

PROGRAMME SCHEDULE
29 November, 2014 (Saturday)

09:00 A.M. 09:30 A.M. - Fellowship
09:30 A.M. 11:00 A.M. - Inauguration & Keynote Speech
11:00 A.M. 11:15 A.M. - Tea
11:15 A.M. 01:00 P.M. - Session "1"
01:00 P.M. 01:30 P.M. - Lunch
01:30 P.M. 03:00 P.M. - Session "2"
03:00 P.M. 03:15 P.M. - Tea
03:15 P.M. 04:30 P.M. - Session "3"

REGISTRATION FORM

Name.....
Area of Specialization.....
Institute.....
Address for Correspondence.....
.....
Phone No.....
Email.....
Sponsoring Authority.....
Delegate Fee Particulars.....
D.D. No.....
Drawn on.....
Date.....
For Rs.....

Signature

Address for Correspondence:

Dr. Rajeev K Shukla - Conference Convener
Shri Vaishnav™ Institute of Technology & Science
Gram - Baroli, Post Alwasa, Via-Hatod
Sanwer Road, Indore (MP) - 453 331 INDIA
Email: nationalconferencesvits@gmail.com

(Note: In case of more than one participant,
please use photocopy of the registration form)

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09425094611

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Conference secretariat Staff:

Mr. Arvind Khedekar - 99264 26670

Publication Coordinator

Dr. Manasranjan Dashmishra

Administrative Guidance

Mr. Mukesh Parashar
- Registrar

Financial Administration

Mr. Rajeev Shrivastava
- Accounts Manager



NATIONAL CONFERENCE
ON
**MANAGEMENT TRENDS
AND ISSUES FOR SUSTAINABLE
BUSINESS DEVELOPMENT**
Saturday, 29 November, 2014



Organized By

**MBA Department of
SHRI VAISHNAV™ INSTITUTE OF
TECHNOLOGY & SCIENCE, INDORE**

An Accredited Institute by National Board of Accreditation (NBA-AICTE)
and an ISO 9001-2000 Certified Institute
Approved by AICTE - New Delhi, Govt. of M.P.
& Affiliated to RGPV, Bhopal & DAVV, INDORE

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About the Institute

Shri VaishnavSM Institute of Technology and Science (SVITS) is a value based institution, engaged in imparting quality engineering and management education. Shri Vaishnav School of Business Management, established in 2006, as a part of Shri VaishnavSM Institute of Technology and Science. The Institute is accredited by National Board of Accreditation (NBA-AICTE). It is an ISO 9001-2008 certified Institute and approved by AICTE – New Delhi, Govt. of M.P. & affiliated to RGPV, Bhopal & DAVV, Indore. The institute is run by Shri Vaishnav Shekshank & Parmarthik Nyas, which was established in 1981 under the auspices of Shri Vaishnav Kapda Market Committee established in 1884 and its associate Shri Maharaja Tukoji Rao Cloth Market Association.

The Trust also runs the following educational institutes.

- Shri VaishnavSM Institute of Management (Estd:1987)
- Shri VaishnavSM Commerce College (Estd : 1967)
- Shri VaishnavSM B.Ed. College (Estd : 2005)
- Shri VaishnavSM Law College (Estd : 2005)
- Shri VaishnavSM Polytechnic (Estd :1960)
- Shri VaishnavSM Higher Secondary School (Estd : 1951)
- Shri VaishnavSM Bal Mandir (Estd : 1981)
- Shri VaishnavSM Academy (Estd : 1993)
- Shri VaishnavSM Girls' School (Estd : 1994)
- Shri VaishnavSM Institute of Pharmacy (Proposed)
- Shri VaishnavSM Medical College(Proposed)
- Shri VaishnavSM Vidyapeeth
(Niji Vishwavidyalaya in the process of establishment)

About Conference

In today's dynamic global economy, ability to be agile and responsive to change is very important. The globalization of competition has made it clear that to be successful in global markets, organizations must not only understand their potential buyers, but also learn to compete effectively with other organizations.

Industrial development, to be sustainable, must address important issues at the macro level, such as: economic efficiency (innovation, prosperity, and productivity), social equity (poverty, community, health and wellness, human rights) and environmental accountability (climate change, land use, biodiversity). Many companies seem to understand the seriousness of sustainability risks and opportunities for the future of business but they find it difficult to implement these either quickly or consistently. Issues remain unresolved in relation to providing the needed staff incentives and training, monitoring of performance, and stakeholder dialogue.

In order to support achieving economic efficiency, social equity and environmental accountability of the business for survival in global competition, identifying challenges and converting these challenges into opportunities by remaining proactive, Shri Vaishnav School of Business Management of SVITS, Indore is organizing one day National Conference on "Management Trends and Issues for Sustainable Business Development". The Conference will provide platform to academicians, industry people, professionals, research scholars, management students to come together and explore issues related to the theme of the Conference.

About Indore

Indore is the commercial capital and education hub of central India. Indore is a historic city, earlier known as Indoor, was built by Devi Ahilya Bai Holkar, one of the famous queens of India. It has great legacy and cultural heritage. Indore has the proud privilege of having both IIM and IIT. It is also surrounded by well developed, industrial hubs like Dewas & Pithampur where there are well known industrial houses like Kirloskar, Eicher Volvo, Tata International, L&T, Mahindra, Man Trucks, Cipla, Ranbaxy, Ruchi Soya, Cummins & Bridgestone. Soon TCS and Infosys will be in full fledged operations in the city. As a tourist destination, being at the centre, Indore is well located with two "Jyotirlingas" Mahakaleshwar, Ujjain and Omkareshwar both located within 75 kms of Indore. Maheshwar, the first capital of Holkars, and Mandu the

once thriving sociocultural centre, more popular for the romantic legend of Baz Bahadur and Rani Rupmati, are located nearby. The city of Indore is well connected by air, road and railways with all the known major destinations.

Call for papers:

Theoretical, Conceptual and Empirical Research work which are original research and not published elsewhere are invited from academicians, research scholars, students and industry professionals on various themes mentioned below.

Suggested Themes

Trends and Issues in Marketing for Sustainable Business:

*Consumer Behavior *Product Management *Advertising and Brand Management *Service Quality *Customers Relationship Management *Retail Marketing *Rural Marketing *International Marketing *Industrial Marketing *Marketing Communication *Green Marketing *Emerging Trends and Innovative Marketing.

Recent Trends and Issues in Financial Management

*Micro Finance *Project Management *Financial services *FDI/FII : financial, social and political implications *Accounting Practices *Trade Policies

*International Trade and Investment *Corporate Governance *Financial Engineering, Portfolio and Risk Management.

Emerging Trends in Human Resource Management for Business Excellence

*Human Resource Re Engineering *Turn around Strategies *HRD Practices and implications *Cross Cultural Issues *Employee welfare and compensation management *Recent Trends in Training and Development *Organizational Development and ethical practices *Emotional Quotient *Spiritual Quotient *Intelligence Quotient *Conflict management and Negotiation skills, Business / Corporate Communication, CSR.

Horizons in Operations and Technology Management

*Virtual Communities *Blended Learning, e-learning *Virtual Learning *Logistic and Supply Chain Management *Business Process Re-engineering *Work study and productivity *Neural network *Artificial Intelligence and robotics *Cloud Computing *Information and communications technology *Wireless computing *Network Security and ethical hacking *E-Business and E-Commerce *Instrumentation and control Technologies.

Energy and Environmental Concerns and Issues for Sustainable Business Development

*Green Productivity *Sustainable development *Environmental protocols *Environmental Management System *Waste Management *Trends in Renewable Energy Resources and uses *Eco-Friendly products and operational strategies *Pollution Control technologies and practices *Energy conservation and management.

Entrepreneurship & Intra-preneurship and General Management Practices

*Innovation and creativity in management *Challenges in Entrepreneurship : leadership, finance and Market opportunities.

*Intra-preneurship: Organizational Culture, Organizational Restructuring, Organizational Development *Horizons and new avenues in Entrepreneurships (KPO, BPO, e-tailing etc.)

*Note - Besides above mentioned themes, Research papers are also welcomed on topics related to the main theme.

Guideline for Paper Submission:

Abstract Submission:

#	Particulars	Details
1	Length	250 words excluding title
2	Font & Line spacing	Arial Font Size 12, 1.5 line spacing
3	Title page	Title, Author (s), Affiliation and Contact details in MS Word
4	Keywords	3 to 5

Full Paper Submission:

#	Particulars	Details
1	Length	2500-3000 words excluding title
2	Font & Line Spacing	Arial Font Size 12, 1.5 line spacing
3	Title page	Title, Author(s), Affiliation and Contact details, in MS Word
4	Referencing Style	APA

- Mailing address: nationalconferencesvits@gmail.com
- Selected Research Papers will be published in Conference Proceeding/online journal - **SVIM e-Journal of Applied Management ISSN 2321-2515**.
- In case of joint authorship, all the authors must register independently.
- In absentia paper submissions will be accepted for publication, if all the authors register for the Conference and paper meets earlier specified requirements.
- The copyright of papers, accepted for publication, is the property of Shri VaishnavSM Institute of Technology & Science, Indore.

Important Dates:

#	Abstract Submission	15 September 2014
1	Notification for acceptance of abstract	20 September 2014
2	Submission of full paper	31 October 2014
3	Payment of registration fee	10 November 2014

Delegation Fee:

#	Particulars	Details
1	Industrial /Corporate delegates	1000/-
2	Academicians	800/-
3	Research Scholars	500/-
4	Students	300/-
5	On Spot Registration by any of the Categories to pay Additional	200/-

Note: Above mentioned charges are inclusive of tea, refreshment, lunch, registration kit etc.

Payment can be made in **Cash** or by **DD**. DD has to be drawn in favor of **Shri Vaishnav Institute of Technology and Science**, payable at Indore or through **NEFT transfer to A/C Number: 60072208022, IFSC Code: MAHB0000106**, the Bank of Maharashtra, M.G. Road Branch, Indore.

For outstation delegates accommodation can be arranged on prior request; the payment of the same will be borne by the delegates. Bus facility is available from prominent places of Indore city for the participants.

VENUE: The Conference will be conducted in the institute (SVITS, Gram Baroli, Indore).

