

# International Conference

on

## “Global Corporate Village – Possibility and Scope”



**NevilleWadia Institute of Management Studies and Research**  
in association with  
**Savitribai Phule Pune University, Pune**

**On January 20 & 21, 2017**

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**DR. A. B. DADAS**

Director, NevilleWadia Institute of Management Studies and Research, Pune



Dear Sir/Madam,

Neville Wadia Institute of Management Studies and Research, Pune is organizing a two day International Conference on January 20 & 21, 2017

The conference would initiate brainstorming sessions among academia and industry professionals from across the globe, on challenges faced by business organizations. The pace of change in the world of business has not just been conspicuous but glaring. The shifts have not been gentle but outright radical. The demand for such changes has sprung from the market place, where customers have exhibited 'Awareness' as never before. These challenges have made managers and entrepreneurs relook at their approaches to Global markets and their proximity. A paradigm shift in perspectives to meet present day realities is the calling need. This conference on **“Global Corporate Village – Possibility and Scope”** is to help managers and entrepreneurs realize the need to build relevant capabilities and strengths to forge ahead while accepting and seamlessly meshing into the environment in its present form.

**OBJECTIVES OF THE CONFERENCE:**

- To access the possibility of Global Corporate Village becoming a reality.
- To identify the unique forces driving the Global Economy.
- To enlist the catalysts responsible for driving the Globe on the path of 'Global Corporate village'.
- To facilitate a collaboration of strengths for the eradication of the cross- border businesses of regional economies.

**ABOUT US:** "The will to win is a matter of training. The manner of winning is a matter of talent." Located in the heart of Pune, Neville Wadia Institute of Management Studies and Research (NWIMSR) is an illustrious Institute established in the year 1991 and affiliated to the Savitribai Phule Pune University. A part of the reputed Wadia group of Institutions, NWIMSR is an example of academic brilliance. Recognized by AICTE and Government of Maharashtra, NWIMSR is a leading institute in the field of Management. The institute has been rated A++ by Business India. We conduct management courses like MBA & PGDBM. The institute is an approved research center of Savitribai Phule Pune University for students aspiring for a Ph. D. degree. The institute creates not just managers but all-rounder who leave a mark in the business world. Our management programs are a transformational experience to our students, who in turn go on to change the lives of those around them. In two years at NWIMSR, they build a foundation for a lifetime of leadership. Students at our institute learn to transform problems into opportunities.

**ROAD MAP FOR RESEARCH PAPERS**

**Theme: “Global Corporate Village – Possibility and Scope”.**

**Marketing:**

- Shift from Brand preference to Brand relevance
- Extent of Optimism towards BRICS by Global Retailers
- Ultra-Modern forms of communication
- Innovation – the disruptive game changers
- Standardization v/s differentiation as an international marketing strategy
- Diversity in the consumer landscape

**Finance:**

- Capital allocation challenges to become a super power
- Relevance of Banking industry towards the growth of an economy
- Innovative financial instruments – a key driver
- Global financial implications of BREXIT
- Can Asia replicate the European Union (EU) Model of standardization?

**Human Resource:**

- Cross cultural sensitivity at work place
- Relevance of outsourcing in the modern Global Corporate Village
- Human Intelligence v/s Robotics: A crucial decision
- Criticality of Succession and Talent management

- Branding Human Resource and commensurate reward strategies

### **IT:**

- Business Intelligence & analytics from Big data to Big impact.
- Green IT – How to deliver value to your business
- Hadoop & its real world application
- Generic Issues in data management in the corporate world
- Networking challenges in Globalization

### **General:**

- Significance of trading blocs
- Terror- a dampener to growth
- Secular growth – the need of the hour for sustainable economic development
- Adaptability – an ingredient to manage change
- Congruence of Corporate governance with National governance
- Global Partnership models
- Operation Management:
- Challenges and scope in supply chain & logistics at the backdrop of Global Corporate Village.
- Contribution of Make In India - A Global Perspective
- Technological integration - an imperative for sustainable growth.

### **CONFERENCE PAPERS:**

Eminent academicians and practitioners are invited to deliberate on these topics. Original papers are expected from academicians & practitioners in the above themes. The conference topics do not limit the author from preparing research papers or articles on related topics not listed above. However, while submitting papers, please indicate the appropriate track chosen. Case and empirical study highlighting past experience and those having policy / managerial implications, would be encouraged and preferred.

### **GUIDELINES FOR PAPER CONTRIBUTORS:**

1. Paper contributors are requested to send their abstracts (not exceeding 250 words) along with the full paper together through email to the conference co-ordinator on or before January 1, 2017.
2. The author must clearly indicate the Domain area on the cover page.
3. A Peer review committee will review the papers submitted and the decision of the committee will be final and binding.
4. The decision of acceptance (or otherwise) of the papers will be communicated by January 15, 2017 through email.
5. Researchers are requested to send complete text of the paper by email preferably in MS-Word format (2010)
6. Accepted papers would be published in our journal "**Chronicle of the Neville Wadia Institute of Management Studies and Research**", ISSN No. 2230-9667 and will also be displayed on [www.nevillewadia.com](http://www.nevillewadia.com), provided the authors of the accepted papers register themselves for the conference. Our journal is approved by the Savitribai Phule Pune University and has **impact factor 3.452**
7. It is implied that all authors provide paper with original work. NWIMSR and Savitribai Phule Pune University will not be responsible in case of any claims, dispute, differences of opinions etc. regarding the contents, its originality and the views expressed therein.

### **THE STYLE GUIDE FOR PAPER CONTRIBUTORS:**

Manuscripts must be typed in MS-Office word 2010 in Times New Roman (Font Size 12) in double space on one side of A4 paper with margins of at least one inch on all sides. Cover Page: Manuscripts of the paper should have cover page providing the title of the paper, the name(s), Address(es), Cel-Phone no., and Emails Address(es), of all the authors and acknowledgments if any. ABSTRACT: Following the cover page, there should be an 'abstract' page which should contain the title of the paper, the subtitle, 'abstract' and keywords. The text of the paper should start on a fresh page with the title of the paper repeated. References should be

cited in the style prescribed in the Publication manual of American Psychological Association (4th ed.)

**REGISTRATION DETAILS:** A Nominal fee will be collected to partially defray the expenses of the Conference. The delegate fee includes Seminar kit, lunch and coffee/ tea during seminar.

Corporate/ Foreign Delegates: Rs. 3000/- per delegate

Academicians and Research students: Rs. 3000/- per delegate

P.G. Students and Co-authors: Rs. 2000/- per delegate

Only participation: Rs. 1000/-

**Note: Best paper award will be given.**

**PAPER PUBLISHED:** The papers selected by the reviewers will be published in the “**The Chronicle of Neville Wadia Institute of Management Studies & Research**” having an **Impact Factor 3.425**.

**Note :** All paper can be submitted on [conferences@nevillewadia.com](mailto:conferences@nevillewadia.com) Or [nevillewadia.com](http://nevillewadia.com) /submit-abstract-full-paper/

**VENUE :** Neville Wadia Hall, Neville Wadia Institute of Management Studies and Research, Pune.

**REGISTRATION FEE:** Delegate's fee can be remitted to any branch of Bank of Baroda, against Bank of Baroda, N. Wadia College Branch, Pune A/c. No. 98100100005888, IFSC code - BARB0WADCAM (PLEASE NOTE: THE 4<sup>TH</sup> LETTER IN THE IFSC Code is numeric 'Zero' ie. 0 and not the letter O) or Demand draft in favor of

**Director, Neville Wadia Institute of Management Studies and Research, Pune,** payable at Pune.

**IMPORTANT DATES:**

The last Date for submission of abstract and full paper : **January 05, 2017**

The last Date for communication of acceptance : **January 10, 2017**

The last Date for registration : **January 15, 2017**

### FOR ALL CORRESPONDENCE

**Dr. A. B. Dadas**

**Director**

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Coordinator administration : Prof. Karuna Jadhav  
Coordinator Academic Prof. : Jamshed N. Darasha

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To,

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**From,**

**DR. A. B. DADAS**

**DIRECTOR,**

**Neville Wadia Institute of Management Studies and Research**

Wadia College Campus, 19, Late Prin. V. K. Joag Path, Pune 411 001 (India).

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