

9TH INTERNATIONAL CONFERENCE

“Emerging Business Practices in the present Era of Globalization”

On 11th and 12th of February, 2020



SAVITRIBAI PHULE PUNE UNIVERSITY

In Association With

Savitribai Phule Pune University



ORGANISED BY

Modern Education Society's

Neville Wadia Institute of Management Studies & Research

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

Tel.: 020-26163275, 020-26160788, 26169949, 9423023636

Email - conferences@nevillewadia.com, director@nevillewadia.com

Website: www.conference.nevillewadia.com



ABOUT CONFERENCE

Dear Sir/Madam,

Neville Wadia Institute of Management Studies & Research, Pune is organising a two-day International Conference on the 11th & 12th of February 2020. This conference on “Emerging Business Practices in the present Era of Globalization” is to help managers, entrepreneurs and educationist, throw light on modern day management thinking. Corporate strategies and management practices require to evolve in an ever changing global environment. Considering this imperative, valuable insights will help participants adapt in their respective areas.

About us:

Neville Wadia Institute of Management Studies & Research (NWIMSR) is an illustrious Management Institute in the heart of India’s educational hub, Pune. NWIMSR established in the year 1991 is a part of Modern Education Society founded in the year 1932. NWIMSR’s mission is **“Institution is convinced that success is measurable in the calibre of our graduates, we continuously seek to improve them and ourselves in an ecosystem that nourishes our spirit and intellect”**. The institute is permanently affiliated to Savitribai Phule Pune University and approved under 2(F) & 12(B) section of UGC act. Accredited by NAAC, Recognised by AICTE and Government of Maharashtra, NWIMSR is a leading Institute in the field of Management Studies. The institute has been rated as A++ by Business India. We conduct management course “MBA”. The institute is an approved research center of Savitribai Phule Pune University for students aspiring for a PhD degree. The Institute creates not just managers but all-rounders who leave a mark in business world. Our management program is a transformational experience for our students, who in turn go on to change the lives of those around them. In their two years at NWIMSR, they build a foundation for ‘Greatness in Leadership’, by going beyond their realms of problem solving and aggrandizement.

ROAD MAP FOR WRITING RESEARCH PAPERS

Marketing Management: Digital Marketing, Industrial Marketing, Rural Marketing, Product and Brand Management, Consumer Behaviour Analysis, Sustainability & Green Marketing, Retail Marketing, Marketing Analytics, Integrated Marketing Communication, Data driven Marketing.

Financial Management: Digital Payments, e-currency, Payment Banks, Financial Planning, Financial Inclusions, Behavioural Finance, Technology and Banking.

HR: Workforce Analytics, Organization Development, Change Management, LMS (Learning Management System), Employee Engagement and Technology

Information Technology: Cloud Computing, Artificial Intelligence, Machine Learning, Business Analytics, Hadoop, Big Data, Data mining, ERP, DSS, IOT, Robotics, Information Security.

Operation Management: SCM, Quality Management, Optimization Techniques, PPM, Green Logistics, Application of Nanotechnology, Innovations in Operations.

General Management: Sustainability Management, Governance, Leadership in the time of VUCA, Effects of Trade war on Industry, Brexit – Exposure of Indian Companies to Europe/ UK, Cross-cultural Management.





CONFERENCE PAPERS:

Eminent academicians and practitioners are invited to deliberate on these topics. Original papers on the above themes/ issues from academicians and practitioners are invited. 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 are preferred.

GUIDELINES FOR PAPER CONTRIBUTORS:

(1) Paper contributors are requested to send their abstract (not exceeding 250 words) along with the full paper together through email to the conference co-ordinator on or before 25th of January, 2020. (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 28th of January, 2020 through email. (5) Researchers are requested to send complete text of the paper by email preferably in MS-Word format. (6) **The papers/ articles that meet the qualification standards would be published in either Scopus Journal / UGC listed journal/ the "Chronicle of the Neville Wadia Institute of Management Studies and Research", ISSN No. 2230-9667.** Our journal is approved by the Savitribai Phule Pune University. It is implied that all authors provide paper with original work. NWIMSR and Savitribai Phule Pune University will not be responsible for any claims, dispute, differences of opinions regarding the contents, its originality and the views expressed therein.

STYLE GUIDE FOR PAPER CONTRIBUTORS:

Manuscripts must be typed in MS-Office word 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. For the detailed guidelines, visit our web page <http://conference.nevillewadia.com>

IMPORTANT DATES:

Conference Dates: 11th & 12th of February 2020

Last date of full paper Submission: 25th of January 2020

Last date of Communication about acceptance of Paper: 28th of January 2020

Last date of Registration: 5th of February 2020

VENUE:- Neville Wadia Hall, Neville Wadia Institute of Management Studies & Research



FEDERATION OF INTERNATIONAL
TRAINERS AND SPEAKERS



REGISTRATION DETAILS:

Corporate / Foreign Delegates Rs. 3000/-	Academicians / Research Students Rs. 1500/-
P. G. Students and Co-authors Rs. 500/- (Each)	Participant Rs. 500/- (Each)
*For Papers/ articles selected for publication in Scopus/ UGC Listed Journal, an additional amount will be payable as applicable.	

Method of payment

- Over-the-Counter Bank transfer: Any branch of Bank of Baroda against the Bank of Baroda, N. Wadia College Branch, Pune. A/C Number – 98100100005888, IFSC Code- BARB0WADCAM. (Fifth Character is zero).
- Please mention “International Conference” in remark while making online payment.**

OUR PATRONS

Dr. Nitin R. Karmalkar,
Vice Chancellor, SPPU, Pune

Dr. N. S. Umarani,
Pro-Vice Chancellor, SPPU, Pune

Dr. Parag Kalkar,
Dean, Faculty of Commerce & Management, SPPU, Pune

Dr. A. B. Dadas,
Director, NWIMSR, Pune

Dr. Abhay Hake,
CFO, Modern Education Society, Pune

Dr. Ashok Chandak,
CEO, Modern Education Society, Pune

Dr. Manohar Snap
Trustee, Modern Education Society, Pune

ADVISORY COMMITTEE

Dr. Younus Khataybeh, Jordan
Dr. Ghassan Owais, Jordan
Dr. W. Azhar, Malaysia
Dr. Yogesh Kumar Upadhyay
Dr. Ripu Ranjan Sinha

Dr Ameya Bomik, Vice Chancellor-Lincoln University, Malaysia
Dr. Sahid Teguh Widodo, Indonesia
Dr. Sunantha Lohoanon, Thailand
Ms. Jidappa, Thailand

ORGANISING COMMITTEE

Dr. Anuradha Dandnaik
Ms. Karuna Jadhav
Dr. Kirti Lalwani

Dr. Abhay Kinikar
Dr. Radha J. L.
Ms. Archana More

Dr. Vikas Dole
Mr. Jamshed Darasha
Ms. Shagufta Pathan

CONFERENCE CO-ORDINATOR

Mr. Vinod Lalbeg
+91-20-26163275, 26160788, 9960307049
conferences@nevillewadia.com

CORRESPONDENCE ADDRESS

Dr. A. B. DADAS (Conference Chairperson)
Director,
Neville Wadia Institute of Management Studies & Research,
Wadia College Campus, Late Prin. V. K. Joag Path, Pune-411001 (India).
Tel. : 020-26163275, 020-26160788, 26169949, 9423023636