

About HNIMR

MKSSS's Hiraben Nanavati Institute of Management & Research for Women, proudly named HNIMR, is an all-women management institute, established in 1996. It is affiliated to University of Pune and recognized by AICTE (All India Council for Technical Education) & DTE (Directorate of Technical Education). The Institute is accredited by the National Board of Accreditation for 2007-2011 and is in the process of re-accreditation. It is also a member of the internationally recognized Accreditation Council of Business Schools and Programs and accredited by the IAO.



The Institute being committed to quality management education, enabling women to occupy authority positions in different areas of work, strongly believes that when women become decision makers, it will have a positive impact on contribution of women towards economic and social development.

All-women management Institute, Legacy of over 100 years of imparting education to women, Entrepreneurship Development Cell-to promote entrepreneurship among students, Research Cell with various surveys and research projects undertaken, IMPACT - the Consultancy cell that provides training to corporate and outside world, Women's Study centre carrying social activities related to women are special features of HNIMR.

A strong Corporate - Interface with the help of concurrent interactive sessions by experts from Corporates on current issues adds to update the students and keep them acquainted with the current affairs. HR Conclave, Marketing Meet, CFO Meet help the students to keep them updated. The students are also enhanced with the operational acquaintances by visits to different organizations like Volkswagen, Coca-Cola, Mercedes Benz, Labour Court and Labour Commissioner Office and many other organizations.

With a deep sense of belongingness to the society and to inculcate the spirit of social responsibility among the students, the Community Development Cell of HNIMR works on delivering soft skill training programmes for NGOs and School teachers, participation in activities organized by NGOs, Counselling Activities for Women and children, Health check up and Eye check up camps and many more.

The Intellectual Asset of HNIMR consists of 7 Doctorate faculty members and 13 faculty members pursuing their Ph.D. This enriched faculty with extensive academic and industrial experience facilitates the fulfillment of the objectives of HNIMR.

Organizing Committee -

Dr. Jagdish Pol (Director) 9850890461
Dr. Atul Deshpande
Dr. Mihika Kulkarni
Prof. Nivedita Pantawane
Prof. Pallavi Kasande (Seminar Convener)- 9975034263

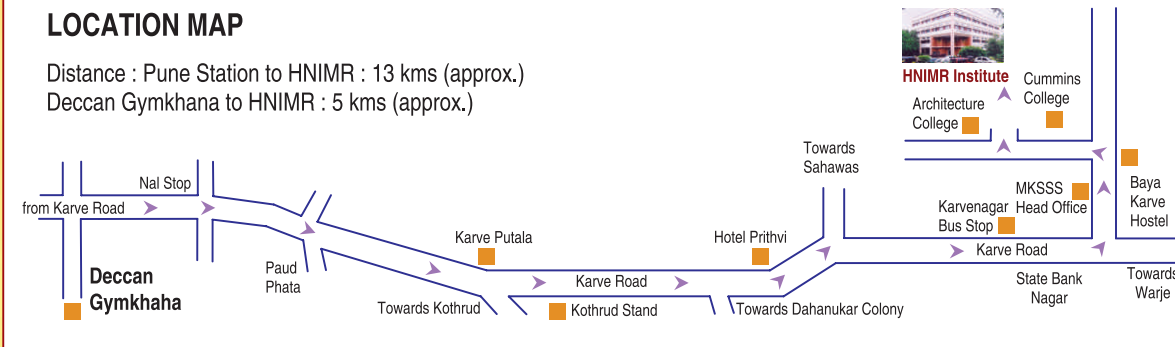
Dr. Rachana Shikre
Dr. Ashok Pawar
Prof. Sonali Parchure
Prof. Arpita Singh

Advisory Members from ISTD -

Mr. Yogesh Upadhyay – National President, ISTD 9890206661
Dr. Mohan Uchgaonkar – Chairman, Pune chapter 9890037506

LOCATION MAP

Distance : Pune Station to HNIMR : 13 kms (approx.)
Deccan Gymkhana to HNIMR : 5 kms (approx.)



For correspondence

Maharshi Karve Stree Shikshan Samstha'a

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तेजस्विनावधीतमस्तु

International Conference on

BUSINESS SUTRAS

For Competitive Era

Under 'Quality Improvement Programme'
of Savitribai Phule Pune University

On 13th and 14th February 2015

Organized by



Maharshi Karve Stree Shikshan Samstha'a

**SMT. HIRABEN NANAVATI INSTITUTE OF MANAGEMENT AND RESEARCH FOR WOMEN
AND INDIAN SOCIETY FOR TRAINING AND DEVELOPMENT, PUNE**

Cummins College Campus. Karvenagar, Pune - 411 052. Maharashtra



तेजस्विनावधीतमस्तु





Neal Jenson, Managing Director of consulting firm Qazztek, in Salt Lake City notes in one of his interviews, “Navigating a business is extra tricky these days. The speed of economic and technological changes means that the right path yesterday may not work today and could be a disaster by tomorrow. Solving these dynamic problems is what separates those who excel from the companies who are closing the doors”.

This is true for a CEO of Fortune 500 company, as well as for a small business entrepreneur. Every company, today, operates in competitive domestic as well as international markets and competes with many large, well-established, highly competitive manufacturers and service providers, both domestically and on a global basis. Experts and Management Gurus, therefore, express some common set of challenges faced at both the ends.

These are the issues which are faced by the companies in today's global economy. They are about Resource management, Business Ethics and Integrity, Marketing and Customer loyalty, Retention of Employees as well as Customers, Risk Management and uncertainty, Regulation regarding ecology, energy and financial policies. Making the transition to digital age is one of the challenges that often leads to appointing the right staff and retaining of existing staff. This may result into inefficient operations, inability to match up the speed of rapid growth or reaching out to emerging markets, ineffective business processes and lack of visibility into global map.

The present International Conference on “**Business Sutras for Competitive Era**’ aims at finding out “Business Sutras” through interaction of academicians and existing pool of Corporate. The conference is also an opportunity for research scholars to present their extensive research which can reveal the solutions for Business growth

Hence, Research papers are invited for following subthemes

- 1. Managing workforce
- 2. HR ethics
- 3. Job evaluation
- 4. Employee engagement
- 5. Grievence management
- 6. Customer-focused innovation
- 7. Digital media management
- 8. Managing customer experience in retailing
- 9. Global and cross-cultural marketing
- 10. Web analytics

11. Brand architecture

12. Liquidity management and capital structuring

13. Wealth management

14. Forensic accounting

15. Financial restructuring

16. Implications of social network on capital market

17. Margin regulation and market quality

18. Retail banking

19. Retail audit

20. Operations and strategies in micro businesses

21. Stakeholder engagement
22. Corporate governance

23. Strategic channel management

24. Supply chain management

25. Total quality management

26. Digital marketing & environment.

27. Green marketing

28. Customer relationship management

29. Managing industrial relations

30. Effective change management

31. E-banking/e-commerce

32. Any other related to main theme.

Important Dates -

Last date of submission of paper – 30th December 2014
Notification of Acceptance – 15th January 2015

Delegation Fees

(Without transportation and Accomodation charges)

	For Indian Delegates	For Foreign Delegates
Corporate	Rs. 2000/-	\$250
Academicians and Research Scholars	Rs. 1500/-	\$200
Students	Rs. 500/-	\$100

Delegation Fees for paper presentation and publication with ISBN – includes tea, breakfast, lunch, seminar kit and seminar proceedings)

For Indian Delegates – Rs.3000/- For Foreign Delegates - \$350/-
For Academicians and Research Scholars - Rs. 1500/-

Research papers would be published in Publication of International Conference Proceedings with ISBN number - 978-81-924627-5-2

For Accomodation – (Extra charges) The delegates have to pay as per lodging boarding charges.

Guidelines for Abstract -

- Abstract must focus on a topic related to the theme or sub-theme of the Conference
- Volume of Abstract – Maximum 200 words.
- An abstract must include five key words

An abstract must have following details -

- a. Title related to theme and sub-theme of the conference
- b. Name(s) of the author(s)
- c. Complete address, email id, Mobile number
- d. Name of the Company / Institute / Workplace

Guidelines for submission of Research paper

- Last date for submission of full paper is 30th December 2014.
- The authors have to send the soft copy of their papers through email, hnimr.internationalseminar2015@gmail.com in The soft copy of PPT presentation should be sent to the same email id by 10th February 2015.
- The hard copy of PPT presentation should be submitted at the time of registration.
- The paper should be accompanied by a declaration by the author that the contribution is his/her own work and not published or presented elsewhere. It is presumed that the author has not violated any copyrights. HNIMR is not responsible for any copy right violation.

Specifications for Papers -

- **Volume** – 8 to 10 pages / 3000 to 4000 words.
- **Language** – English
- **Style of reference** – Harvard style
- **Spacing** – Single
- **Font** – Times New Roman, Font size – 12

Guidelines for registration -

The registration form and registration fees should be sent by post or courier. DD should be drawn in favour of 'Smt. Hiraben Nanavati Institute of Management and Research for Women', payable at Pune.

About ISTD

The Indian Society for Training & Development (ISTD), established in April 1970 Head Quarter at New Delhi, is a national level professional & non-profit society registered under the Societies Registration Act, 1860. It has a large membership of individuals and institutions involved in the area of training and HRD from Government, Public and Private Sector Organizations & Enterprises; Educational and Training Institutions and other Professional Bodies. ISTD has 45 Chapters across the India including Pune. This chapter is one of the active chapters; contribute at local and national level.

ISTD organizes Training Programs, all over the country both at Chapter and National Levels. The program covers selected areas of HRD with special emphasis on Training of Trainers, Training Goals & Objectives and Training Tools & Technologies. Large number of Public and Private Sector Organizations, Training Institutions, Central and State Government participate in these programs, few programs have been held in collaboration with Planning Commission, Bureau of Public Enterprises and the Training Division of Department of Personnel, Government of India.

The Society publishes a Quarterly Journal, “Indian Journal of Training and Development”. For the professional development of Training and HRD community; ISTD offers Diploma in Training & Development. It is a correspondence course of 18 months duration. The Diploma is recognized by the Government of India for recruitment at superior posts.