

Registration Details:

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|---------------------------------------|---------------------------------|
| Last date for Abstract Submission | 31 st January, 2017 |
| Last date for Final Paper Submissions | 15 th February, 2017 |

Registrations-

Early Bird- January, 2017 Regular- February, 2017 Late & Spot - March 2017

Registration Fees:

| Delegates Category | Early Bird Registrations (till January 2017) | Regular Registration (till February 2017) | Late & Spot Registrations (March 2017) |
|--------------------|--|---|--|
| Corporate | INR 3000 | INR 4000 | INR 5000 |
| Academicians | INR 2000 | INR 3000 | INR 4000 |
| Research Scholars | INR 1500 | INR 2000 | INR 2500 |
| Students | INR 500 | INR 1000 | INR 1500 |
| Foreign Delegates | \$200 | \$250 | \$300 |

Note: Payment to be made by Cheque / Demand Draft in favour of "SASMIRA's Institute of Management Studies and Research, Worli" payable at Mumbai.

Registration fee includes conference kit, participation in conference proceedings, refreshments and lunch.

Chief Patrons:

- Shri. Maganlal H. Doshi (President, SASMIRA)
- Shri. Mihir R. Mehta (Vice- President, SASMIRA)

Chairpersons:

- Shri. U. K. Gangopadhyay (Executive Director, SASMIRA)
- Dr. Amit Oak (Director, SIMSR)

Convener:

- Dr. Sanskruti Kadam (Head- Research, SIMSR)

Co-convener:

- Prof. Rupali More (Head- Academics, SIMSR)

Contact:

| Functional Themes | Faculty Coordinators | Contact | Email-Id |
|---|---|-------------------------|--|
| Marketing Management | Prof. Dinesh Sonkul | 9221037943 | dineshsonkul@simsr.edu.in |
| Financial Management & General Management | Prof. Agnes Joseph & Prof. Nisha Tatkar | 9819410056 & 9221225831 | agnesjoseph@simsr.edu.in & wadekarnisha@simsr.edu.in |
| Operations Management | Dr. Jyotsna Golhar | 7738305284 | jyotsna.golhar@simsr.edu.in |
| Information Technology Management | Prof. Divya Alok | 9969172385 | divyaalok@simsr.edu.in |
| Human Resources Management | Dr. Madhuri Sanap | 9867690645 | madhuranap@simsr.edu.in |



An initiative of The Synthetic & Art Silk Mill's Research Association Linked to the Ministry of Textile, Govt. of India

1ST INTERNATIONAL CONFERENCE ON BUSINESS AND MANAGEMENT RESEARCH

Collaborative Business Management: Enhancing Business Stability Through Collaborations'



Saturday, 11th March, 2017

ORGANISED BY

SASMIRA's Institute of Management Studies & Research

(Approved by AICTE and Affiliated to University OF Mumbai)

Sasmira Marg, Worli, Mumbai – 400 030. Maharashtra, India.

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About SASMIRA's Institute of Management Studies and Research (SIMSR)

The Synthetic & Art Silk Mills' Research Association (SASMIRA) linked to the Ministry of Textile, Government of India established on 12th January 1950 under Registration No. 2505 of 1949-1950 granted under Societies Act XXI of 1860, is a cooperative venture set up by the man-made textile industry of India.

With an objective to impart quality education in the field of management, Sasmira's Institute of Management Studies and Research (SIMSR) was started in the year 2010 under the guidance of our parent body SASMIRA. At SIMSR, we believe in delivering quality management education to create and nurture innovative managers and executives.

We take this great privilege to announce our **First International Conference on Business and Management Research**, on theme '**Collaborative Business Management: Enhancing Business Stability through Collaborations**' and invite scholars, professionals and academicians to submit their research papers and articles to explore various perspectives on the said theme.

Objectives of Conference

- To complement the expertise and strength of high quality research groups in advanced areas of management research
- To provide a forum for the discussion of original research results, new ideas, research and development initiatives which concentrate on both theory and practices on the theme 'Enhancing Business Stability through Collaborations'

Functional Themes

🌿 Marketing Management

- Collaborative Business Management: A Marketing Perspective
- Impact of Collaboration on Supply Chain Management
- Green Marketing: A Corporate and Social Collaboration
- Cause Related Marketing: Collaboration for Social Cause
- Brand Management & Corporate Collaboration
- Cost Effective Retail Management through Corporate Collaborations
- Impact of Global Alliances on Digital Marketing
- Collaborative Marketing

🌿 Financial Management

- Collaborative Business Management: A Financial Perspective
- Role of banks in promoting entrepreneurship
- Monetization Scheme of India
- India 2025 Financial Econometric
- Role of Venture Funding for Inclusive Growth
- Foreign Direct Investment: A collaborative Approach
- Understanding Financial Risks and Financial Crises in Strategic Alliance
- Effects of mandatory IFRS reporting: Global Collaborations

🌿 Operations Management

- Collaborative Business Management: An Operations Perspective
- The Collaborative Business Supply Chain & Logistics Management
- Supply Chain Analytics
- Collaborative Business Engineering
- Healthcare Operations Management
- Humanitarian Logistics and Disaster Relief
- Service Operations Management
- Technology and Operations Management

🌿 Information Technology Management

- Collaborative Business Management: An IT Perspective
- Digital Marketing Collaboration and Future Alliances
- Business Excellence and IT Collaborations
- E-Commerce Platforms and Marketing Collaborations
- Corporate Growth through Social Media Alliances
- Absorbing Knowledge through Collaborations
- Collaborative Computing: Networking, Applications and Work sharing
- Collaborative e-education, e-learning and collaborative computing in large scale digital libraries

🌿 Human Resources Management

- Collaborative Business Management: An HR Perspective
- Creating a Collaborative Organisational Culture
- Collaborative Leadership Styles
- Business Sustainability through HR Collaborations
- Talent Acquisition and Corporate Alliances
- Business Relationship Management
- Role of Collaborative Planning in Strategic HR Management
- Knowledge Management in International Business/ Boundary Less Organisations

🌿 General Management

- Collaborative E-Governance for Social Welfare
- Managing Collaborations in a Global Context
- Convergence of Social Value Addition in Education System
- Collaborative Business Management for Sustainability
- 'Organisational Excellence: Compete and Collaborate' – New Mantra of Business Success
- Collaborative Approach & Corporate Governance
- Innovation and Entrepreneurship
- Corporate Social Responsibility through Collaborative Efforts

(This list is just an indicative list and any other topic related to the conference can be included in the Conference.)

Awards & Recognition

- Best three contributions will be awarded.
- Selected contributions fulfilling the criteria will be published in our International Journal of Management Development and Training bearing ISSN number.
- All the participants and attendees will receive participation certificates.

Guidelines for Paper Submission

- Abstract:** Authors are required to send abstract of their papers not exceeding 250-300 words and should precede the text of a paper. Abstract must include purpose, design/methodology/approach (mandatory), findings (mandatory), research limitations/implications (if applicable), practical implications (if applicable), originality/value (mandatory).
- Keywords:** Each paper should include three to five keywords on its title page.
- Size:** Recommended length of the article up 3,000 to 5,000 words excluding references and abstract.
- Format, Length & Style:** Paper Title in Capital letter with 14pt font size and Times New Roman Font. The manuscript should be submitted in MS Word document, with 1.5 spacing and 12pt font size for full text, all main and subheadings. Heading and sub- heading in bold. Use 10 font size for footnotes.
- Manuscript should be complied in the following order:** Title page, Abstract, Keywords, Introduction, Review of Literature, Research Methodology, Data Interpretation/Analysis, Results, Conclusion, Acknowledgement (if any) and References.
- Details of Author:** A brief biographical sketch not exceeding 100 words of the author/s describing current designation and affiliation, specialization, number of books and articles published in refereed journals and membership on editorial boards and companies, address/affiliations, telephone/fax number and email addresses on the cover page of the manuscripts.
- Tables and Figures:** All tables, charts and graphs should be in black not in colour. Tables must be concise and cited consecutively using Arabic numerals in the text (Table 1, Table 2, etc).
- References:** Only those references that are actually utilized should be included in the reference list and should be alphabetically arranged. All references should be in American Psychological Association (APA) style.
- Copyright:** Wherever copyrighted material is used, the authors should be accurate in reproduction and obtain permission from copyright holders, if necessary. Research work published in any other journals should not be reproduced or reprinted in any form, either in full or in part, without prior written permission from the Editor/Journal authorities.
- Undertaking:** The author should mention the undertaking that the manuscript has not been published elsewhere or considered for publication by any other journal. Research article should also accompany another undertaking that the article is the original work of the author(s).
- Review Process:** Two or more review board members will review all the contributions by following the double blind system. Sasmira reserves the right to make editorial amendments to the final draft of the manuscripts to suit the journal requirements.

REGISTRATION FORM

1ST INTERNATIONAL CONFERENCE ON BUSINESS AND MANAGEMENT RESEARCH

‘Collaborative Business Management: Enhancing Business Stability Through Collaborations’

Prefix (Please select One): Dr. / Mr. / Ms. / Prof.

Name (In Capital Letter): _____

Gender: Male / Female

Designation: _____

Name and Address of the Institution/ Organisation: _____

Contact Address: _____

Email: _____ Mobile: _____

Title of the Paper: _____

Type of Registration:

Corporate

Academician

Research Scholar

Student

Foreign Delegates

Payment Details:

Amount: _____

DD/Cheque No.: _____

Name of the Bank: _____

Branch: _____ Date of Issue: _____

Date: _____

Place: _____

Signature: _____

Please Note:

- Registration Fees is to be paid by DD/Cheque in favour of ‘Sasmira’s Institute of Management Studies and Research’ payable at Mumbai.
- If you are registering under Research Scholar/ Student category, please attach proof for the same.