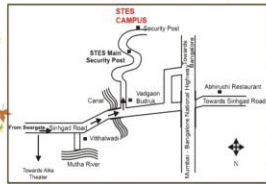
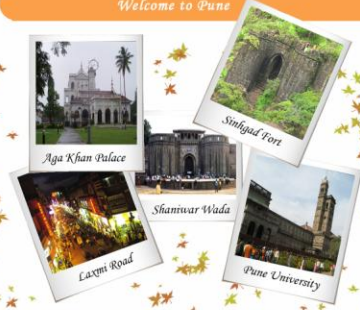


Site Map



Welcome to Pune

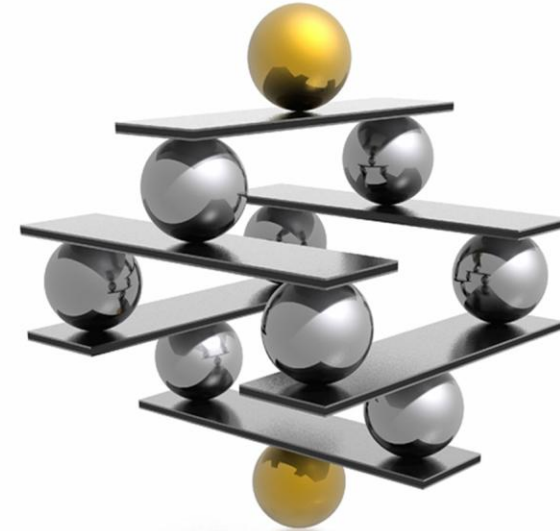


Explorateur-2k12

National Conference on

“Strategic Management for Global Competitiveness”

Date : 23-25th Feb 2012



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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 Institutes 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 practicing professionals, consultants and faculties 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, Determination and, Commitment are the four core pillars to focus. These govern on each of its action, deeds and practiced among students, employees and administrators of 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 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 environments. A balanced score card 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. Exploretour 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 score card 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.

Human Resource	Finance	Marketing	General
Human Capital	Accounting Standards	Green Marketing	Disaster Management
Talent Retention	Challenges in Stock Market	Retail Marketing	CSR
Motivation	Risk & Insurance Mgmt.	Rural Marketing	Corporate Governance
Performance Mgmt.	Bail Outs	Brand Management	Mergers & Acquisition
Work Force Crisis	Challenges & Opportunities	International Marketing	Quality Management
Industrial Dispute	in Banking , Insurance industry	Virtual Marketing	World Class Manufacturing
Training & Development	Cost Volume Profit analysis	Service Marketing	
HR 20-20	Challenges in	Advertising & Media	
Human Trafficing	Financial Services	New Product Development	

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 : 15 Jan 2012 Submission for Full Paper : 5 feb 2012
 Confirmation of Abstract : 20 Jan 2012 Last Date of Registration : 10 feb 2012

Accommodation Assistance :

Wide variety of hotels are available in Pune. We have listed certain hostels which are excellent and near the conference venue. For more details contact:
 Prof. Ujjwal Mishra : 9822478813 Shardul Sheshgir : 9764658912 Sagar Karle : 9767503748

Registration details :

Student : Rs 1000 Corporate delegates : Rs 3000
 Faculty : Rs 2000 Accompanying Spouse : Rs 2000
 Mode of Payment : Demand Draft only .DD should be drawn in the favour 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 Abstract

- 1) **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
- 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
 2) The review Committee will scrutinize the abstract and the selected entries will be intimated by 20 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 5 feb 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/Dellegates 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 seperately.