REGISTRATION FEES:
Industry delegate: ₹ 1500/-
Academicians and Research Scholars: ₹ 1000/-
Student delegates: ₹ 500/-
(Co-authors are required to pay the same fees in corresponding category)
Registration fees includes: Participation for two days along with seminar kit, breakfast, lunch, high tea and seminar proceedings.

GUIDELINES FOR REGISTRATION:
Registration fee is required to be paid either in Cash or by Demand Draft drawn in favor of “Principal, Sinhgad College of Arts & Commerce, Narhe, payable at Pune.

FOR PAYMENT BY RTGS / NEFT:
Name of the account: Sinhgad College of Arts & Commerce, Narhe, Pune.
Name of the Bank: Bank of Maharashtra, Narhe Branch, Pune.
Type of Account No.: Current A/c 60042604440.
IFSC Code: MAHB0001459.
MICR Code: 411014111.

ACCOMMODATION:
Accommodation can be arranged on request against reasonable tariff of Rs. 200 per participant per day at the STES Campus Hostel on sharing basis for select number (First come first serve basis).

VENUE OF THE CONFERENCE:
Seminar Hall, First floor,
Sinhgad College of Arts & Commerce,
S.No. 48/55/1, 48/56/1, Behind Bank of Maharashtra, Narhe Road, Narhe, Pune - 411041

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PLACITUM 2015
National Conference
On
"Innovative Strategies in Dynamic Economy"
13th & 14th FEBRUARY 2015

Organized by
Sinhgad Technical Education Society's
SINHGAD COLLEGE OF ARTS & COMMERCE
S. No. 48/55/1, 48/56/1, Behind Bank of Maharashtra,
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Under
Quality Improvement Programme
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ABOUT SINGH GAD TECHNICAL EDUCATION SOCIETY:
Singh Gads Technical Education Society, founded by Prof. M. N. Navale in 1993, was his humble effort to bring and spread education to a larger sect of society; Education they need, they desire and that is now within their reach!!

STES is a conglomorate of diverse disciplines providing education in all the streams and vocations from kinder garden through post graduation to doctoral programs spread over 12 self contained campuses, at the seat of the nature where technology and wisdom having a silent interaction and cultures mingle without semantics.

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Contemporary management and organizational behavior is grounded implicitly in contingency perspective. Successful competitiveness in the 21st century will demand the use of visionary and dedicated leadership, a balanced scorecard that enhances corporate accountability, and sustained investment in creating dynamic capabilities. It will also necessitate effective management of intangible resources and assets to achieve growth. This changing environment is affecting every aspect of human life and requires a radical transformation of economy. It demands, modernization of the social model, by applying appropriate policy mix. It is essential for every organization to be strategically innovative in identifying and satisfying customer needs and stay ahead in competition.

OBJECTIVES OF THE CONFERENCE:
To provide the platform to explore various interdisciplinary issues in the fields of commerce, management and information technology for industry leaders, managers, academicians, research scholars and students to exchange their ideas, strategies, experiences and benefit from the fruitful deliberations for walking on the path of success.

CALL FOR PAPERS:
Original research content Papers are invited under the following themes. Participants can choose any relevant topics related to the conference theme.


Marketing - Global Marketing, Service Marketing, Supply Chain Management, Technology in Marketing, Brand Architecture, Retail Marketing.


ABSTRACT:
Abstract of the paper be limited to maximum of 300 words and will be sent to the review and scrutiny committee. The Abstract should carry Author name(s), and institute/organization name. It should be accompanied with author’s full postal address, E-mail ID, and telephone No., (preferably Mobile No.) along with the title of the Paper on a separate page.

Last date of receiving Abstract: 5th January 2015.

FINAL DRAFT OF THE PAPER:
Selected authors will be communicated to submit Full paper not exceeding 2500 to 3000 words in a soft copy format in A4 size, MS word format, Times New Roman font with heading in font size 14 and the remaining text in font size 12 with 1.5 line spacing as a single file.


Abstract and Final paper should be sent on "scoacnlc@gmail.com" (E-mail only).

IMPORTANT DATES:
- Last Date of Submission of Abstract: 5th Jan. 2015
- Notification of Acceptance: 6th Jan. 2015
- Last Date of Submission of Full Paper: 12th Jan. 2015
- Notification of Acceptance: 14th Jan. 2015
- Conference Dates: 13th & 14th Feb. 2015