



SINHGAD TECHNICAL EDUCATION SOCIETY'S

SINHGAD SCHOOL OF BUSINESS STUDIES, PUNE & SINHGAD INSTITUTE OF TECHNOLOGY & SCIENCE, PUNE

(Affiliated to Pune University and Approved by AICTE)

S.No.45/15/1/2, 45/15/3, 45/15/3, Narhe, Tal. Haveli, Pune-411041

Tel.:(020) 66831821 E-mail: director_ssbs@sinhgad.edu

2nd NATIONAL CONFERENCE

[23rd & 24th January, 2013]

On

” Sustaining Organizational Excellence in Turbulent Times ”

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)**. This is education conglomerate created by an eminent educationist **Prof. M.N.Navale**. 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. All the institutes are housed in fully developed campus, imparting education over 65,000 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 Sinhgad School of Business Studies (SSBS), Pune:

The picturesque landscape at every Narhe creates a beautiful environment which is conducive for learning. SSBS has a dedicated team of highly motivated and experienced teaching faculty each outstanding in his/her chosen field of specialization. SSBS is striving to excel in the areas of Business Management and Research. Its multifarious activities focus on imparting relevant high quality value based professional education and development programmes by instilling in the students integrity and ethics to reach greater heights and to create thought leaders for world of business.

About the Conference & its Objective:

The theme of the conference is “Sustaining Organizational Excellence in Turbulent Times” organized by **Sinhgad School of Business Studies, Pune**, from 23rd & 24th January 2013.

The conference aimed at deliberation and presentations of research work on “**Sustaining Organizational Excellence in Turbulent Times**”. The conference will offer an opportunity for scholars, practitioners and students interested in the issues related to sustaining organizational excellence, to share academicians thinking and research findings and provide forum for discussion, collaboration and intellectual exchange.

Call for Papers:

The **Sinhgad School of Business Studies (SSBS)** is organizing a national conference from **23rd & 24th January 2013** at Pune, India and is inviting unpublished, empirical, high quality research papers/case studies from practicing managers, academicians, research scholars, entrepreneurs and students for presentation at the conference. Ph.D. non-academic contributions based on the main themes are also invited.

Important Dates:

Full Paper Submission: **5th January, 2013**

Intimation of Acceptance: **8th January, 2013**

Last date for Submission of Filled-in Registration Form: **10th January, 2012**

Full papers can be submitted to the coordinator on the email id: conference.ssbssits@gmail.com. For details of the conference please see the attachment or visit our website <http://www.sinhgad.edu>

Conference Proceedings:

The full papers presented at the conference will be published in the form of proceedings with an ISSN number in the month of January 2013.

Publication: Best papers will be forwarded for publication in journal of **Sinhgad School of Business Studies**. The respective authors will be informed about the same.

Topics:

The following are the major areas for the Research Paper Presentations:

Finance

- Financial Re-engineering and Innovations
- EVA Approach
- Financial Inclusion
- Vendor Analysis (Finance)

- Financial Strategies: Creating Values in Global Era
- Innovative Financial Planning in uncertain times

HR

- Balanced Scorecard Approach
- Innovative HR Practices
- Talent Retention- Strategies
- Global Talent Mobility
- HR ethical issues across Global Business
- Corporate Social Leadership and Green Leadership
- Knowledge Management

Marketing

- Marketing ROI Approach
- Voice of Customer Scorecard
- Channel Management & Development
- Brand Positioning & Re-positioning
- Product Line Restructuring
- Relevance of Ethics in Modern Day Marketing
- Cross-Cultural Marketing
- Social Marketing
- Innovation and Product Development
- E-Marketing
- CRM: A tool for gaining competitive advantage

Operation/Production

- End to End Test Strategy
- Objective Vendor Selection
- Business Process Mapping/Re-engineering
- Lean Manufacturing
- Six Sigma & Quality Tools
- Green Supply Chain Management
- Green Logistics
- Need for “Cooperation and Collaboration” to enhance productivity
- Quality as a way of life in operations and manufacturing management
- TQM and its effectiveness
- Effective lean management

IT/IS

- Business Process Re-engineering
- Management Information System (MIS)
- Network Security
- E-Commerce
- Effective data Mining and Data Warehousing System in Business Management

- Effective Information Security System in Business Management

International Business

- Volatility in Foreign Exchange
- Market-Strategic Implication
- Medical Tourism – An Indian Experience

General Management

- Leveraging Core Competence
- Strategic leadership/Strong, Positive Leadership--
- Change/Turnaround Management
- Organizational Excellence through Strategic CSR
- Excellence through non-financial parameters
- Value Based Management
- Integrated Strategic Management in Global Economy

Guidelines for Conference Papers Submission:

1. Papers must not exceed 6000 words in length, including abstract, figures, references and appendices. It must not be longer than ten pages. If you have not done so, please send a short biography of up to 50 words of the presenting author in a separate document, with a photograph if possible.
2. Tables and figures must have a number and title, and must appear in the paper as per their reference in the text.
3. The paper must be typed in Word format in Times New Roman font with font size 12 and single spacing.
4. Please do not insert headers, footers or page numbers. Do not refer to page numbers in your text as these will be changed.
5. Do not use multiple columns.
6. Put the title of the paper in bold at the top of the first page only.
7. Then on the next line put the names of the authors.
8. All author details will be removed before the review process.
9. A 250 to 300 words abstract should follow.
10. Do not use more than three levels of heading and use the numbering conventions.
11. You can include bulleted or numbered lists.
12. Figures and tables should be placed as close to their reference point in the text as possible. All figures and tables must have titles and must be referenced from within the text. Use color diagrams as the proceedings will be printed in colour. Images must be inserted as picture files (.jpg, .bmp, etc.). You may be asked to supply the pictures as separate files.
13. Please avoid the use of footnotes. Endnotes are not permitted and papers containing them will be returned.

14. Reference should follow the Harvard referencing style, and should then be listed at the end of the paper.
15. The Paper should be preceded by a separate page with the detailed information (Name, affiliation, email ID, contact number) of the author. In case of multiple authors, the first author's email ID will be considered for communication unless otherwise specified.
16. Full Paper can be forwarded to the coordinator.
17. **Notification of acceptance of Full Paper:** Authors will be notified about selection of Full Paper by **8th January, 2013**.
18. Filled-in Registration Form along with the Demand Draft (DD) drawn in favour of **“Sinhgad School of Business Studies, Narhe”** on any nationalized bank payable at Pune should reach to the Coordinator on or before **10th January, 2013**.

Presentation Guidelines:

You will need to prepare some PowerPoint slides to support your presentation. The presentation will be around 20 minutes, with 5 minutes allowed for discussion. We recommend that you also bring with you a copy of the presentation on a data stick or other p[ortable memory device.]

Registration Fees:

1. Scholars from out of India: **USD 100**
2. Industry Delegates: **INR 2000**
3. Academician from India: **INR 1000**
4. Students: **INR 500**

The Registration Fees include the conference folder, Conference Proceedings, breakfast and working lunch on 23rd & 24th January 2013.

Accommodation for outstation delegates can be provided on request at additional charges.

CONFERENCE COMMITTEE

Chief Patrons

Hon. Prof. M.N.Navale, Founder President, STES, Pune
Dr.(Mrs.) Sunanda M.Navale, Founder Secretary, STES, Pune

Chief Convener

Prof.Prachi Pargaonkar, Director, SSBS, Pune

Coordinator

Dr.Ashutosh Gadekar, (Mobile)+91-995050298,
Dr.K.B.Ramanando, (Mobile)+91-9689152162,

Faculty Coordinator

Dr. Ashutosh Gadekar [Finance]
Prof. Dilip Aher & Prof. Sachin Vyavhare [HR & General Management]
Prof. Yogesh Raut & Prof. Mahendra More [Marketing]
Prof. Manoj Kulkarni & Prof. Nishant Wasatkar [Operation/Production]
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REGISTRATION FROM

Name: _____

Mailing Address: _____

E-mail: _____ Mobile no.: _____

Affiliating Institute/Company: _____

Registration Fee: INR/USD _____

Payment by Demand Draft: Draft No.: _____ Dated ____/____/____ Drawn on _____

Any other information: _____

Date: ____/____/____

Signature: _____