National Conference on
MANAGEMENT TRENDS:
PAST, PRESENT AND FUTURE
21st & 22nd March 2013

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Organised by:
Sinhgad Technical Education Society's
SINHGAD COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES

Venue: Seminar Hall, Dept. Management Studies, SCOE, Vadgaon (Bk.), Pune

www.sinhgad.edu
ABOUT INSTITUTE: SINGHAGAD 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 attitude. The students of Singhagad institutes always cherish memories of their stay on campus throughout their life. Promotion of intrinsic motivation in management education ensure high standards in performance. We have a great team of practicing professionals, consultants and faculties to encourage student to demonstrate initiative and creativity throughout their studies. This encouragement compounded with their individual efforts & diligence, develop in them the qualities best suited for corporate houses. STES moto-Discipline, Dedication, Determination and Commitment are the four core pillars to focus. These govern on each of its action, deeds and practiced among student, employees and administers of the institute.

ABOUT THE COLLEGE & DEPARTMENT:
Singhagad college of engineering is an institution dedicated to the student’s 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 dedicates staff the department has grown leaps and bounds. With the goal of giving efficient managers who also are Nobel & 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 student in gaining theoretical as well as practical knowledge.

ABOUT THE THEME: MANAGEMENT TRENDS : PAST, PRESENT AND FUTURE
Management trends come and go. They are favorable or unfavorable in different aspects on many variables like industries, organization culture, and education level of workers, existing legal framework and many more. Their effectiveness depends on how well they are applied and executed. Today most of the organizations are using different management trends. Their roots may lie in some trends of past too. To have an insight into it we have come up this year with the theme "MANAGEMENT TRENDS: PAST, PRESENT AND FUTURE" to fulfill certain objectives.

CALL FOR PAPERS:
The Authors are cordially invited to submit their original; and unpublished work on the themes indicated and related sub themes at mba.scoe@singhagad.edu
Selected Papers will be published in a book bearing ISBN Number.

IMPORTANT DATES:
- Last Date for Submission of Abstracts: 5th March 2013
- Last Date of Confirmation of Abstracts: 6th March 2013
- Last Date of Full Paper Submission: 11th March 2013
- Last Date of Registration: 15th March 2013

ACCOMMODATION ASSISTANCE:
Wide variety of Hotels are available in Pune. We have listed some Accommodation Places which are near the Conference Venue. For more details contact
Mr. Harish Naidu: 9923051108, Deepvijay Shah: 997/1104833, Amit Korde: 8149158217

GENERAL MANAGEMENT
- Globalization and Strategic Management
- Challenge for Micro, Small & Medium Enterprise
- Governance Policies & Practices for new age Organization
- Government Reforms for borderless world
- Current Global Economic Imbalances
- How MNCs can win in India?
- Global & Regional Integration
- Valuing Natural Resources
- Knowledge Management

HUMAN RESOURCE MANAGEMENT
- Human Resource Planning
- Human Resource Management in competitive Environment
- Talent Retention
- Cultivating Leadership for Global Market
- Stress Management
- Employee Relations
- Strategic Issues in HRM
- Change Management
- Global HRM

FINANCIAL MANAGEMENT
- Insurance and Banking
- Corporate Governance
- Role of FIIs
- Behavioral Finance
- Financial Reengineering
- FDI Policy
- Mobile Money
- Capital Markets
- Micro Finance
- Risk Management

MARKETING
- Current Trends in Marketing Research
- Retail Marketing
- Rural Marketing
- Brand Management
- Virtual Marketing
- Services Marketing
- Online Marketing, Direct Marketing, Social Marketing
- Corporate Social Responsibility & Marketing
- Cross Cultural Marketing
- Event Marketing

The topics mentioned above are indicative to the broad theme of Conference. However other relevant qualified research papers are also welcome.

REGISTRATION DETAILS:
- Student : ₹ 800/-
- Corporate Delegates : ₹ 2500/-
- Faculty : ₹ 1500/-
- In absentia : ₹ 800/-

Mode of Payment: Only Demand Draft (DD) should be drawn in favor of Department of Management Studies, Singhagad College of Engineering Payable at Pune
Note: Registration Fee includes Conference Kit, Conference Participation Certificate, Breakfast, Lunch & Tea

RULES AND GUIDELINES FOR RESEARCH PAPER ABSTRACT:
1) One Paper Abstract may be furnished limiting to 500 words along with
   i) Paper Title
   ii) Name of the Author(s) and Co-author(s)
   iii) Mailing Address & Contact Number
   iv) E-mail id & address of the Organization represented

   Note: Content should be MS word 2007 Document(*.Docx) with following formatting details
   Font: Times New Roman, Font 12, Line Spacing: 1.5, Margins: 1Inch from all four sides
2) There will be blind peers review of the abstract and the selected entries will be intimated by 2nd Feb 2013.

RULES AND REGULATION REGARDING THE FULL PAPER, PRESENTATION AND PARTICIPATION:
1) A soft copy of the full Research Paper for the selected entries should be maximum of 3500 word and mailed at: mba.scoe@singhagad.edu
   Note: Content should be MS Word 2007 Document(*.docx) with following formatting details, Font: Times New Roman, Font 12, Line Spacing: 1.5, Margins: 1Inch from all four sides
2) Participants/ Delegates are requested to plan their presentation within 7 mins + 3 min for Q & A
3) Not more than three authors are allowed in one paper. Each Author has to register separately.