

8th INTERNATIONAL CONFERENCE ON "Strengthening Strategies, Shaping Policies & Empowering Personnel : Key to Organizational Competitiveness"

JANUARY 7-9, 2017



PRESTIGE

INSTITUTE OF MANAGEMENT, GWALIOR

AICTE Approved, Affiliated to Jiwaji University, Gwalior

Airport Road, Opp. DD Nagar, Gwalior, Mob.: 98276-62240, 78794-40096

PIMG : Substantiate Globally

Prestige Education Society, Indore, registered under the Societies Registration Act 1860 was set up by Prestige Group of Industries with an objective to meet the widely felt need for globally oriented management and information technology education and training of professionals. PIMG is one of the five Professional Educational Institutes promoted by the society.

Prestige Institute of Management, Gwalior is a premier institute in central India offering post graduate and under graduate programs in Management and Computer applications. The Institute was set up in the year 1997. The Institute has grown to be recognised as a premier Institute for higher learning. It is a major Learning Centre in Central India and has been Ranked among the top 1000 B-schools in The world (Ed-Universal Official Selection, Paris). ■ Award for Excellence (Asian Association of Schools of Business International, State of Delaware, USA) ■ "Certificate of Excellence" by IAO (International Accreditation Organization) ■ Awarded for Education Excellence 2013 (Indo-Global Education Summit 2013) ■ 4th Rank in Top B-School of Excellence in India (Competition Success Review : Issue, Nov. 2015) ■ 26th Rank in All India (Indian Business Journal : Issue, Dec. 2015) ■ 15th rank in Best B-School in India (ROI), (Business Today : Issue, October 2014) ■ A++ Rating in Top B-Schools of India (Chronicle Survey : Issue, September 2014) ■ A++ Rating In Top B Schools of the India (Business India : Issue, Dec. 2014) ■ AA+ Rating in Top B-School in Madhya Pradesh (Issue : Career 360 - 2016) ■ 37th Rank All India (Higher Education Review: Issue April 2016)



The Strikingly modern PIMG Campus, specifically designed to create a stimulating atmosphere, is located at Airport Road, Near Deendayal Nagar, Gwalior, a prominent site, 2 kms from Maharajpur Airport, 7kms from Railway Station and Main Bus Stand. The Campus is aesthetic, user friendly, spacious, well lit and comfortable. The serene and peaceful environment supplemented by greenery all around provides right setting for learning.

About Gwalior



Gwalior occupies a strategic location in the central region of India. The city offers the visitors a unique style of architecture. The great Rajput clans of the Pratiharas, Kachwahs and Tomars have left inextinguishable marks of their rule in this city of palaces, temples and monuments. The majestic fort, considered as one of the best in the world, located at the heart of Gwalior was built by Raja Man Singh Tomar, of the Tomar dynasty. This formidable structure described as the 'pearl in the necklace of the castles of Hind', dominates the city's skyline with its massive and captivating structure. Gwalior fort also has the Gurudwara DataBandi built in the memory of the sixth Sikh Guru Har Gobind. Close to the heart of the city is splendid Jai Vilas Palace, patterned on the palace of Versailles;

its structure. Gwalior fort also has the Gurudwara DataBandi built in the memory of the sixth Sikh Guru Har Gobind. Close to the heart of the city is splendid Jai Vilas Palace, patterned on the palace of Versailles; it combines Tuscan, Italian and Corinthian styles of architecture. Gwalior is a well acknowledged place of art, associated with historic as well as contemporary evidence. Gwalior is famous for its contribution to classical music and known for Gwalior Gharana. It is the birth place of classical Music Maestro Miya Tansen. The Gwalior Trade Fair takes place every year in the month of December-January, which is the true representation of art, culture and heritage of different states of India. Tourists visit Gwalior throughout the year. Gwalior has a population of approx. One and a half million. It is surrounded by 5 industrial areas with various national and multinational companies such as SRF, JK Tyres, Godrej, Cadbury, Ranbaxy and Punj Lloyd. Forming a part of the Heritage Tourism belt, Gwalior is a city of tourist attraction.

Season and Climate

Gwalior is located at 26°13'N 8°11'E / 26.22°N 78.18°E. Gwalior can be visited from late October to early March without much discomfort. The day temperature of city ranges between 15 to 25 degree Celsius and in the nights it can be below 5 degree Celsius during January.

By Air: The Gwalior Airport is situated at 2 km from the Institute. It is connected by Indian Airlines to important cities like Mumbai, Bhopal, and Delhi.

By Rail: The Gwalior Rail-head is situated within the city area. All the metropolitan Cities are connected with each Other through Gwalior, 90 trains ply via Gwalior every day.

By Road: Gwalior is extremely well linked by a good network of roadways and road transport to all the important towns of Madhya Pradesh and adjacent areas. It is well linked with Agra (118 km), Delhi (321 km), Jaipur (350 km), Bhopal (423 km), Lucknow, Chanderi (239 km), Khajuraho (275 km), Jhansi (101 km), Indore (486km), Ujjain (455km), and Shivpuri (114km).

Overview of the Conference

The Era in which Organizations exist is the era of challenges. To face these challenges the Organization need to be more competitive and competent. It is not only the Organization but every Individual associated with it has to realize that they need to be more focused on their core competencies. There is great concern to enhance competitiveness and strengthen itself for an Organization. Organizational Competitiveness undoubtedly can be achieved only through strengthening the strategies adopted, policies designed and implemented. Strategies adopted or policies designed to encounter the cut throat competition in isolation is insufficient and rather it has to be complemented by a cerebral, vigorous and proficient personnel. The Past instances have witnessed that the Organizational Strategies and Policies in concert with empowered workforce is one blueprint that has endured and

flourished even at the depressing circumstance like recession. This conference addresses the issues and practices that contribute in redefining business operations through intellectual amalgamation of strategy, policies and Personnel and definitely in presence of restructured yet simplified technologies. The research papers that will be presented in the conference would explore, in particular the contribution and development of various techniques to augment Organizational Competitiveness keeping in mind the economic, environmental and social performance objectives. Advancement of technology has provided organizations with immense data however it needs to be employed which in turn would fetch ample of opportunities. All aspects of Organizational Competitiveness united with its strategies and policies will be tackled including Marketing Strategies adopted, Corporate Finance and financial Strategy, developing creative and innovative Culture are invited in this conference.

Conference Objective

The main objective of **8th International Conference on Organizational Competitiveness** is to explore all areas of Strategy Formulation, Policy Designing, Personnel aspects along with improved technology to gain Organizational Competitiveness. Organization that focuses enhancing its competitiveness to outperform their competitor get advantages. Through gaining Organizational Competitiveness, the organization automatically gets visible improvement in performance and growth through efficiency, productivity, quality, competitive position, market share etc. The conference brings together a distinguished panel of speakers including academics from renowned Business School/Universities/Institutes, management thinkers, businessmen and researchers across the world to share their views on how global business firms should create strategic environment that foster organizations sustain for a long period of time competitively.

Rationale

Organizational Strategies, its policies and Personnel are the key through which an Organization can sustain in long run. More and more firms are realizing the importance of Organizational Strategies, its policies and Personnel to gain competitive advantage. Accordingly firms are designing their various strategies like financial, personnel and Market and analyzing obligation and opportunities. It has been noticed by the Organizations that by doing so there will be an remarkable upgrading in number of dimensions like brand building, market share, customer satisfaction, attract and retains better staff members, and more importantly long term health, performance and profitability of business.

The present conference will provide an understanding of methods and techniques to gain Organizational Competitiveness. Well designed Strategies and well implemented policies are talked across the globe as it help Organizations to grow and in return provides standard of living to the people benefited from it.

Who Should Attend Conference ?

- Academicians and policy makers seeking to gain a broader insight into the issue of Organizational Competitiveness.
- Industrial executives and innovative leaders seeking to gain broader insight of the issue.
- Students and researchers who are looking for expert guidance into the issue of "Strengthening Strategies, Shaping Policies, Empowering Personnel and Organizational Competitiveness"

Call for Papers

Original papers in different areas are invited on the following sub themes :

Subthemes in Marketing

1. Green Marketing
2. Retailing formats
3. Integrating Marketing Information Systems
4. Managing cultural and sub cultural diversity in markets
5. B-to-B and Industrial Marketing
6. Internal Marketing
7. Social Media for Effective Communication
8. Packaging, Branding and Advertising
9. Innovations for product Development
10. Changing gears in services
11. Changing Paradigm in Rural Market and their Structures
12. Strategies for Glocalization
13. Consumer Buying Behavior
14. Product/service pricing
15. Evaluating and strengthening value chain

Subthemes in Finance and Accounting

1. Financial markets
2. Financial modeling/ applied financial economics
3. Financial Globalization and sustainable finance
4. Recent advances in corporate finance
5. Asset pricing and risk diversification
6. Volatility in Financial Markets
7. Sovereign Wealth Funds
8. Mergers, Acquisitions & Corporate Restructuring
9. Role of Currency Futures in International Financial Management
10. Performance of Mutual Funds
11. Financial Reporting and Corporate Governance
12. Accounting Standards: IFRS vis-à-vis Indian Accounting Standards
13. Accounting for Human Resources

Subthemes in HRM

1. Ethics & Social Responsibility in Organization
2. Team Building and Organizational Effectiveness
3. Managing Productivity with Employee Engagement
4. HR Branding & Strategic Reward Systems
5. Leadership Development
6. Human Resource Strategy formulation in a Global Environment
7. Managing and retaining talented employees
8. Creative compensation practices
9. Change management and Strategy formulation
10. Employee Development and Workplace Learning
11. Cross-Cultural Management
12. Workforce Analytics
13. Succession and Talent Management

Subthemes in IT

1. Network Security
2. Artificial Intelligence
3. Neural Network & Fuzzy Logic
4. Data Mining & Warehousing
5. Cloud Computing
6. CRM and Decision Support Systems
7. Distributed and Parallel Systems
8. Enterprise Computing
9. Green Computing
10. Information Security and Ethics
11. IT Strategies
12. E-business and E-Commerce
13. Social Networks

Subthemes in General Management

1. Cross-cultural management and innovation
2. Core competence and strategy management
3. Green Innovation and Sustainability
4. Business Intelligence
5. Economy and employment
6. Ecosystem management
7. Total Quality Management
8. Innovations in logistics and supply-chain mgmt.
9. Intellectual property and knowledge management
10. Technology Transfer, Marketing and Commercialization
11. Innovative pedagogies in Education
12. Business performance management
13. Organizational Communication & Information Mgmt.

Guideline for Contributor

Original papers are invited from Academicians, Professional, Researchers and Students engaged in the field of Management, Information Technology and Applied Mathematics. The participants interested in presenting technical papers must submit the abstract of paper (150 words) in English which will be scrutinized by editorial committee before their acceptance for presenting. The abstract must be accompanied with the authors name(s), affiliations, full postal address, and email id and telephone / fax number along with the title of the paper on the front page. Abstract of all the papers accepted for presentation will be published in the form of souvenir.

Full text of the paper is to be submitted in duplicate, typed in MS Word using Times New Roman, font size 12 on A-4 size paper in double spacing (not more than 25 printed pages) and the soft copy of the paper e-mailed to the conference secretary at the mail-id **sneharajput19@gmail.com**. The paper must be accompanied with the author's name(s), affiliation(s), and full postal address, email ID, and telephone number along with the title of the paper on the front page. Selected full research papers will be published in the form of a book, which will be distributed free of cost to all the registered participants.

For presentation of the paper/s in conference, the contributors are requested to register themselves at an early date. Registration and presentation of the paper by at least one author in the conference is mandatory to ensure inclusion of the paper in the book. Conference book will be distributed free to those participants only who will attend the conference and present their paper in the conference. Research papers must provide appropriate references in APA format. Paper in absentia need to be sent along with PPT.

Selected papers will also be published in the special issue of **Prestige International Journal of Management and Information Technology-Sanchyan**.

Visa Matter

Participants are responsible for obtaining a valid visa before travelling to India. Please visit the Indian Embassy website in the country of your residence. PIMG Conference organizers will endeavor to support your visa application by issuing invitation/confirmation letter when required. However the organizers will issue such a letter only when you have registered for the conference (either online or by post). Requests for such support should be made directly to **sneharajput19@gmail.com**.

Best Ph.D. Thesis Award

To be conferred on the occasion of the 8th International conference (**January 8, 2017**)

Guidelines for Ph.D. Thesis Award

1. The contest is open to full time faculty members/ research scholars of B-Schools located anywhere in the world.
 2. Five copies of the abstract/summary of the Ph.D. thesis duly typed in double space must be submitted along with the soft copy in Time New Roman, Font Size 12, in MS-Word by the contestants.
 3. The abstract/summary should contain topic of the thesis, rationale, objectives, methods (study, design, sample and tools), salient findings and implications of the study.
 4. To be eligible for admission to the contest, the Ph.D. degree must have been awarded between Jan-2007 and October-2016.
 5. The abstract/summary of the thesis should be routed through head of the B-school to which the contestant belongs. The title of the thesis should be indicated by the head of the B-school in the covering letter while forwarding the entry of the contests.
 6. The abstract/summary of the thesis must be accompanied by the proof of the award of the degree.
 7. The abstract/summaries will be screened by the panel of subject experts and selected candidates will be invited to make presentation based on complete thesis before the panel.
- The last date for the receipt of entries is November 15, 2016 in the office of the Director, Prestige Institute of Management, Gwalior.



About Agra

One of India's most famous cities, Agra is home to the breathtaking white-marble Taj Mahal, a truly magnificent Mughal riverside mausoleum and World Heritage Site. Agra lies in the state of Uttar Pradesh, in North India, and this region is home to less than tree designated World Heritage sites. Agra's Taj Mahal is one of the most famous buildings in the world, the mausoleum of Shah Jahan's favorite wife, Mumtaz Mahal. It is one of the New Seven wonders of the world, and one of three world Heritage sites in Agra. completed in 1653, the Taj Mahal was built by the Mughal king Shah Jahan as the final resting place for his beloved wife, Mumtaz Mahal. Finished in marble, it is perhaps India's most fascinating and beautiful monument.

Important Dates

Last date for submission of abstract
September 15, 2016
Notification of acceptance of abstract
September 30, 2016
Last date for submission of Full paper
October 15, 2016
Notification of acceptance of Full paper
October 31, 2016

Conference Schedule

Day 1 (January 7, 2017)

Fellowship	09.00 - 10.00 A.M
Inaugural session	10.00 - 12.00 Noon
Lunch	12.00 - 01.00 P.M
Technical session 1 (Parallel session)	01.15 - 03.15 P.M
Tea Break	03.15 - 03.45 P.M
Technical session 2 (Parallel session)	04.00 - 05.30 P.M

Day 2 (January 8, 2017)

Breakfast	08.00 - 09.00 A.M
Technical session 1 (Parallel session)	09.00 - 10.30 A.M
Technical session 2 (Parallel session)	10.30 - 12.00 Noon
Lunch	12.00 - 01.00 P.M
Technical session 3 (Parallel session)	01.15 - 02.30 P.M
Technical session 4 (Parallel session)	02.45 - 04.00 P.M
Valedictory session	04.15 - 05.00 P.M

Note : Day 1-2 of the conference will be web-casted.

Day 3 (January 9, 2017) : Excursion Tour to Taj City Agra
(**Note:** The delegates registered in the category of Business Executives and Academicians will go on excursion tour).

Registration

Delegate Category (Non Residential)	Registration Fee* (in Rs.) On or Before 31 st Oct. 2016	Registration Fee* (in Rs.) After 31 st Oct. 2016	Registration Fee* (in US\$)
Business Executives	3500	4000	300
Academicians (Faculty)	2500	3000	250
Regular Students	1200	1500	100

*Registration fee can be paid online in the Account No. : 0328002100028783, Bank - PNB, IFSC No.: PUNB0032800, Bank Code : 024, Branch Code : 032800, MICR Code : 474024006 or payable by DD drawn in favor of Prestige Institute of Management, Gwalior, Conference Account, payable at Gwalior
Advance booking for accommodation will be arranged on request.
The charges of different Hotel/guest houses will be informed after obtaining the confirmation.

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Ranked among the Top 1000 B-Schools in the World. (Since Last 6 Year)
(Ed-universal official Selection, Paris)



"Certificate Of Excellence" by IAO (International Accreditation Organization: August 2012)



Ranked 4th among India's Top B-Schools of Excellence (Competition Success Review Issue Nov.: 2015)

Ranked among the Top 1000 B-schools in the World ■ Award for Excellence (Asian Association of Schools of Business International, State of Delaware, USA) ■ "Certificate of Excellence" by IAO (International Accreditation Organization) ■ Awarded for Education Excellence 2013 (Indo-Global Education Summit 2013) ■ 4th Rank in Top B-School of Excellence in India (Competition Success Review : Issue, Nov. 2015) ■ 26th Rank in All India (Indian Business Journal: Issue, Dec. 2015) ■ 15th rank in Best B-School in India (ROI), (Business Today : Issue, October 2014). ■ A++ Rating in Top B-Schools of India (Chronicle Survey : Issue, September 2014) ■ A++ Rating In Top B Schools of the India (Business India : Issue, Dec. 2014). ■ AA+ Rating in Top B-School in Madhya Pradesh (Issue : Career 360 - 2016) ■ 37th Rank All India (Higher Education Review: Issue April 2016)



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