

Day 1 - Proposed Speakers from Leading Organizations.
Day 2 - Paper Presentations by selected Academic Scholars.

TRACK AND SESSION PLAN:

- The seminar 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 5 days before the date of the seminar.

CONTEST:

Best Papers will be invited for presentation during the seminar and will be given awards and citations. The authors of the papers which are selected for presentation during the seminar will be intimated by 25th September 2013

PUBLICATION:

Proceedings of the Seminar will be published in CD Format with ISSN.

REGISTRATION:

All the participants are requested to register individually by filling up the registration form and sending the hard copy along with their research paper to us. In case of more than one author, all authors must register for inclusion in the paper. A single author presenting multiple entries should

register for each paper. No TA-DA will be paid to any delegate, who presents the paper in the seminar.

REGISTRATION FEES AND PAYMENT DETAILS:

Registration Details	Fees per Delegate
Corporate entries	₹ 2,000
Academia	₹ 1200
Research Scholar	₹ 1000
Students	₹ 500

All the payments shall be made in Demand Draft drawn in favour of 'Sinhgad Institute of Business Administration and Research, Kondhwa, Pune'.

IMPORTANT DATES:

A State Seminar	: 11 th & 12 th October 2013
Last Date for submission of full paper	: 20 th September 2013
Intimation for Acceptance of Paper	: 25 th September 2013
Last Date for Confirmation of Participation along with Registration Fees	: 30 th September 2013

IMPORTANT TO NOTE:

- Boarding and lodging arrangements will be charged ₹ 5000 (Indian Delegates) in addition to the registration fees in advance.
- Registration fees is non refundable. However, change in the nominations may be permitted on request.

PATRONS:

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

Mr. Rohit M. Navale **Miss. Rachana M. Navale**
Vice President (HR), STES, Pune Vice President (Admin), STES, Pune

CHIEF CONVENER :

Prof. Avadhoot D. Pol
Director, SIBAR, Pune.

CORE COMMITTEE MEMBERS :

Prof. Vishal Bhole - 9881728750

Prof. Shital Bhusare - 9881757701

Prof. Sumit Bankar - 9850658389

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Prof. Sachin Thool - 9405525680

CONTACT DETAILS:

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Sinhgad Technical Education Society's

SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & RESEARCH (SIBAR)

Approved by AICTE & Recognized by University of Pune

State Level Seminar

on

"Emerging Issues in Corporate Strategies"

October 11th & 12th, 2013

Sponsored by University of Pune



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. In the past it has organized International and national conclaves, workshops and lecture series which were supported and financed by University of Pune.

ABOUT THE SEMINAR:

As a continued effort in this direction, we have planned a State level Seminar on "Emerging Issues in Corporate Strategies" on 11th & 12th October, 2013 at our institute. Through this seminar we aim to provide a platform for industry & academia to generate enduring strategies to combat the challenges faced by our nation in terms of socio-economic growth & development. Also it provides a platform to gain new insights about the techniques for strengthening the bond between the management innovative theories & 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 & caters to the needs of industries. This stipulated conference is aimed at addressing these issues & challenges.

SCOPE OF THE SEMINAR:

In the present scenario large business groups have embarked on rapid expansion in taking advantage of the progressive opening up of the Indian economy. Corporate-level strategies are basically about the choice of direction that the firm adopts in order to achieve its objectives. They are basically about decisions related to allocating resources among the different businesses of a firm, transferring resources from one set of businesses to others, and managing and nurturing a portfolio of businesses such that the overall corporate objectives are achieved.

Strategic alternatives revolve around the question of whether to continue or change the business it is currently in or improve the efficiency and effectiveness with which the firm achieves its corporate objectives in its chosen business sector. There are four grand strategic alternatives: stability, expansion, retrenchment and any combination of these three. Adverse conditions in an industry affect the firms if they are intensely concentrated. The potential for industry growth, industry attractiveness and industry maturity are variable factors. If an industry becomes too crowded with competitors, its attractiveness decreases for existing players. For an industry that has matured, it places constraints for further expansion.

The scope of this seminar encompasses to provide an

opportunity to the students to converse with the experts from industries and get first hand information on requirements of suitable corporate strategy to specific industry in the market.

OBJECTIVES:

1. To identify emerging issues in corporate strategies.
2. To understand basic issues involved in strategic management and business policy.
3. To provide a forum for disseminating new research findings, practices and techniques in setting a corporate strategy for various industries and exchanging idea among delegates to promote a better understanding of contemporary issues.

CALL FOR PAPERS:

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

SEMINAR THEME:

"Emerging Issues in Corporate Strategies"

GUIDELINES FOR PAPER SUBMISSION:

1. All papers will be screened through a double blind review process consulted by drawing experts from Institutions/ Universities/ Organizations of repute in and outside 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 20th September, 2013.
 - 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 remaining text of size 12 with 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

- 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 30th September, 2013 by sending the completed 'Delegate Registration Form', along with Registration Fees.

SUB- THEMES:

MARKETING

1. Linking Technology, Product Innovation and B2B Markets with Emerging Issues
2. Consumer Behaviour- Bottom of Pyramid
3. Social Media Marketing
4. Multilevel Marketing
5. Multibrand Retail
6. Digital Marketing
7. Effectiveness of 4P's in corporate strategies
8. Customer Relationship Management

FINANCE

1. Risk Management
2. Green Audit
3. Green Project Financing
4. Presumptive audit
5. Consolidation in Banking Industry
6. Bank Licensing in Private sector
7. Forensic Accounting
8. XBRL: Extension Business
9. Changing face of Microfinance
10. FDI

HUMAN RESOURCE

1. Balanced Score card
2. Diversity in HRM
3. Online recruiting & Networking
4. Changing role of Talent Management
5. Customized compensation system
6. Cross culture & diversity
7. Concept & Human Auditing
8. Competency Mapping

GENERAL MANAGEMENT

1. Business Ecosystem
2. Social Engagement
3. Industrial restructuring
4. Ethical environment & Decision making
5. Energy update- Nature Gas Boom
6. Operations Management

Any other emerging relevant concept in all streams. [The themes and sub themes are indicative and contributors are encouraged to build up their work from real world situations around the broad gamut of the main/ sub themes.]

SEMINAR DETAILS:

Date and Time:

11th and 12th October, 2013
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

