

CALL FOR PAPERS

NATIONAL LEVEL CONFERENCE

STRATEGIC INNOVATIONS IN MANAGEMENT

Peter Drucker (1993) defines Innovation in business terms as the fundamental to the quest for profitable and sustainable growth. What is the need for innovation and how does it impact companies' growth? Only such companies that meet their estimated growth, gain profit, out run their competitors and show excellence in execution. They achieve by the culture of -INNOVATION.

In practice, recognizing the need to become more innovative and achieving it are two vastly different things, as many managers have realized. Increasing the capacity of an organization to be innovative - whether it is in the manufacturing or the service sector - is a real challenge.

Shree Chanakya Education Society's Indira Institute of Management, Pune has organized a two day conference from **20-21, December 2012** to discuss on presenting leading-edge techniques and examples of how to meet the challenge of developing and implementing an innovation strategy. The seminar will include paper presentations and lecture sessions by eminent innovators. The research papers presented will be published in conference proceedings having ISBN.

The purpose of the Conference is to provide a unique forum to facilitate discussion of current issues and exchange of cutting- edge information, ideas and innovative solutions in management in view of business accomplishments and results. It will be an open forum for a multi-disciplinary community of academics, practitioners with an interest in innovative approaches to management and business performance to meet network and exchange views.

THEMES

Marketing

- Micro Finance & Rural Development
- Social Marketing
- Emerging Trends in Consumer Behavior
- Innovation & creativity in new
- Product/Services Management
- International Retailing & Franchising

Human Resources

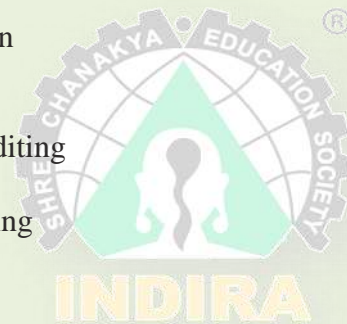
- Human resource management issues in Change
- Outplacement and Remote Employment innovation
- Talent management Retention

Finance

- Accounting Standards & Auditing
- Corporate Governance
- Financing and commercializing innovation Management

General

- Business Intelligence and Decision Making in Management
- Implementing and Leading e-Business
- Services Management in Developing Countries
- Sustainable Development and Environmental Management
- Innovation for low-income markets and social innovation



SUBMISSION GUIDELINES

All submitted articles should report original, previously unpublished research results, experimental or theoretical. Articles submitted to the Conference should meet these criteria and must not be under consideration for publication/ presentation elsewhere. Manuscripts should follow the style of the Conference and are subject to both review and editing. Selection of papers for presentation will be based on abstracts.

ABSTRACTS SUBMISSION

Submission of the abstract may be sent to Conference Convener, Dr. Poornima Tapas, at poornima.tapas@indiraiimp.edu.in and cc to abhijtc@indiraiimp.edu.in by Email attachment, in a single file preferably in M S Word.

Abstract should contain the title of the paper, the subtitle 'Abstract' and a summary of the paper in single spaces. The abstract should be of maximum 250 words and key words should not exceed four along with author details on a separate page for better facilitation of blind review.

FULL PAPER SUBMISSION

All papers must be typed in MS-Office Word in Times New Roman (font size 12) in single-space on one side of A4 paper with margins of at least on inch on all sides. The paper should not exceed 3000 word length, or 10 pages, including annexure and tables. The paper should be sent through CD and hard copy addressed to the conference director at the below mentioned address. Referencing should follow APA style.

Manuscript of the paper should have a cover page providing the title of the paper, the name(s), address (es), phone, fax numbers and e-mail address (es) of all authors and acknowledgements if any.

KEY DATES

Abstract Submission	06 OCTOBER 2012
Notification of Acceptance	12 OCTOBER 2012
Full Paper Submission	10 NOVEMBER 2012
Notification of Acceptance	18 NOVEMBER 2012
Payment of Registration Fee	30 NOVEMBER 2012
Conference Dates	20-21 DECEMBER 2012

REGISTRATION FEE DETAILS

INDIRA

All accepted papers will be published in conference proceedings having ISBN

Category of Participant	Amount (₹)
Academicians	2500.00
Full time research scholars	1000.00
Students	500.00
Industry participants	3000.00
In-absentia presentation	3000.00

The above fee is inclusive of Welcome Kit, certificate, tea, lunch for both days, per author. Multiple authors need to register individually in case they wish to receive copy of certificate. One night accommodation will be provided to those participants desiring it. Kindly mention in registration forms if accommodation is required.

DD should be drawn in favor of "**Indira Institute of Management, Pune**", Payable at Pune, Maharashtra and should be accompanied by the registration form provided at the end. Kindly mention your name and contact number on the backside of the DD.

AGENDA FOR THE CONFERENCE

	Particulars	Timings	Venue
Day 1 20.12.2012	Plenary Session	10.00 am – 1.00 pm	“Tapasya” Auditorium
	Lunch (1.00 pm – 2.00 pm)		
	Paper Presentations	2.00 pm – 5.00 pm	“Tapasya” Auditorium
Day 2 21.12.2012	Paper Presentations	10.00 am – 1.00 pm	“Tapasya” Auditorium
	Lunch (1.00 pm – 2.00 pm)		
	Valedictory Session	2.00 pm – 5.00 pm	“Tapasya” Auditorium

CONFERENCE COMMITTEE

1. Dr. Pandit Mali, Director, IIMP
2. Prof SP Singh, Deputy Director, IIMP
3. Dr. Poornima Tapas, HOD (MBA) – Conference Convener
4. Mr. Abhijit P Chandratreya – Manager (Training and Research)
5. Dr. Kumendra Raheja, Co-chair
6. Mr. Nityanand Singh, Co-chair
7. Mr. Santosh Pullewar, Assistant Professor
8. Ms. Pallavi Sajjanapwar, Assistant Professor
9. Ms. Sunita Bangal, Assistant Professor
10. Mr. Manmohan Vyas, Assistant Professor
11. Ms. Ekta Talwar, Assistant Professor

CONTACT DETAILS

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**NATIONAL CONFERENCE
STRATEGIC INNOVATIONS IN
MANAGEMENT**

20-21, DECEMBER, 2012

REGISTRATION FORM

Title of Paper _____

Registration Type (Kindly tick)

- | | |
|-------------------------------|------------------------------|
| 1. Academician | 4. Industrial representative |
| 2. Full Time Research Scholar | 5. In-absentia presentation |
| 3. Student | |

Payment Details

Bank Name	Branch	DD Number	Date	Amount

Please write name and contact number on back side of DD

Author Details

	Author 1	Author 2	Author 3
Name			
Gender			
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Mobile			
Email			
Organization			
Department			
Designation			
Accommodation Required			
Date			
Signature			

**Sign and Seal of Deputing
Authority**

Note: All correspondence will be with first author only