

CONFERENCE HIGHLIGHTS:

- Eminent personalities from industry and academia will share their thoughts on the theme "Organisational Excellence through Creativity and Innovation"
- Proceedings of the National Research Conference will be published with ISBN No.
- 'Best Paper Award' for each track would be declared at Valedictory Function.

GUIDELINES FOR ABSTRACT SUBMISSION:

Abstract should be submitted as a two-page document (Times New Roman, font size 12, 1.5 spaced). The first page of the abstract should contain details of the Track, Author(s) name, Affiliation(s) and contact details. The following page should contain the Title (Times New Roman, font size 14) following the 200-250 words abstract and a maximum of 5 keywords (Times New Roman, Font size 12).

GUIDELINES FOR PAPER SUBMISSION:

Length: 3500 words in Times New Roman, font size 12.

Tables, Figures and End Notes: All tables and figures and photographic images, if any, should be submitted in both electronic form and as hard copy in originals. They should be numbered properly.

References: References should be given indicating Author(s) name, name of the book and Publisher, Year of Publication.

The paper should be accompanied by a declaration by the author that the contribution is his/her own work and not published or presented elsewhere. It is presumed that the author has not violated any copyrights. SKNSSBM is not responsible for any copyright violation.

Abstracts and papers will be subject to review. The abstract should be sent as an email attachment to confluence.skssbm@sinhgad.edu and confluence.skssbm@gmail.com

IMPORTANT DATES:

- Last Date for Abstract Submission 12th December 2011
- Notification of Acceptance of the Abstract 20th December 2011
- Last Date of Submission of Full Paper 31st January 2012
- Last Date for Registration 31st January 2012
- Conference Dates 24th, 25th & 26th February 2012

REGISTRATION FEES:

Rs. 1500/- (One thousand five hundred only) per participant (fees include Conference kit, Lunch, Tea/Coffee and Conference Proceedings). Payment should be made by Demand Draft in favour of "S.K.N. Sinhgad School of Business Management" payable at Pune.

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Sinhgad Technical Education Society's S.K.N. SINHGAD SCHOOL OF BUSINESS MANAGEMENT

(Affiliated to Pune University and Approved by AICTE)

Ambegaon (Bk.), Pune

In Association with



University of Pune

Organises

NATIONAL RESEARCH CONFERENCE

*"Organisational Excellence through
Creativity and Innovation"*

CONFLUENCE - 2012



ABOUT STES:

Amongst the various institutes offering courses in Management in Pune, there lies an establishment that has built itself on the foundation of zeal and grit namely Sinhgad Technical Education Society (STES). At present Sinhgad Technical Education Society and its associates running 85 institutions, providing quality education from school to post graduation programmes in all disciplines such as Architecture & Interior Design, Engineering & Polytechnic, Hotel Management, Management, Education, Pharmacy, Law, Aviation, Health Sciences, Arts, Commerce & Science, Gemology & Jewellery and Designing. S.T.E.S. was established by the visionary educationalist Prof. M. N. Navale in 1993. Dr. Mrs. Sunanda Navale is the Founder Secretary of S.T.E.S. All the institutes are housed in fully developed campus, imparting education over 55,000 students. The locations of these campuses are in pollution-free, lush green and picturesque environment conducive to learning. STES has made incredible progress in a very short span of time and today it has established its identity as one of the premiere educational institutes and created "Sinhgad" brand not only in Maharashtra but in the entire country. All the institutes have excellent infrastructure and keep on upgrading these facilities.

ABOUT THE INSTITUTE:

S.K.N. Sinhgad School of Business Management, Pune is a management Institute under Sinhgad Technical Education Society (S.T.E.S.), Pune. SKN SSBM is AICTE approved Management Institute, affiliated to University of Pune. It is founded with a mission to educate & train Business Leaders of tomorrow with knowledge, skill and creativity through high quality teaching, industry-Academia interface, research and extension. It is our endeavour

to empower our students with professional competence, outstanding leadership qualities, personal integrity & respect for diversity with comprehensive concern for ethics, environment and society.

ABOUT THE CONFERENCE:

The terms Creativity and Innovation are often used interchangeably; however, there is a clear distinction between creativity and innovation. The former being the generation of ideas and the latter its implementation. In this era of globalization and competition, creativity and innovation are considered to be the key factors for survival, success and excellence of organisations. It is postulated that organisational creativity will enhance creative excellence and organisational innovation will enhance innovatory excellence. Creativity and innovation together will enhance competitive excellence of the organisation.

This National Research Conference "Organisational Excellence through Creativity and Innovation" invites corporate, research scholars, academicians and experts to share their knowledge of innovative practices, managerial theories and contemporary issues to promote organisational excellence.

OBJECTIVES OF THE CONFERENCE :

- To comprehend various forms of creativity and innovations in management for organisational excellence.
- To provide a special forum for industry and academia to generate enduring theories.

CONFERENCE TRACKS:

Academicians, practitioners, researchers and business leaders are encouraged to contribute new ideas, concepts in the conference through Research papers, Conceptual Research Articles and Case Studies. Papers are invited on the following indicative areas within each track and any other relevant to Conference theme.

TRACK I : FINANCE

- Money and Capital Markets
- Risk Assessment & Risk Management
- Corporate Governance
- Mergers & Acquisitions
- Green Investments
- Financial Modeling
- Asset Pricing
- High Frequency Finance
- Reforms in Taxation policies

TRACK II : HUMAN RESOURCE

- Leadership
- Strategic Human Resource Management
- Fostering mindset for innovation
- Cultural Change
- Employee Engagement
- Team Building & Management
- Work-life Balance Strategies

TRACK III : MARKETING

- Creating Brand
- Sales & Distribution Management
- Customer Relationship Management
- Consumer Delight
- Retail Marketing
- Green Marketing
- Global Marketing

TRACK IV : GENERAL

- Knowledge Process Outsourcing
- Alliances
- Logistics & Supply Chain Management
- Green Innovation & Entrepreneurship
- Management of Information Systems

