





#### ABOUT SIBAR:

Sinhgad Institute of Business Administration and Research (SIBAR) constitutes one of the jewels in the crown of Pune's Management Institutes. Established in the year 2004, SIBAR runs various management courses approved by All India Council for Technical Education (AICTE), Directorate of Technical Education (DTE) and Government of Maharashtra and University of Pune (UoP).

It endeavors to promote research through various activities like research journal, conclaves, conferences at international and national level, FDPs, workshops, lecture series and so on. Earlier it has organized International and national conclaves, workshops and lecture series which were supported and financed by University of Pune.

#### ABOUT THE NATIONAL CONCLAVE:

As a continued effort in this direction, we have planned a National Conclave on "Redefining Management Practices: a perspective in Changing Business Scenario" on 11th and 12th October, 2012 at our institute. Through this conclave we aim to provide a platform for industry and academia to generate enduring strategies to combat the challenges faced by our nation in terms of socio-economic growth and development. Also it provides a platform to gain new insights about the techniques for strengthening the bond between the management innovative theories and practices. It also serves as a forum to discuss and to develop best business practices designed in combination with the strong fundamentals. Management curriculum must be designed such that it reduces the discrepancies and caters to the needs of industries. This stipulated conclave is aimed at addressing these issues and challenges.

#### OBJECTIVES:

- To provide a special forum to present and discuss research on Changing Business Practices in Current Scenario.
- To facilitate exchange of practice based knowledge among academicians and corporate professionals on a single platform and to review changes in processes and practices in the domain of Marketing, Human Resource, Finance, Systems and Corporate strategies.
- Research based knowledge related to advanced changes in the global business and its management aspects among academicians and practitioners
- To disseminate & update knowledge on various latest management concepts and trends.

#### CALL FOR PAPERS:

SIBAR invites conceptual, empirical papers and case studies from industry personnel, researchers, professionals, consultants, and students, related to following themes of the conference:

#### CONCLAVE THEME:

"Redefining Management Practices: a perspective in Changing Business Scenario"

#### SUB- THEMES:

##### MARKETING

1. Marketing communication
2. Product Centricity V/s Customer Centricity
3. Pharmaceutical Marketing
4. CRM and its importance
5. Organized Vs Unorganized Retail.

##### FINANCE

1. Wealth Management
2. Forensic Accounting
3. Capital Flows and Currency Regimes
4. Financial Reporting/IFRS
5. Foreign Direct Investment in infrastructure projects

##### HUMAN RESOURCE

1. Mental health in technological environment
2. Role of HR in outsourcing
3. Golden handshake "Who gain who loses"
4. Human capital for innovation - Capitalizing on intellectual diversity
5. Work life balance

##### GENERAL MANAGEMENT

1. Enterprise resource planning
2. CSR and sustainability
3. Enhancing regional co-operation for economic development
4. Green supply chain management
5. Value engineering and value analysis

#### Any other emerging relevant concept in all streams.

[The themes and sub themes are indicative & contributors are encouraged to build up their work from real world situations around the broad gamut of the main / sub themes.]

#### CONCLAVE DETAILS:

**Date and Time:**  
11<sup>th</sup> and 12<sup>th</sup> October, 2012  
9.30 am to 5.30 pm

**Venue:**  
Auditorium, SIBAR  
S. No. 40/4A +4B/1, Near PMC Octroi Post,  
Kondhwa - Saswad Road, Kondhwa (Bk.),  
Pune- 411048

Day 1 - Proposed Speakers from Leading Organizations.

Day 2 - Paper Presentations by selected Academic Scholars.

#### TRACK AND SESSION PLAN:

- The National conclave will have tracks with specific focus and will be scheduled into sessions.
- Each session will be chaired by an Expert
- Presentation Time: 8+2 mins.
- Presentation Equipments like LCD projector/ Laptop, etc. will be provided.
- Presentation slides to be emailed 4 days before the date of the conclave.

#### GUIDELINES FOR PAPER SUBMISSION:

1. All papers will be screened through a double blind review process selected by known experts from Institutions / Universities / Organizations of repute in and out of India.

Authors should please note the following -

- The papers should be based on original work not yet published, not exceeding 3000 words or 10 pages.
  - Have an abstract of 250 words to be included as a part of the paper along with 5 keywords.
  - Include the title, author's name, affiliation details, telephone number and e-mail address.
  - Be submitted on or before 5th September, 2012
  - Be submitted in both hard copy and soft copy in A4 size, MS-Word format, Times New Roman Font with heading in font size 14 and the text of size 12 with line spacing 1.5 as a single file.
  - Have heading (s) which must be short, with a clear indication of the distinction between the hierarchy of headings.
2. All figures (charts, diagrams, etc.) and photographic images, if any, should be submitted in both electronic form and as hard copy in originals. They should be numbered properly.
3. End Notes: all notes should be indicated by serial numbers in the text.
4. References:
- Literature cited should be detailed under the reference in alphabetical order of the surnames followed by year of publications immediately after the author's name.
  - Journal references should be listed as follows: Sharma, G S, (2001). "Capital Restructuring", Vikalpa, 26 (4), 3-18
  - Books should be referred to as follows: Mahendru, M K, (2002). Production and Operations Management, New Delhi: Kalyani Publishers.
  - References from Internet should be referred to as follows: Kapil, c., Marketing Millennium: Bringing two paradigms together, Nov. 2008; Price Water Coopers, www.pwc.com.
  - Manuscripts that do not conform to the requirements are subject to rejection.
5. A brief autobiographical note should be attached including full name, affiliation, full contact details, email address and a brief professional profile.
6. Participation should be confirmed on or before 20th September, 2012 by sending the completed 'Delegate Registration Form', along with Registration Fees.

