Explorateur-2k12
National Conference on
“Strategic Management for Global Competitiveness”

Date: 24-26th Feb 2012

Organised By
Sinhgad College Of Engineering
Department of Management Studies
Sponsored By
University of Pune

Venue: IT Seminar Hall, Sinhgad College Of Engineering, Vadgaon, Pune
About Institute: Sinhgad Technical Education Society

STES always endeavoured to meet the growing needs of higher technical & management educations by adopting new technologies, providing resources and by developing positive attitudes. The students of Sinhgad Institute always cherish memories of their stay on campus throughout their life. Promotion of intrinsic motivation in management education ensures high standards in performance. We have a great team of professionals, consultants and faculty to encourage students to demonstrate initiative and creativity throughout their study. This encouragement compounded with their individual efforts & diligence, develop in them the qualities best suited for corporate houses. STES motto-Discipline, Dedication and Commitment are the four core pillars to focus. These govern on each of its action, deeds and practiced among students, employees and administrators in the institute.

About the College & Department:

Sinhgad College of Engineering is an Institution dedicated to the students' aspirations for excellence in technical education. We are happy to state that all our programs are accredited by NBA (excellent grade). While pursuing the academic excellence we take every care of all-round personality development leading towards excellent career by paying attention to all students at individual level. The discipline & conducive environment leading to a lively educational scenario are the special attractions of our institution.

The Department of Management Studies was established in the year 2008. With the help of state of art infrastructure and highly qualified dedicated staff, the department has grown leaps and bounds. With the goal of giving efficient managers who also are noble & responsible citizens, the department concentrates on academic/extra curricular activities keenly meant for students. Guest lectures, industrial visits learning based on real life case studies help students in gaining theoretical as well as practical knowledge.

About The Theme: Strategic Management

Strategic Management is a field that deals with the emergent initiatives taken by general managers on behalf of owner, involving utilization of resources to enhance the performance of firms in their external environment. A balanced scorecard is often used to evaluate the over all performance of the business from different view points like Finance, HR, Marketing and others leading to progress towards its objectives.

Exploreur 2k12 is a national conference which seeks to bring such innovative strategic management ideas on one floor. It gives you an opportunity to share ideas from the various sections studied under the balance scorecard and broaden your vision on strategy and latest business environments.

Call for Papers:

Authors are cordially invited to submit original and unpublished work on themes indicated and related subthemes at hodmba.scoe@sinhgad.edu. Selected papers will be published in Journal with ISBN.

<table>
<thead>
<tr>
<th>Human Resource</th>
<th>Finance</th>
<th>Marketing</th>
<th>General</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Capital</td>
<td>Accounting Standards</td>
<td>Green Marketing</td>
<td>Disaster Management</td>
</tr>
<tr>
<td>Talent Retention</td>
<td>Challenges in Stock Market</td>
<td>Retail Marketing</td>
<td>CSR</td>
</tr>
<tr>
<td>Motivation</td>
<td>Risk &amp; Insurance Mgmt.</td>
<td>Rural Marketing</td>
<td>Corporate Governance</td>
</tr>
<tr>
<td>Performance Mgmt.</td>
<td>Ball Outs</td>
<td>Brand Management</td>
<td>Mergers &amp; Acquisition</td>
</tr>
<tr>
<td>Work Force Crisis</td>
<td>Challenges &amp; Opportunities</td>
<td>International Marketing</td>
<td>Quality Management</td>
</tr>
<tr>
<td>Industrial Dispute</td>
<td>in Banking, Insurance Industry</td>
<td>in Virtual Marketing</td>
<td>World Class Manufacturing</td>
</tr>
<tr>
<td>Training &amp; Development</td>
<td>Cost Volume Profit analysis</td>
<td>Service Marketing</td>
<td></td>
</tr>
<tr>
<td>HR 20-20</td>
<td>Challenges in</td>
<td>Advertising &amp; Media</td>
<td></td>
</tr>
<tr>
<td>Human Trafficking</td>
<td>Financial Services</td>
<td>New Product Development</td>
<td></td>
</tr>
</tbody>
</table>

The topics mentioned above are indicative to the broad theme of conference. However other relevant qualified research papers related to the theme of the seminar are welcome.

Important Dates:

- Abstract Submission: 5 Jan 2011
- Submission for Full Paper: 25 Jan 2011
- Confirmation of Abstract: 10 Jan 2011
- Last Date of Registration: 30 Jan 2011

Accommodation Assistance:

Wide variety of hotels are available in Pune. We have listed some of the best restaurants which are excellent and near the conference venue. For more details contact:
- Prof. Ujjwal Moksha: 9822478813
- Shreemal Sheshgir: 9764658912
- Sagar Karle: 976503748

Registration details:

- Student: Rs 1000
- Faculty: Rs 2000
- Accompanying Spouse: Rs 2000

Mode of Payment: Demand Draft only. DD should be drawn in the name of "Department of Management Studies, Sinhgad College of Engineering Payable at Pune"

Note: Registration Fee includes:
- Conference Kit, Conference Participation Certificate, Breakfast, Lunch and Tea (for three days)

Rules and Guidelines for Research paper Submission:

1) A one page Abstract may be furnished limiting to 500 words along with
   i) Project Title
   ii) Name of the author(s) and co-author(s)
   iii) Mailing address & phone/mobile numbers
   iv) E-mail id and address of the organisation represented

2) The review Committee will scrutinize the abstract and the selected entries will be intimated by 10 Jan 2012

Rules and regulations regarding Full Paper, Presentation and Participation:

1) A soft copy of the full Research Paper for the selected entries should be of maximum of 10 pages and should be mailed at hodmba.scoe@sinhgad.edu by 25 Jan 2012.

   Note: Content should be a MS Word 2003 Document (*.doc) with following formatting details:
   Font: Times New Roman, Font Size: 12, Line Spacing: 1.5, Margins: 1 inch from all four sides
   - not more than three authors are allowed per paper.

2) Participants/Delgates are requested to plan their presentation within 7 mins ± 3 min for Q&A.

3) Not more than 3 Authors are allowed per paper. Note: Each Author is required to register separately.