



SSR
INSTITUTE OF
MANAGEMENT & RESEARCH

An ISO 9001-2008 QMS Certified Institute

Approved by AICTE, New Delhi

Affiliated to Savitribai Phule Pune University, Pune

Announces for an

ISBN Publication

On the theme

"MANAGING IN TURBULENT TIMES"

Important Dates

Submission of the Abstract : 14th March 2015

Full Paper Submissions & Registration : 28th March 2015

Who can participate?

Students, IMR Alumni, Research Scholars,
Academician and Professionals from the Industry

Our Inspiration

Shri. Mohan S. Delkar

Chairman, SSR Memorial Trust

Shri. Keshubhai Patel

Vice Chairman
SSR Memorial Trust

Shri. Ajit Deshpande

Managing Trustee
SSR Memorial Trust

Conference Theme & Tracks

“Managing in Turbulent Times”

The Authors may contribute their Original & unpublished Papers based on the following sub tracks:

General Management

- ▶ Start Up New Venture – A solution to Economic Turbulence
- ▶ Sustainability through Corporate Governance
- ▶ Corporate Social Responsibility – A result of Economic Excellence
- ▶ Globalization & its impact on Indian Businesses
- ▶ Indian Economy – Prospects & Challenges

Financial Management

- ▶ Micro Financing - the big hope of Small scale Industries
- ▶ Capital Markets – Avenues & Prospects
- ▶ Ethical Financial Trading Practices
- ▶ Debtors & Creditors Management amidst Financial Turbulence
- ▶ Managing Financial Inclusion in Turbulent Times

Marketing Management

- ▶ Green Marketing – An initiative towards Managing businesses
- ▶ Investment in New Product Development: Consequential effects
- ▶ Marketing Entry Strategies for International Businesses
- ▶ Managing Internal Customers while attaining external customer satisfaction
- ▶ Consumer Behaviour in changing Market scenario

Human Resource Management

- ▶ Human Capital Creation in turbulent times
- ▶ Talent Management: Acquisition & Retention
- ▶ Innovative Organisational Development Practices
- ▶ HR Challenges & Opportunities while managing a Global Workforce
- ▶ Trends in Managing Organisational Change

Operations Management

- ▶ Role of Supply Chain Management in emerging markets
- ▶ Technology Management towards attaining success in operational turmoil
- ▶ Enterprise Resource Planning – Prerequisites & Process of Implementation
- ▶ Logistics Management – Critical Success Factor for Organisation
- ▶ World Class Manufacturing companies – Indian Cases

The list of topics above is indicative and may not be exhaustive. The Authors may look forward to contribute their thoughts with encouraging topics pertaining to the Core Theme and respective tracks.

Guidelines Paper Presentation

Participants are requested to send their full length papers along with abstract as per instruction given bellow in hard & soft copy:

1. Covering sheet with Personal Information: Name, Title of Research, Affiliation (Institution or Organisation), Email ID, Contact number & Postal Address
2. **Paper Format:**
Abstract : Maximum 250 words
Full Paper : Maximum 4000 words
Font type : Times New Roman,
Font Size : Size 12 (14 for headings)
Spacing : 1.5
Alignment : Justified
3. The Abstracts & Papers need to be sent to **conference.ssrivr@gmail.com**
4. All Papers will be reviewed by the peer review pattern and authors of the selected papers will be communicated via email.

Registration Details

The candidates will need to pay the requisite fees in the form of Demand Draft / Cheque drawn in the favour of “**SSR Institute of Management & Research**” payable at Silvassa.

Registration Fee Details: (Per Author)

Students & IMR Alumni:	Rs. 500	Academician:	Rs. 750
Research Scholar*:	Rs. 500	Industry Professional:	Rs. 1000

*Research Scholars to submit their proof of Ph. D Enrollment.

The Fees will be Inclusive of the Registration and ISBN Publication Copy.

Publication:

Selected Papers will be published with the **ISBN Ref 978-81-927130-1-4**.

Publication Committee

Chief Editor

Dr. A.G. Jayakumari
Director, SSR IMR

Coordinator – Mr. Rajesh Kumar Pandey –	09737878757
Coordinator – Mr. Suraj C. Kamble –	09624586869

About DNH

Dadra & Nagar Haveli (DNH) is one among the Seven Union Territories of India. It is considered to be the home of Warli culture. Silvassa is the capital city of DNH and famous for its natural beauty with number of beautiful gardens. DNH is a noted Bollywood destination for movie shooting. The Lion Safari, Deer Park, Dudhni are the major tourist attractions. Far from being a tribal region, it has now developed into a full blown industrial hub with Companies like Alok Industries, Sterlite, Gulf Oil, Castrol, Reliance Industries, Blue Star, Hindustan Unilever, R. R. Kabel, Welspun, Dabur etc.

About the SSR Memorial Trust & SSR IMR

Swargeeya Sanjibhai Rupjibhai (SSR) Memorial Trust is a self financed charitable Trust started with a mission to promote education towards excellence and education for all. SSR Trust is having in its campus Arts, Commerce and Science college, College of



Pharmacy and College of Education This is the only campus, in its kind in Silvassa affiliated to Savitribai Phule Pune University. The educational premises is located at Sayli, Silvassa, with a beautiful lush green campus elaborately spread over 50 acres of land. Institute of Management & Research (IMR), presently running the two years post graduate programme in Business Administration,

is working with a vision for its academic excellence, research contribution, creative ability and innovation. Our aim is to carve the students as leaders with a sense of commitment to the society and the industry. With this, transforming untrained graduates into highly skilled corporate worthy individual is what SSR IMR wants to specialize in. The Institute puts its best efforts to develop professionals who are armed not only with professional knowledge, but to kindle positive attitude, entrepreneurship, sense of responsibility and vision to fulfill organizational goals.

SSR Institute of Management & Research

Sayli-Silvassa Road, Silvassa – 396230, UT of Dadra & Nagar Haveli,
Email ID: conference.ssrivr@gmail.com, www.ssrivr.edu.in, PH.: 0260 2681114/5/6