

Reports on National and International Conferences organized by SIOM

A. National Conference: EMERGING TRENDS AND PRACTICES IN INDIAN BUSINESS ENVIRONMENT

Dates: 23rd January- 25th January 2014

Sinhgad Institute of Management organized a 3 day national Conference during 23/01/14- 25/01/2014 for academicians, research scholars, Industry scholars and Managements as well.

Objectives:

- To provide common platform to academicians, researchers and others to explore and examine the diverse facets of emerging business trends.
- To offer implementable managerial inputs across management disciplines and various sub–themes there under.
- To bridge the gap between industry and academia and develop an understanding of the needs and expectations of business and economy.

Dr Sunil Dhapte, the additional director at Yashada centre was invited as the chief guest for the inaugural ceremony of the conference. The speaker enlightened the gathering with his views which focused upon the requisites for the nation to become a superpower.

The research papers were presented on the second day of the conference. We received around 72 research papers from all across the country. The papers were authored by academicians, industry experts, Ph.D. scholars as well as the students.



Mr. Shashank Pathak, AVP Leasing addressing the gathering

VALEDICTORY Function on 25/02/2014

The first two days had already given us all a lot of valuable insights to the modern day business environment and its emerging trends, thereby paving the way for the 3rd and final day for the valedictory speech by the ever enthusiastic eminent personality ***Mr. Shashank Pathak***.

Details of Research articles / Papers

National Conference “Emerging Trends & Practices in Indian Business Environment”2014 (ISBN: 978-81-910118-4-5)

Sr No	Title of the Research Paper	Author
1	Pattern Of FDI And Economic Growth In India: (1990-91 To 2012-2013)	<i>Dr. Akash Kumra, Ms. Samita Kher</i>
2	Adaptability Of Consumer For Non-Conventional Source Of Energy as compared to Conventional Regular Source Of Energy in and around Pune City	<i>Mr. Maheshkumar Shankar Kedar, Dr. Lopez Joe</i>
3	Vedanta & Niyamgiri Mountaineer	<i>Dr. Manisha Paliwal, Mr. Yogesh V. Hado and Mr. Dastagir Sutar</i>
4	A Corporate Sustainability - A Tool To Build Competitive Advantage	<i>Ravindra B. Gawal and Dr. P. D. Nare</i>
5	Impact Of Automation Of Add-On Services: A Study On Change Of Perception of End-Users In Banking Industry Pertaining To Vasai-Virar Sub-Region	<i>Mr. Brijesh Joshi, Piyushi Sharma and Mr. Prapti Naik</i>
6	Implementation Of Mistake Proofing (Poka Yoke) As A Productivity Improvement Tool	<i>Ms. Asmita Josh and Dr. Rajashree Shinde</i>
7	Indian Healthcare Industry: Challenges & Growth Strategies For 2020	<i>Mr. Dhananjay Kulkarni, and Dr. M. R. Tambe</i>
8	Business Ethics In Indian Jewellery	<i>Mr. Mehrana Sadikhounsari</i>
9	Study On Csr-Practices In B-Schools With Special Reference To Pune City	<i>Mr. Vidyut Deshpande and Dr. P. N. Shende</i>
10	Changing Dynamics In The Role Of Management Education & Faculty Competencies For Sustainable Development	<i>Ms. Seema Sankar and Dr. L. K. Tripathy</i>
11	Key Account Management In Turbulent Times: Challenges And Measures	<i>Mr. Uday Bhalchandr and Dr. M. R. Tambe</i>
12	A Study & Analysis Of Concentrate Yield In The Production Of Beverage For Can At Hindustan Coca-Cola Beverage Private Limited	<i>Rhijhul Sikka and Mr. Chaitanya Pawar</i>
13	A Study Of Communication Tools & Practices In It Organizations in Pune	<i>Ms Abhilasha and Dr. Rajashree A Shinde</i>

14	Employee Engagement Through Corporate Social Responsibility	<i>Dr. Devidas Golhar</i>
15	Generation Y: Understanding Their Growth Environment And To Analyze Their Motivational Factors; A Literature Review	<i>Mrs. Nidhi Arora and Dr. S. U. Gawade</i>
16	An Employer Branding: Tool For Organizational Effectiveness And Talent Retention	<i>Dr. Shubhangee Ramaswamy</i>
17	A Study On Drivers Of Employee Engagement Of The Corporate World Organizations	<i>Geeta Kalyankar Rao and Dr. Mohsin Shaik</i>
18	Study Of Employee Engagement And Its Effect With Respect To Service Staff In Restaurants in Pune City	<i>Mr. Sanmath S. Shetty and Dr. Kuldip S. Charak</i>
19	Learning & Development	<i>Dr. Ashok Kumar</i>
20	An Empirical Study About Talent Retention In Selected Educational Institutes In Gujarat	<i>Dr. Umesh R. Dangarwala, Ms. Krupa J. Rao</i>
21	An Analytical Study Of Revenue Structure of Swami Ramanand Teerth Marathwada University, Nanded	<i>Mr. Vinay Bhalera and Dr. Y. S. Vaishampayan</i>
22	Identification Of Most Prevalent Service Failures In Indian Banking Industry	<i>Ms. Aditi Gosain</i>
23	Study Of Experiential Marketing As A Practical Guide To Interactive Brand Experiences: A Conceptual Study	<i>Ms. Geeta Naran and Dr. Joe Lopez Cajetan</i>
24	Financial Appraisal Of Various Co-Operative Credit Societies In Ahmednagar District	<i>Ms. V.M. Tidake and Dr. Sanjay V. Patan</i>
25	Indian Retail At Crossroads	<i>Mr. Ramakumar and Dr. Rajashree A Shinde</i>
26	Judging Credit Worthiness Through Cibil Credit Score Mechanism	<i>Ms. Sayee S. Kulkarni</i>
27	Behavioural Finance: An Overview	<i>Ms Mangesh Gulgul and Dr. Parag Saraf</i>
28	Liberalised Remittance Scheme Of RBI : An Emerging Investment Avenue	<i>Mr. Atul Shamsunder Lahoti, and Dr. Sanjay V. Patankar</i>
29	Study On Physical Verification Of Fixed Assets With Reference To Tata Steel Jamshedpur	<i>Prof. Alekha Chandra Panda and Devyani Ingale</i>
30	A Study On Adequacy Of Insurance In India	<i>Mr. Nilesh Kulkarni and Dr. Anil Nagtilak</i>
31	Social Media Advertisement And Online Buying Behaviour: Review And Agenda	<i>Mr. Krupa J. Rao and Dr. Umesh R. Dangarwala</i>
32	A Study Of Factors Those Affect Customer's Preference For Motorcycle In And Around Pune Region	<i>Mr. Ashutosh Chandrashekhhar Zunjur and Dr. Lopez, Joe. Cajetan</i>

33	Solar Power Project Financing In India: Challenges And Way Ahead	<i>Mr. Sushma Verma and Dr. Kishor N. Jagtap</i>
34	Analysis Of Tax Saving Mutual Funds As An Investment Option	<i>Ms. Mital Bhayani and Dr. Sanjay Patankar</i>

B. International Conference on “Emerging Global Strategies for Indian Industry”

Dates- February 20 to 22, 2014

Objectives:

- To explore the various issues pertaining to strategic Insights across the industries to sustain in the Global competitive environment.
- To identify the outcome based strategies to be adopted, both at macro and micro levels, by all the stakeholders viz. government, society and individual companies at large.
- To share the latest developments in the fields of General Management, HR, Finance & Accounting, Marketing, Operations & Systems.

The International conference on “Emerging Global strategies for Indian Industry” being held at Sinhgad Institute of Management, Pune from 20th Feb. to 22nd Feb, 2014 aims at providing a platform to scholars, academicians, practitioners, and business managers to share their valuable knowledge and experience with each other in the context tools, insights and connections to navigate a fraught macro environment. During the course of three days this platform provides forward-looking assessment and innovative perspectives on the crucial challenges and uncertainties in business world.



The conference was inaugurated at the hands of renowned academician **Prof. Govind Apte, Faculty at IIM and a Professional Trainer**. A total of 69 papers on myriad topics were presented during the conference. E-commerce, e-tailing and digital marketing were some of the Key Topics of Papers presented under Marketing.



The Concluding ceremony for the conference was addressed **by Mr. Ravindra Udgikar, Head – Global Business Development, Sterlite Technologies Ltd.**

Participant and students of SIOM experienced 3 days full of knowledge sharing. The papers presented and approved would be published in with an ISBN no: 978-81-910118-7-6

Details of Research articles / Papers

International Conference- “Emerging Global Strategies for Indian Industry”

ISBN: 978-81-910118-7-6

Sr. No	Title of the Research Paper	Author
1	Does Acquiring Talent Require Employer Branding? An Empirical Study	Prof. Saranbir Uppal
2	A Study Of Job Opportunities and Challenges for Retired Indian Air Force Personnel For Their Resettlements	Prof. Bidhan Datta & Dr.Kuldip Singh Charak
3	A study of Human Resource Management in Institutions of Higher Education	Dr. S. K. Wadekar
4	A Study on innovative Human Resource Practices adopted by selected software Firms	Prof. Safia Farooqui
5	Dynamic Load Balancing Algorithm Development through MPI	Mrs. Sharada Patil , Ms. Pratibha Mandave & Prof. Dr. Arpita Gopal
6	Leadership style and personality as a predictor of organizational citizenship behavior – A review article	Ms. Niharika Singh& Dr. Bajrang D. Kolekar
7	Implementation of OD intervention strategy for managing organizational change in Indian industry	Mrs.Prajakta Jaydeep Datye & Dr.Arun Mokashi
8	A Study of Organizational Communication Practices and their Role in Organizational Development – with special reference to IT Industry in Pune. – Pilot Study	Prof. Abhilasha Ambatipudi & Dr. Rajashree A Shinde
9	Organizational Downsizing and its Alternatives: Strategies for Long-term Success	Prof. Rutuja D. Jadhav &Dr. Kuldip S. Charak
10	An Empirical Study on Quality of Work life for Employees	Dr. L.K Tripathy & Ms. SulbhaWaghmare
11	Recent Trends In Performance Appraisal System With Reference to Pharmaceutical Industry	Prof. Viddesh Bhaskar Andure & Dr. Mohsin Shaikh
12	Green human resource management [HRM] initiatives: A case study of Gujarat alkalis and chemicals limited (GACL), Vadodara	Ms. Purvi A. Chavla & Prof. (DR.) Parimal H. Vyas
13	A study of Global Strategies on social securities and pension reforms in India and China	Mr. Dinesh Shendkar
14	Strategic HRM: An effective tool for Global Competitiveness	Dr. Shubhangee Ramaswamy
15	Training Needs Analysis (TNA):An empirical study at NCPIL	Ms. Renitta R Rapheal
16	Study of Employee Engagement Strategies to improve Employee performance in Restaurants in Pune city	Prof. Sanmath S. Shetty & Dr. Kuldip S. Charak
17	A study of Training Practices of Expatriates in Relocation : A Case study Approach	Prof .Mukta Keskar

18	TNA- It's essence in today organization.	Ms Jyoti Verma
19	CFD Analysis of Heat Sink for high power electronic equipments	Prof. Jeevaraj. S
20	Numerical Investigation of the Swirl Flow-Field Characteristics of an Aero Gas Turbine Annular Combustor	Prof. Vijaykumar.B.Chanashetty
21	World Class Manufacturing: Literature Review and Findings	Ms. Asmita Joshi & Dr.Rajashree Shinde
22	Case study on Balaji Wafers -At the Crossroads	Dr. Manisha Paliwal, Mr.Nishant Kumar & Mr. Rahul Ranjan
23	An Analysis of Credit and Economic Growth during Reforms (1991 to 2012)	Dr. Akash Kumra , Prof. Samita Kher & Dr. P. N. Shende
24	Corporate Social Responsibility (CSR) in emerging markets	Mr. Hani Raygan
25	A Study of India's FDI Policy and its impact on Industrial Growth from 2000 to 2011	Dr. Sanjay Patankar & Mr.Yogesh N. Ingle
26	Impact of Culture on Merger and Acquisition: Challenges and Opportunities	Mrs. PraptiNaik
27	Corporate Volunteering for developing Cultural Capabilities and Potentials	Dr Devidas Golhar
28	A Critical Analysis of various services provided by Health Insurance TPAs operating in Pune	Mr.Sandip Sane & Dr. M R Tambe
29	Intellectual Property Rights: A Study of A Few Asian Countries	Dr. Manisha Paliwal & Prof. Jyothi Pawar
30	A Qualitative Study of Impact of Social Networking Sites (SNS) in Developed and Developing Countries	Mr.LakhanAgrawal, Ms.Uma Alwekar, Ms.Asita A Ghewari & Dr.Satish N Pawar
31	WhatsApp: The new text messenger and its impact on students	Asst. Professor Bharti Jagdale & Asst. Professor Gopa Das
32	Organizational Structure in Retail Industry – A Comparative study of Wal-Mart, Carrefour and Tesco.	Dr. A. Ramakumar & Dr.RajashreeShinde
33	Financial Contribution of NABARD with special reference to Maharashtra	Prof. V.M. Tidake, Dr. Sanjay V. Patankar.
34	A study on financial performance of oil and natural gas companies in India	Prof. Alekha Chandra Panda
35	Do Grade of an IPO Improve Demand and Under pricing?	Mr. Sudesh Kumar Sharma
36	Testing weak form efficiency of Indian stock market -an empirical study on NSE	CMA. Dr. Jeelan Basha.V & Bhadrappa S Haralayya
37	An Analytical Study on Microfinance in India	Mr. Nagesh S. Magar and Dr. Joe Lopez,
38	A study of scope of widening Social Banking Initiatives by Public Sector Banks in Pune	By Dr Shobana Vasudevan & Prof Aparna Ghaisas
39	Liberalized Remittance Scheme of RBI: Challenges & Opportunities for Investors	Atul Shamsunder Lahoti & Dr. Sanjay V. Patankar

40	Critical Analysis of Mutual Fund Industry: An Approach towards causes for low penetration among individual investors- with special reference to Nasik District	Prof. Mital Bhayani & Dr. Sanjay Patankar
41	A study of RBI policy rates on inflation and its impact	Mr. Vishal.V.Patil
42	Economic down turn: Challenges and Emerging strategies of Luxury hotels in Managing business of 'Key Accounts'	Mr.Uday Bhalchandra & Dr. Mukund Tambe
43	Corporate Governance Practices in Banking Sector : An Experience with Pune Urban Co-operative Bank Ltd.	Dr.Mahesh Abale & Prof. Devyani Ingale
44	44. Analysis Of Corporate Restructure : Merger & Acquisition Case Of HDFC Bank And CBOP (Centurion Bank Of Punjab)	CMA Roop Kishore Singhal
45	Role and challenges of finance to entrepreneurs in the Indian rural sector	Mr.Hitesh Khandelwal
46	The Implementation Of Customer Relationship Management at House-building companies	Mr. Mehran Asadi khounsari , Dr.E.B.Khedkar & Hooman Abadi
47	Analytical study of relationship between customer satisfaction and sale & Profits of the Multinational Corporations in India with the special reference to select automobile manufacturing companies	Dr. S. K. Wadekar & Heydar Fallah
48	Neuro Marketing: Window to the customers mind	Dr. Ashok Kumar Tiwari
49	Sailing through turbulent economic environment with Blue Ocean Strategy: A way out for Indian healthcare services Industry.	Mr. Dhananjay Kulkarni & Dr. Mukund R Tambe
50	E- Marketing and its role throughout the product life cycle; a new paradigm	Dr. Saroj Ranjan
51	Green Marketing	Ms Pooja Ambole & Ms. Shefali Sutrave
52	Impact of packaging of FMCG products on consumer buying behavior	Prof. Amol Khandagale , Dr. Satish Pawar , Prof Sagar Pawar & Prof. Nilesh Anute
53	Impact of Service Failure Attributions on Post-Purchase Behavior	Aditi Gosain , Dr. Mala Srivastava & Dr.Gordhan K. Saini
54	Packaging: Your Salesman on the shelf	Prof. Jaideep Solanki & Prem Jadhav
55	Consumer Buying Behavior towards Selected Gems and Jewelry Retailers in Pune City	Prof. Nilesh Anute & Dr. Anand Deshmukh
56	Effects of packaging on consumer buying behavior	Ms. Aashna Sharma & Prof. Nilesh Anute
57	Study of Consumer oriented sales promotion in FMCG	Ms. Apurva Patil & Prof. Nilesh Anute
58	Effect of advertisement in children with special reference to confectionary products	Mr. Sourabh Sharanathe, Prof. Nilesh Anute & Dr Satish Pawar.
59	Inbound Marketing: An Emerging Digital Marketing Strategy	Ms. Sneha Desai & Prof. Jaideep Vasant Solanki

60	Global Strategies for Indian Automobile component Manufacturer w.r.t. Thailand Market	Mr. Santosh Wagh
61	Impact of Sales promotion on consumer buying behavior w.r.t health food drink	Mr. Shaikh Gulam Mohammad & Prof. Nilesh Anute
62	A Review on Big Data with respective Investments, Decision Making, Skilled Personnel And Technologies	Mr. Brijesh Y. Joshi & Dr. Minesh S. Ade
63	A Literature Survey Of Association Rule Mining Algorithm	Shikha Dubey & Dr. Shivaji D. Mundhe
64	VHDL Simulation of Key set up and Key Stream Generation Block of RC4 Stream Cipher for Wi-Fi Security	Dr. A.M. Bhavikatti
65	Emerging Strategies For Big Data Management	Mrs. Vidyut Deshpande & Dr. P. N. Shende
66	Traffic Analysis and Vehicle Automation using Advanced computing techniques	Prof. Anjali Jadhav & Dr. S. D. Mundhe
67	Network Security Model in Cloud Computing	Rajesh L Gaikwad, Prof Dhananjay M Dakhane & Prof Ravindra L Pardhi.
68	A Semantic Based Study of Embedding Vs. Normalization in Mongo DB	Mrs. Anuradha Kanade & Dr. Arpita Gopal
69	Tool to Competitive Advantage	Prof. Pradnya Deshmukh