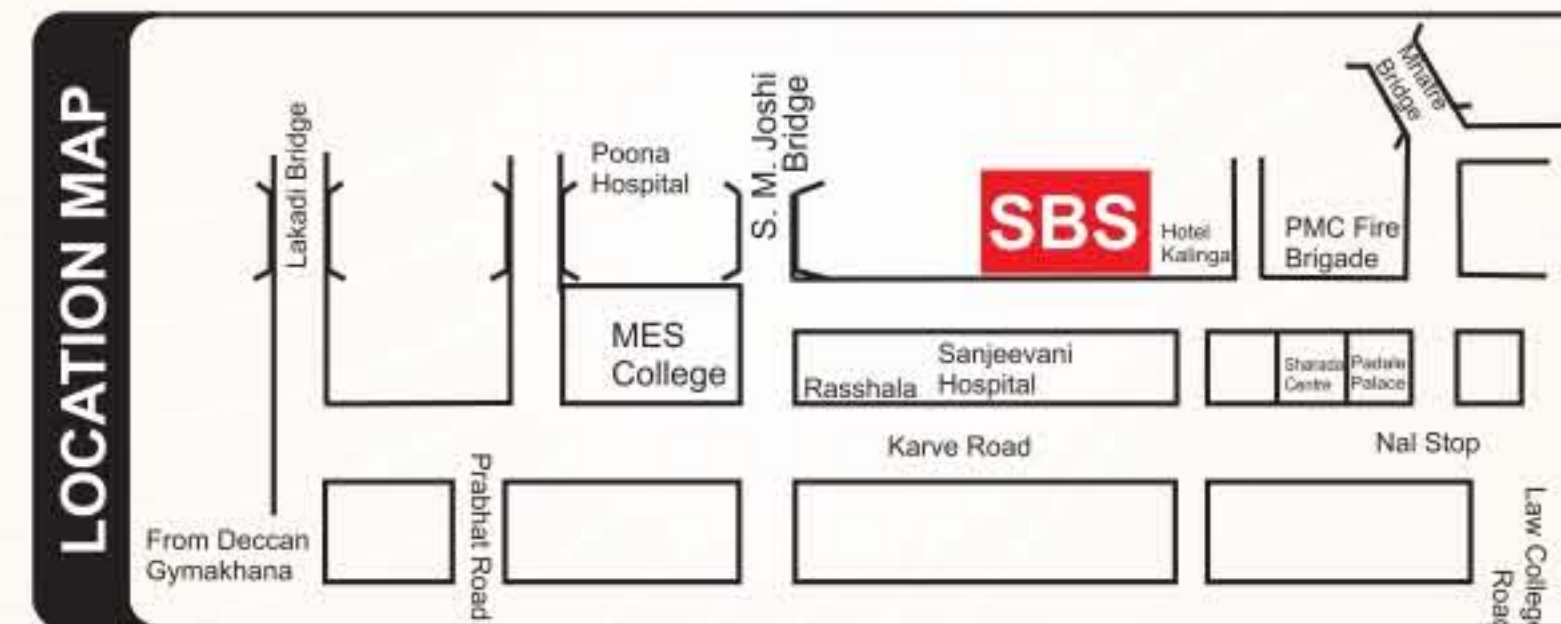
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The Conference venue can be approached from Pune Railway Station (10 Km), Swargate Bus Stand (5Km), Pune Airport (27Km).



www.sinhgad.edu

Neha Creations : 24308240



Sinhgad Technical Education Society's
SINHGAD BUSINESS SCHOOL

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**NATIONAL CONFERENCE ON
SERVICES MANAGEMENT:
CALL OF THE FUTURE**

9th, 10th, 11th February, 2012



In Association with
University of Pune



ABOUT SINHGAD INSTITUTES :

Sinhgad Technical Education Society during a short span of less than two decades has established its identity as one of the premier educational institutes and has created 'Sinhgad' brand in our country. The mission set by our Founder President, Prof. M.N. Navale reiterates that, "We endeavor to harness the inherent potential of complete development of individuals, through meeting the growing needs of higher technical education."

STES was established in 1993. Today, in 2011 we have 85 institutes having more than 55,000 students studying in various streams.

ABOUT SINHGAD BUSINESS SCHOOL :

Sinhgad Business School is one of the leading business school in the family of Sinhgad Institutes. We, at SBS, endeavor to create professional and competent human resource for the sustainable industrial growth leading to consistent development of the nation.

ABOUT THE SEMINAR :

The upcoming National Seminar on "Services Management" is one such attempt to bring all the stakeholders like students, researchers, academicians, and industry stalwarts on one common platform to discuss the various issues to today's most sought subject i.e. Services Management.

Today we live in a service economy. At the time of our independence, the service sector was contributing approximately 15% to our GDP. Today in 2011, it contributes to around 65% of India's GDP. India has also recorded the second largest growth after China in the services sector during recent period.

Therefore, management of services has become ever challenging in businesses like transport, communication, hospitality, healthcare, wholesale and retail trade, and financial services. Our theme for this seminar revolves around the major functions of any business like, Marketing, General Management, Personnel, Operations and Finance.

We, at SBS, invite your esteemed presence for the National Seminar. The details of the same are attached herewith.

CALL FOR PAPER :

SBS invites thematic articles, research articles, case studies, commentaries related to following sub-themes of the conference.

- Service Operations
- Healthcare
- Hospitality and Tourism
- Marketing and Sales
- Public Services
- Human Resources Management
- Other relevant management topics
- Education
- IT, Telecom
- Future Trends
- Retailing and Real estate
- Social Services

(The sub themes are indicative & not conclusive. Contributors are encouraged to build up their worth from real situations around the broad gamut of the main theme.)

CALL FOR POSTERS AND RESEARCH PAPERS:

Research / Non research Posters Competition: Posters from PG or Research students of different discipline related Management and IT are invited. Size for Poster: Maximum size for the poster is 100x80 cm, horizontal.

Research papers: Original research work can be presented orally or in the form of a poster. It is the responsibility of the author to confirm that the work has not been presented earlier in the same form or as major component of another presentation at any other symposium / conference. The intimation about the selection for ORAL or POSTER presentation will be sent by 25th January, 2011.

- **Quality papers shall be considered for publication in the institute's journal having ISSN.**
- **All selected papers will be published in Conference proceeding having ISBN.**
- **Best Paper Presentation from Marketing, HR, Finance, IT, General Management discipline will be awarded.**

GUIDELINES FOR ABSTRACT AND PAPER SUBMISSION:

- Title: Times New Roman, font size 12, all capitals, bold
- Author's name: Times New Roman, font size 11, bold, full first and last names, (Prof/Dr/Mr./Ms should not be included). The name of the Author presenting the paper must be underlined.

- Affiliations: Times New Roman, font size 10, normal. Email id of corresponding author.
- Text: Times New Roman, font size 10, normal, margin 1 inch all sides.
- Key words: Times New Roman, font size 10, normal, bold.
- Abstracts of maximum 250 words are invited on the above themes. The soft copy of abstract should be sent to chintan@sinhgad.edu
- Paper should include Introduction, Background of study / theoretic background, Objective, Hypothesis, Research Methodology, Primary Data and Secondary Data, Data Analysis, Findings, Conclusion and Limitations, except for thematic articles.

Hard copy of the abstract along with duly filled registration form and fees should be sent to the Co-ordinator, Chintan at the institute address.

IMPORTANT DATES :

Abstract Submission	: 10 th January 2012
Abstract Acceptance Communication	: 12 th January 2012
Paper Submission	: 25 th January 2012
Paper Acceptance Communication	: 28 th January 2012

REGISTRATION

- In case of more than one author, all authors must register for the paper to be included.
- A single author presenting multiple entries should register for each paper.
- No T.A. / D.A. will be paid to any participant, who presents the paper in the conference.

REGISTRATION FEES (PER PERSON) :

Category	On or Before 1 st Feb. 11	Spot Registration
Research Student	₹ 1000	₹ 1200
Academia	₹ 2000	₹ 2250
Corporate Entries	₹ 2500	₹ 2750

Registration fee should be submitted in the form of demand draft in favour of '**Sinhgad Business School**', Pune .

