



SINHGAD TECHNICAL EDUCATION SOCIETY'S

SINHGAD INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION  
AFFILIATED TO PUNE UNIVERSITY AND APPROVED BY AICTE

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## 6<sup>th</sup> NATIONAL RESEARCH CONFERENCE

(, 2015)

On

### *Managing Innovation*

#### CALL FOR PAPERS

(Select papers will be published in the *Samudanta Research Journal* with ISSN number. All papers submitted and presented in the conference will be published in Conference Proceedings with ISBN Number.)

#### CONCEPT:

Companies today are being challenged to change in a way for which it has no precedent. What's even more worrisome is that decades of orthodox management decision-making practices, organizational designs, and approaches to employee relations provide no real hope that companies will be able to avoid faltering and suffering painful restructurings. On the other hand, what company today doesn't put innovation at the top of the agenda? Yet how many companies have devoted the energy and resources it takes to build innovation into the values, processes, and practices that rule everyday activity and behavior? Not many. That disconnect isn't due to lack of human ingenuity or resources. It's a product of organizational DNA. Productivity, predictability, and alignment are embedded in the marrow of our management systems. Experimentation, risk-taking, and variety are the enemy of the efficiency machine that is the "modern" corporation.

So, how do we make every management process a catalyst, rather than a wet blanket, for innovation? How do we make innovation a true core competence? This should be delved upon actively by the management fraternity.

#### CONFERENCE HIGHLIGHTS:

1. Keynote speeches: Eminent personalities, from industry as well as academia shall share their thoughts on the theme & its relevance for the future.
2. Conference Proceedings: All papers submitted and presented in the conference will be published in Conference Proceedings with ISBN Number.

3. Publication: Select papers will be published in the Samudanta Research Journal with ISSN number.
4. Prizes: Prizes will be awarded for best papers. (Decision of the judges will be final.) Prizes will be announced during the valedictory function.

### **IMPORTANT DATES:**

**Abstract Submission: 15/1/2015**

**Full Paper Submission: 10/2/2015**

**Last Date to Confirm Participation in the Conference: 25/2/2015**

**Conference on: 27/2/2015-28/2/2015**

Full papers can be submitted on ([rajnigyanchandani@sinhgad.edu](mailto:rajnigyanchandani@sinhgad.edu)/ [yogitakadbane@sinhgad.edu](mailto:yogitakadbane@sinhgad.edu)/ [vivekshaurya@sinhgad.edu](mailto:vivekshaurya@sinhgad.edu))

### **PAPER SUBMISSION GUIDELINES:**

The paper should have a heading in Times New Roman and font size 16 followed by the authors names. The paper must be typed in Word format in Times New Roman font with Font size 12 and single spacing. It must not be longer than eight pages. Tables and figures must have a number and title, and must appear in the paper as per their reference in the text. The references must follow the APA citation style.

### **REGISTRATION FEES:**

- |                                |           |
|--------------------------------|-----------|
| 1. Scholars from out of India: | US \$ 100 |
| 2. Industry Delegates:         | Rs1000    |
| 3. Academicians from India :   | Rs. 1000  |
| 4. Papers in absentia*:        | Rs.1500/- |
| 5. Students:                   | Rs. 500   |

\* PPT presentation for paper submitted in Absentia will have to be sent by email to [vijayapurani@sinhgad.edu](mailto:vijayapurani@sinhgad.edu) before 24/2/2015

The Registration fees include the conference folder, Conference proceedings, breakfast and working lunch on

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

### **PATRONS:**

Prof. M.N. Navale, Founder President Sinhgad Technical Education Society.

Dr. Mrs. Sunanda Navale, Secretary, Sinhgad Technical Education Society.

Ms. Rachana Navale, VP (Admin), Sinhgad Technical Education Society

Mr. Rohit Navale, VP (HR), Sinhgad Technical Education Society

**CHIEF CONVENOR:**

Dr. Milind Marathe, Director, SIMCA

**PROGRAMME CONVENER:**

Dr. Vijaya Puranik, Associate Prof. HR ([vijayapuranik@sinhgad.edu](mailto:vijayapuranik@sinhgad.edu), 9822081437)

**ORGANIZING SECRETARY:**

Prof. Shruti Joshi, Associate Prof. Marketing ([shrutijoshi@sinhgad.edu](mailto:shrutijoshi@sinhgad.edu))

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***Subthemes***

1. Reverse innovation.
2. Disruptive innovation.
3. Value Innovation.
4. Innovation Management and Technology.
5. Innovation and challenges in Entrepreneurship, venture capital, business models & financing.
6. Organizational creativity & idea generation.
7. Innovation and new product development.
8. Strategic HR model and work- life balance.
9. Impact of e-business, e-learning and e-customer on HR practices.
10. Green HR.

11. Developing change champions.
12. Development of Modern Technologies in Management.
13. "Jugaad" - The Indian Way of Innovation
14. Value Innovation.
15. Business Model Innovation (Eg. Flipkart, Red Bus.in, bookmyshow.com, etc).
16. Market place expansion due to Corporate Innovations.
17. Public sector innovation.
18. Social Impact of Innovation.
19. Innovation in Education.
20. Importance of time management for innovation.
21. Commercialize an innovation.
22. Service innovation.
23. Venture capital industry.
24. E-Business challenges and solutions.
25. Digital Library technologies.
26. Applications in data warehousing and data mining.
27. Bioinformatics and Biomatrix.
28. Innovation in Education: How to be best among equals.
29. Entrepreneur as an innovator.
30. Innovation and Retail.
31. Managing competencies in Indian manufacturing sector.
32. Competency mapping: A tool for innovation.
33. Harmonizing accounting standards and financial reporting.
34. Upcoming trends in Mergers and acquisitions.
35. Microfinance and innovative ways of financial inclusion.
36. Hedging and innovation in FOREX management.
37. Innovative tools for financial analysis.

Please note that the themes are only indicative and not conclusive.