

PILLAI HOC INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

(PHIMSR)

Presents

National Conference of Management, Commerce & Economics

On

“The Art of Managing Business – An Indian Perspective”

Date – 25th April 2017

Venue –The Research Forum Room,

Pillai HOC Institute of Management Studies and Research, Rasayani

Mahatma Education Society

Mahatma Education Society (www.mes.ac.in) is a trust that runs around 48 institutions (Pillai Group of Institutions) in the city of Mumbai ranging from schools affiliated to all boards and colleges of higher education, all recognized by authorities like University of Mumbai, Government of Maharashtra and All India Council of Technical Education.

Pillai HOC Institute of Management Studies and Research:

The Pillai HOC Institute of Management Studies and Research (www.phimsr.ac.in) is a renowned institution under the umbrella of Mahatma Education Society. It was established in 2009 and is affiliated to the University of Mumbai and recognized by the AICTE. The Institute today provides quality education through their MMS and PGDM courses.

About the conference: the Art of Managing business – an Indian Perspective

Rapid changes are taking place in every sphere of business and management. New ideas, trends, technologies and methods are emerging for addressing the new issues and problems that the business world is facing in the context of globalized and digitalized market scenario. The new strategies are to be identified to face these new challenges and opportunities.

Interaction and exchange of ideas through this conference will certainly contribute towards generation of new ideas and strategies for handling the business effectively and efficiently in the present global scenario.

Call for Papers:

Participants are requested to contribute unpublished, empirical, high quality research papers relevant to the theme of the conference and make a presentation. An abstract of 200 words should be e-mailed to **phimsrconference@mes.ac.in** by 16 April 2017. On acceptance of the abstract, the research paper should be e-mailed by 22 April 2017. The research paper should be written in Times New Roman Font, Size 12 with double spacing.

Objectives of the Conference:

- 1) To identify the new paradigms of restructuring of the business management strategies in the core areas of the business and to study the problem and to recommend suitable measures.
- 2) To examine the literature from a global scenario perspective on this vast subject and to suggest the models and utility for the global business management strategies.
- 3) To identify and critically examine different methods of business management along with their financial, tax and legal implications.
- 4) To find out the strengths, weaknesses, opportunities and threats in the areas of new paradigm in the business management strategies in the various core areas of the business with respect to global scenario.

Broad areas of the Conference:

New paradigm in strategies for managing the business	New paradigm in Managing finance	New paradigm in Managing Marketing	New paradigm in Managing HR and IT
*Mergers *Takeovers *Foreign investment in India by foreign companies. * Bonus, Debentures, Reduction of capital, buyback of shares.	*Corporate governance * Capital Market * Credit rating *Financial Crisis *Capital Structure *Financial Inclusions and exclusions *IFRS Reporting *Financial Risk Management *Financial Innovations	*Consumer behaviour *Brand Management Customer experience *Operations and SCM * B2B Service * Green Marketing *Strategic orientation * Service design and innovation. *Social media engagement	*Cross cultural management *Employees motivation. *Innovative HR Practices. *Knowledge management. *Leadership strategies Management *Strategic HRM practices

Registration Fees:

Fees per author

- 1) Paper presentation Rs. 500/-
- 2) Paper presentation in absentia Rs. 1,000/-

The registration form which can be downloaded from www.phimsr.ac.in should be mailed to the address given on the registration form so as to reach us by 22nd April 2017.

Important Dates:

Last date for submission of abstract: 16th April 2017

Intimation of acceptance: 19th April 2017

Last date for registration & submission of full paper: 22nd April 2017

Date of Paper Presentation: 25th April 2017

Time allotted for presentation: 15 minutes

Certificates and Release of book:

A participation certificate will be issued to all paper presenters at the conference. Selected papers presented at the conference will be published in Pillai HOC IMSR Journal of Management Research (ISBN 978-93-82626-57-2).

Organizing Committee:

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