



**Sinhgad Technical Education Society's
S.K.N.Sinhgad School of Business Management,
Ambegaon (Bk.), Pune
&
University of Pune
Under Quality Improvement Programme
Organizes
CONFLUENCE – 2014
National Research Conference
“Managing Resources for Sustainable Growth”
20, 21 & 22 February 2014**



About the Conference:

Sustainable growth is the realistically attainable growth that a company could maintain without running into problems.

Creation of sustainable growth is a prime concern of business owners. Achieving this goal, in the rapidly changing political, economic, competitive, and consumer trends poses a challenge to business. Management has to ensure that all the available resources are managed or aligned properly leading to sustainable growth. The Conference aims at highlighting the strategies adopted by the industry in different areas to manage resources for sustainable growth.

We take this opportunity to extend our warm invitation to all researchers across academic institutions and industry worldwide to participate in The National Research Conference “Managing Resources for Sustainable Growth”.

Objectives of the Conference:

- To provide a forum for exchange of information between Management Scholars and Corporates with relevance to different fields.**
- To facilitate sharing of multi-disciplinary research based on knowledge amongst academicians, practitioners and students.**

Tracks for the Conference:

The conference encourages submission of papers which seek to go beyond the obvious, are multidimensional, provide implementable ideas, and offer new insights to existing management scenario. Topics of interest include the areas but are not limited to:

- **Strategic Management**
- **Human Resource Management**
- **Marketing Management**
- **Accounting and Finance**
- **Information Technology**
- **International Business**
- **Corporate Governance**
- **Supply Chain Management**
- **Operations Management**
- **Entrepreneurship**

Conference Highlights:

- **Eminent personalities from industry and academia will share their thoughts on the theme “Managing Resources for Sustainable Growth”.**
- **Proceedings of the National Research Conference will be published in a book with ISBN No.**
- **All presentations will be appreciated by presenting a memento.**

Guidelines for Abstract Submission:

Abstract should be submitted as a 2-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.sknessbm@gmail.com

Important Dates:

	Date
Last Date for Abstract Submission	05-December-2013
Notification of Acceptance of the Abstract	14-December-2013
Last Date for Submission of Full Paper	25-January-2014
Last Date for Registration	01-February-2014
Conference Dates	20, 21 & 22-February-2014

Registration fees:

- **Researchers/Academicians – Rs. 1200/-**
- **Corporate – Rs. 1500/-**
- **Students – Rs. 500/-**

Fees include Conference Kit, Lunch, Tea/Coffee and Conference Proceedings. Payment should be made by Demand Draft drawn in favor of “S.K.N.Sinhgad School of Business Management” payable at Pune.

Chief Patrons:

Prof. M.N.Navale, Founder President, STES

Dr. (Mrs.) Sunanda M. Navale, Founder Secretary, STES

Mr. Rohit M. Navale, Vice-President (HR), STES

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Chief Convener:

Dr. Rajashree Shinde, Director, SKNSSBM

Conference Coordinator:

Ms. Nutan Samdani (91-9730084789)

Organizing Committee:

Mr. Ashok Gandhe (91-9921435822)

Ms. Jyotsna Jadhav (91-8605432822)

For Registration Contact:

Ms. Manisha Phate (91-8805880600)



Sinhgad Technical Education Society's

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Registration form

National Research Conference “CONFLUENCE 2014”

“Managing Resources for Sustainable Growth”

20, 21, 22 February 2014

Name:

Designation:

Institute / Organisation:

Address for Correspondence:

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Contact details - Phone No. Mobile No. :

Email -

Registration Fees: Cash / D.D. for Rs.

D.D. details: D.D. No.: Amount:

Name of Bank:

Branch:

(D. D. should be in favor of “S.K.N. Sinhgad School of Business Management”, payable at Pune)

Place:

Date:

Signature