



Symbiosis Institute of
Business Management (SIBM), Pune



Research Conference on Innovative Business Strategies

Forum for shared learning between industry and academia

28th - 29th March, 2014



SIBM AT A GLANCE

Established in 1978, SIBM Pune is in its 36th year of service and remains the flagship brand of Symbiosis. It is recognised as one of the best B-schools in India. In the year 1979, SIBM Pune proved its pioneering self by becoming the only institute in Pune to organise a seminar outside the city precincts in Mumbai. The concept of Internships/Summer Training was another offering made by SIBM to Pune. It was in 1982 that the learning and training scheme was started and in the same year, SIBM Pune started being ranked among the top B-schools in India. The same year saw SIBM Pune organise 3 national level seminars, all outside the city of its functioning. In 1990, permanent affiliation was received from the University of Pune – the only B-school to have ever received it. In 1996, the BASE programme was introduced in addition to the curriculum of the University of Pune. The icing on the cake came in 2002 – when SIBM became a part of Symbiosis International University because of its excellent academic record.

ABOUT THE CONFERENCE

At SIBM Pune (www.sibm.edu), Innovation is not a 'mere' buzzword. Over the last three years, SIBM Pune has taken concrete steps towards innovation in the form of a unique induction programme run by the faculty members, a one-of-its-kind Diploma in Innovation and Corporate Entrepreneurship (DICE) and the launch of the SIBM-P Innovation and Venture Incubation Centre (SIVIC). The Research Conference on Innovative Business Strategies is thus the logical next step for SIBM Pune. The Conference aims to serve as a platform for leading academicians, research scholars and corporate executives for sharing their experiences and research learnings about innovations in business strategy. The conference also provides a window to deliberate the practical challenges faced and solutions adopted.

WHY ATTEND?

Academicians: An opportunity to listen to real-life, contemporary and innovative corporate practices and also to network with corporates and share research findings.

Corporates: An opportunity to listen to research findings on innovative strategies, listen to innovative strategies employed by other corporates and to network with researchers

CALL FOR PAPERS

The conference invites researchers, practitioners and academicians to present their research findings, works in progress, case studies and conceptual advances in any of the track themes mentioned.

Call for Papers

Track I: Innovative General Management Strategies & Entrepreneurship

- > Cross-cultural management and innovation
- > Core competence and strategy innovations
- > Green innovation and sustainability
- > Innovations in business intelligence
- > Innovations in environment management
- > Intellectual property and knowledge management
- > Business performance management
- > Entrepreneurship
- > Creative economy

Track II: Innovative People Management Strategies & Team Building

- > Organisational communication and information management
- > Innovative practices in human resource management
- > Building high performance organisations
- > Innovative HR branding strategies
- > Innovative organisation change and effectiveness strategies
- > Proactively managing the changing structure of the workforce for organisational sustainability
- > Creating high-performance workplaces
- > Innovation in talent management practices
- > Innovative compensation practices and people management
- > Diversity at the workplace

Track III: Innovative Finance Strategies

- > International financial markets and financial modeling/ applied financial economics
- > Financial globalisation and sustainable finance
- > Rethinking banking and finance: money, market and models
- > Recent advances in corporate finance/corporate financing decision and financial reporting
- > Asset pricing and risk diversification
- > Volatility in financial markets
- > Financial Econometrics
- > Lessons from the global financial crisis
- > Sovereign wealth funds
- > Mergers, acquisitions and corporate restructuring
- > International financial management: role of currency futures
- > Performance of mutual funds
- > Financial reporting and corporate governance
- > Accounting Standards: IFRS vis-à-vis Indian Accounting Standards
- > Emerging trends in accounting, accounting for human resources



Track IV: Innovative Marketing Strategies

- > Innovative marketing strategies
- > Innovations in retail management
- > Innovations in rural market
- > Innovative approaches for market to the Bottom of the Pyramid
- > Innovative ways of measuring the success of relationship building strategies
- > Social media marketing
- > Green marketing
- > Marketing information systems
- > Innovations in CRM
- > Innovative marketing communications
- > Innovations pertaining to customer value
- > Contemporary issues in marketing
- > B-to-B and industrial marketing
- > Innovative approaches to understand consumer psychology
- > Product and corporate branding
- > Service innovation

Track V: Innovative Operations Strategies

- > Lean six sigma
- > Innovations in services, logistics and supply chain management
- > Project management
- > Management of international operations

PAPER SUBMISSION

Track I: Innovative General Management Strategies & Entrepreneurship	tarunkushwaha@sibmpune.edu.in vinodshastri@sibmpune.edu.in
Track II: Innovative People Management Strategies & Team Building	lavinasharma@sibmpune.edu.in
Track III: Innovative Finance Strategies	kunalkhairnar@sibmpune.edu.in
Track IV: Innovative Marketing Strategies	mallikasrivastava@sibmpune.edu.in
Track V: Innovative Operations Strategies	shirishjeble@sibmpune.edu.in

“People rarely succeed unless they have fun in what they are doing.”

— Dale Carnegie



Scholars interested in submitting papers are requested to follow the guidelines below:

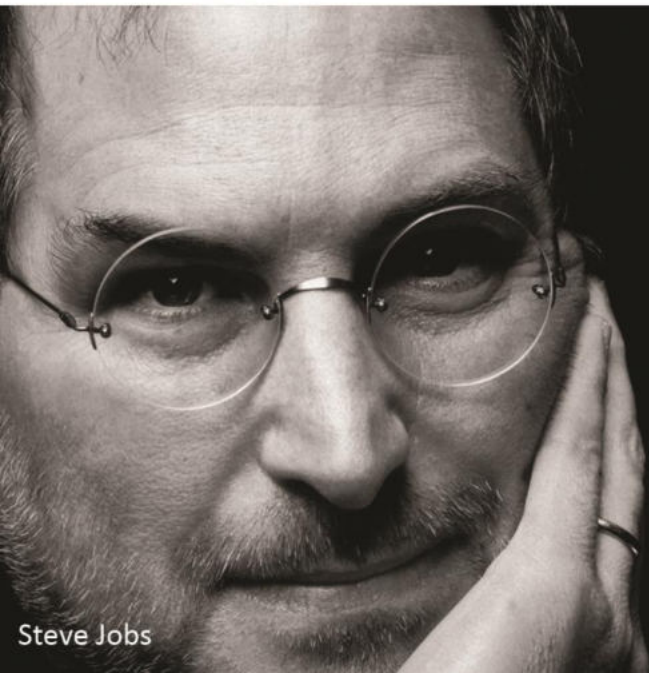
- > A research paper should consist of approximately 3000 words but not exceed 4000 words. The paper should be an original work of the author(s).
- > The manuscript should be in MS Word format. Manuscripts must be double spaced with one inch margins with 'Times new Roman, font size 12, Black'.
- > The abstract followed by relevant keywords should not be more than 250 words and should adequately describe the work and highlight its significance.
- > Names of authors, their addresses (postal and email), and phone/fax numbers should also be indicated
- > All research papers will be blind reviewed by a panel of eminent subject experts.

PUBLICATION OPPORTUNITY

All papers will be refereed and published as conference proceedings (on a CD). Selected papers will be published in forthcoming issues of the research journal, SAMVAD (ISSN 2249-1880). 'SAMVAD' is a peer-reviewed research journal of SIBM, Pune.

AWARDS

- > The best paper in each track will be awarded cash Prize.



“Let’s go
Invent TOMORROW
Rather Than Worrying About
What Happened YESTERDAY”



Important Dates

Important Dates (For Paper Presenters):

Last Date for Abstract Submission in MS Word format (Max 300 words):	20 th January 2014
Notification of Acceptance of the Abstract:	23 rd January 2014
Last Date for Submission of Full Paper in MS Word format (Approx 3000 words):	20 th February 2014
Notification of acceptance of full paper:	24 th February 2014

Important Dates (For Registration):

Last Date for Registration (with Early Bird Discount):	28 th January 2014
Last Date for Registration (with regular fees):	28 th February 2014
Last Date for Registration (for Paper Presenters only):	10 th March 2014



REGISTRATION PROCESS AND FEES

Registration form: All the candidates are requested to send the dully filled and signed registration form at the following address:

Symbiosis Institute of Business Management
Symbiosis Knowledge Village,
Gram: Lavale (via Sus Road),
Tal: Mulshi,
Dist- Pune, 412115

The registration form can be downloaded from our website (www.sibm.edu).

Payment Mode:

Registration Fee should be paid in the following manner:
Demand Draft drawn in favour of 'Director, SIBM', payable at Pune.
Please note that TA / DA will not be paid for participation.
Kindly visit our website (www.sibm.edu) for further details.

Registration Fees (Non-residential)

Category	Early Bird	Regular
Research Scholars & Students	Rs. 1,250	Rs. 1,500
Academicians	Rs. 2,000	Rs. 2,500
Corporate Executives	Rs. 3,000	Rs. 3,500

Please add 12.36% towards Service Tax to the above fees

CONFERENCE COMMITTEE

Conference Chairman: Dr. Vivek Sane, Director

Convener: Prof. Vinod Shastri, Dy. Director

Co -Conveners: Dr. Mallika Srivastava, Dr. Madhura Bedarkar, Dr. Tarun Khushwaha

Track Coordinators:

Track I: Innovative General Management Strategies & Entrepreneurship

Dr. Tarun Kushwaha and Prof. Vinod Shastri

Track II: Innovative People Management Strategies & Team Building

Prof. Lavina Sharma and Dr. Madhura Bedarkar

Track III: Innovative Finance Strategies

Prof. Kunal Khairnar and Prof. Santosh Gopalakrishnan

Track IV: Innovative Marketing Strategies

Dr. Mallika Srivastava and Prof. Preetha Menon

Track V: Innovative Operations Strategies

Prof. Shirish Jeble and Prof. Kalyanraman

CONTACT DETAILS

For any further queries, please send an email at innovation@sibmpune.edu.in

Key contacts:

Prof. Vinod Shastri: 98222 62373

Dr. Mallika Srivastava: 95611 22221

Dr. Madhura Bedarkar: 90110 60629

Dr. Tarun Kushwaha: 88888 47447

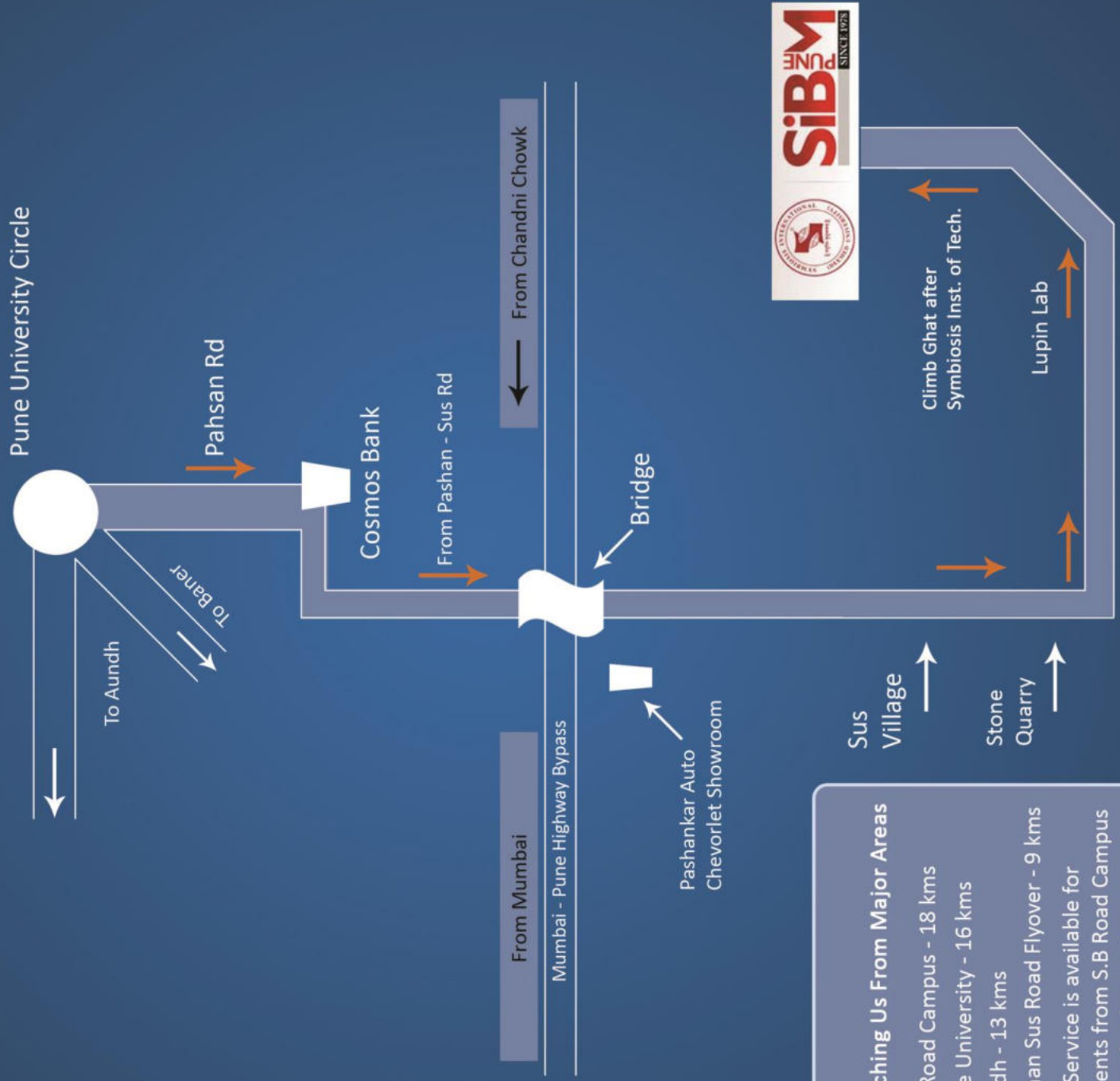
VENUE

Symbiosis Institute of Business Management, Symbiosis Knowledge Village,
Symbiosis International University: Convention Hall
Gram: Lavale (via Sus Road), Tal: Mulshi, Dist - Pune - 412115



Route Map

Symbiosis Institute of Business Management



Reaching Us From Major Areas

- S.B Road Campus - 18 kms
- Pune University - 16 kms
- Aundh - 13 kms
- Pashan Sus Road Flyover - 9 kms

Bus Service is available for students from S.B Road Campus as per theclass timing.

Note :

It is 30 to 40 mins drive from various residential areas of Pune



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