



Sinhgad Technical Education Society's

SINHGAD SCHOOL OF BUSINESS STUDIES, PUNE

(Affiliated to Pune University and Approved by AICTE)

1st NATIONAL CONFERENCE

(3rd, 4th & 5th February, 2012)

on

"Strategic Management : A Global Challenge"



FINANCE

OPERATION/PRODUCTION



MARKETING

GENERAL MANAGEMENT



HUMAN RESOURCE

INFORMATION TECHNOLOGY

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). 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 55,000 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):

This education conglomerate was created by eminent educationist Prof. M.N.Navale. 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:

Strategic management in a level of managerial activity under setting goals and over tactics and provides overall direction to the enterprise. It is an ongoing process that evaluates and controls the business and the industries in which the company is involved; assesses its competitors and sets goals and strategies to meet all existing and potential competitors; and then reassesses each strategy regularly (i.e. annually or quarterly) to determine how it has been implemented and whether it has succeeded or needs replacement by a new strategy to meet changed circumstances, new technology, new competitors, a new economic environment, or a new social, financial, or political environment."

With the globalization, e-commerce and other changes in the business environment, today's business world has become hyper competitive where the organization can no longer survive without executing proper competitive strategy. Strategic management process should generate competitive intelligence and predict the next moves of the competitors and build the competitive strategy to win the battle with competitors.

OBJECTIVE OF THE CONFERENCE:

The conference aimed at deliberation and presentations of research work on "Strategic Management: A Global Challenge". The conference will offer an opportunity for scholars, practitioners and students interested in the issues related to Strategic Management 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 an National Conference from 3rd, 4th & 5th February 2012 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:	15 th December, 2011
Intimation of Acceptance:	25 th December, 2011
Last date for Submission of	
Filled-in Registration Form:	31 st December, 2011

Full papers can be submitted to the coordinator on the Email ID: ramanandobh@gmail.com or ashutoshgadekar1@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 February 2012.

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

1. Risk management
2. Financial Engineering & Innovations
3. Financial Modeling
4. Mergers and Acquisitions
5. Green Finance
6. Financial Stability: The Challenge for Global Economy
7. Innovative Financial Planning in uncertain times
8. Financial Strategies: Creating Values in Global Era

OPERATION/PRODUCTION

1. Green Logistics
2. Industry Automation and impact on the job opportunities
3. Pull Based Supply Chain Management
4. Need for "Cooperation & Collaboration" to enhance productivity
5. Quality as a way of life in operations & manufacturing management
6. Understanding and Evaluating Risk management
7. TQM and its effectiveness
8. Effective lean management

MARKETING

1. Relevance of Ethics in Modern Day Marketing
2. Strategic use of alternate channels of distribution of managing customer diversity
3. Cross-Cultural Marketing
4. Social Marketing
5. Innovation & Product Development
6. E-Marketing
7. Application of Brand Communication for marketing the product
8. CRM : A tool for gaining competitive advantage
9. Effective Promotion is the backbone of marketing
10. Consumer Perception: Importance in Marketing

HUMAN RESOURCE

1. Innovative HR Practices
2. Talent Retention- Strategies
3. Global Talent Mobility
4. HR ethical issues across Global Business
5. Corporate Social Leadership and Green Leadership
6. Knowledge Management

IT/IS

1. Management Information System
2. Network Security
3. e-Commerce in the changing face of IT
4. Effective application of 4G wireless technology in management
5. Effective data Mining and Data Warehousing System in Business Management
6. Effective Information Security System in Business Management

GENERAL MANAGEMENT

1. Business Ethics, CG and CSR: "A Myth or Reality" in achieving sustainable growth
2. Management Perspective - Opportunities and Challenges for the 21st century
3. Integrated Strategic Management in Global Economy
4. Corporate Social Responsiveness

GUIDELINES FOR CONFERENCE PAPERS SUBMISSION:

- 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 upto 50 words of the presenting author in a separate document, with a photograph if possible.
- Tables and figures must have a number and title, and must appear in the paper as per their reference in the text.
- The paper must be typed in Word format in Times New Roman font with font size 12 and single spacing.
- Please do not insert headers, footers or page numbers. Do not refer to page numbers in your text as these will be changed.
- Do not use multiple columns.
- Put the title of the paper in bold at the top of the first page only.
- Then on the next line put the names of the authors.
- All author details will be removed before the review process.
- A 250 to 300 words abstract should follow.
- Do not use more than three levels of heading and use the numbering conventions.

- You can include bulleted or numbered lists.
- 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.
- Please avoid the use of footnotes. Endnotes are not permitted and papers containing them will be returned.
- Reference should follow the Harvard referencing style, and should then be listed at the end of the paper.
- 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.
- Full Paper can be forwarded to the coordinator.
- Notification of acceptance of Full Paper: Authors will be notified about selection of Full Paper by 25th December, 2011.
- 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 31st December, 2011.

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 portable 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 3rd, 4th & 5th February 2012.

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

Dr. V. S. Mangnale,
Director, SSBS, Pune

CONVENER

Prof. Prachi Pargaonkar,
Jt. Director, SSBS, Pune

CO-ORDINATOR

Dr. K. B. Ramanando,
(Mobile)+91-9689152162,
E-mail: ramanandobh@gmail.com

Dr. Ashutosh Gadekar,

(Mobile)+91-9665050298,
E-mail: ashutoshgadekar1@gmail.com

FACULTY CO-ORDINATOR

- Dr. Ashutosh Gadekar (Finance)
- Prof. Dilip Aher & Prof. Sachin Vyavhare (HR & General Management)
- Prof. Yogesh Raut & Prof. Hemant Patil (Marketing)
- Prof. Arun Chaudhari & Prof. Manoj Kulkarni (Operation/Production)
- Dr. Rajni Jadav & Prof. Mangesh Sanap (IT / IS)

ORGANIZING COMMITTEE

- Prof. Swapnaja Gore
- Prof. Hemant Patil
- Prof. Kavita Kamath
- Prof. Rahul Mali
- Prof. Shelkande Manisha
- Prof. Pravin Gurav
- Prof. Supriya Lakhangaonkar
- Prof. Nishant Wasatkar
- Prof. Rahul Jadhav
- Prof. Mrinalini Lad
- Prof. Mahendra More



Sinhgad Technical Education Society's

SINHGAD SCHOOL OF BUSINESS STUDIES (SSBS)

(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, Maharashtra, INDIA

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

1st NATIONAL CONFERENCE

on

"STRATEGIC MANAGEMENT: A GLOBAL CHALLENGE"

**CALL FOR RESEARCH PAPERS FROM - FACULTY / RESEARCH SCHOLARS /
CORPORATES / PROFESSIONALS / ACADEMICIANS / STUDENTS**

Date of Presentation: 3rd, 4th & 5th February, 2012

REGISTRATION FORM

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: _____