

Sinhgad Technical Education Society's
SINHGAD BUISNESS SCHOOL
Erandwane

In Association With

SAVITRIBAI PHULE PUNE UNIVERSITY

Under QIP

Organizes

NATIONAL CONFERENCE 2018

“Upcoming Micro- and Macro Business Environment changes:

Gearing up to lunge forward”

On January 18th & 19th 2018

About Pune

Pune is the cultural capital of Maharashtra and the eighth largest metropolis in India. Pune has a number of historical places depicting its rich and glorious history and is also the educational epicenter of the country and called the ‘Oxford of the East’. The city is home to many industries such as automobile, IT industries, Manufacturing, Pharmaceuticals, Education, Government and Research institutes thus attracting talent across the globe. Amidst rich tradition of history and heritage, Pune is always buzzing with profound energy. With presence of world recognised Educational Institutions, an exponentially growing industrial hinterland and an equally conducive environment, Pune is a breeding place for innovation, creativity and business excellence.

About Sinhgad Technical Education Society (STES)

STES is always in the quest of conquering the ever expanding horizon of educational sector. STES, one of the leading educational hubs in Maharashtra and offers a wide array of courses in Engineering, Medical, Architecture, Pharmacy, Management, Science, Commerce and Arts. It is the outcome of long term visionary initiative of Prof. M. N. Navale, Founder President, STES. The mission of STES is holistic development of students as well as teachers. The entire STES family believes in this and works towards achieving this goal. In the last two decades STES has accomplished an exemplary growth by establishing 12 campuses and 122 institutes offering a wide range of education to more than 70,000 students. Currently we are celebrating the 25th year of its journey of nurturing academic excellence. STES is blessed with the able guidance of Dr. M.N. Navale, Founder President, STES, Dr. Sunanda Navale, Secretary, STES and the young and dynamic leadership of Mr. Rohit Navale, V.P. (HR), STES and Mrs Rachana Navale – Ashtekar, V.P. (Admin), STES

About SBS

At the onset let me introduce SBS. Sinhgad Business School, Erandwane, was established in 2007 under the aegis of Sinhgad Technical Education Society. SBS offers a two years full time MBA program which is affiliated to Savitribai Phule Pune University and approved by AICTE, Delhi. Located in the heart of the city, it is one of the most preferred institute known for its academic rigor, stress on holistic development and for its impressive placement record. It has always been our attempt at SBS to bring under one roof the young aspirants, academicians, industry experts and policy makers to discuss and debate current issues and contribute to shaping the destiny of modern India!

About the conference:

It's our proud privilege to announce that Sinhgad Business School is hosting National Conference on "Upcoming Micro- and Macro Business Environment changes: Gearing up to lunge forward" from 18th January 2018 to 19 January 2018, under the Quality Improvement Program of Savitribai Phule Pune University.

Abraham Lincoln said "The best way to predict your future is to create it". Creating our future means redefining the critical boundaries of our businesses. National Conference 2018 on "Upcoming Micro- and Macro Business Environment changes: Gearing up to lunge forward" hosted by SBS in association with SPPU is one such attempt towards achieving our goals. Various Micro and Macro Business Environmental changes are affecting the business processes at a lightning speed. Businesses need to orient really fast in order to sustain these rapid changes. In today's rapidly changing competitive business environment innovation and creativity is no longer a choice but a necessity!

Objectives of the Conference:

1. To provide a platform to various stakeholders to share and learn from the experiences of businesses/organizations
2. To discuss the issues and challenges faced by businesses/organizations due to the changes in the micro and macro Business environment
3. To understand the impact of changing Business environment on the success of organizations.
4. Create a platform for researchers to present their views and findings before the august fraternity.

Who Should Attend?

Corporates, Academicians, Research Scholars & Students

Call for Papers!

Topics for Paper presentation:

1. FDI
2. GST - Financial changes
3. Governance
4. International Relations\Digitalization
5. Big data analysis
6. Human Resource Management
7. Business Analytics
8. Economic ups and Down's
9. Technology the game changer
10. Demonetization - a bold , even visionary step
11. Digital India/Skill India
12. Moving to Mastery-25 years
13. New Economy- Prowess & Protest
14. Macro & Micro Context in HRM
15. Environmental factors affecting HRM
16. Macro environment analysis and strategic leadership
17. Organizational change
18. Moving to Mastry-25 Years.
19. New Economy- Prowess & Protest
20. Showing the world – Steps that may shape the industry
21. Impact of Energy Conservation / Extraction of the environment
22. GST across the political landscape with different shades
23. Demonetization – Indian scenario
24. Excellence anywhere is not a skill, it's an attitude.
25. Commitment to excellence – planning, productivity and efforts.

The above topics are indicative, related papers are welcome!

SCHEDULE FOR PLENARY SESSIONS:

Sr. No.	Description of the session	Topics
Thursday, 18 th January 2018		
1.	Plenary Session 1: Dr. Vijaya Katti , Professor & Chairperson (Management Development Programme) Indian Institute of Foreign Trade, New Delhi	Chief Guest and Key note speaker
2.	Plenary Session 2: Dr. Manoj Kumar , Associate Dean & Professor, School of Business Management, NMIMS, Mumbai	Contemporary Financial Avenues for Corporates
3.	Paper Presentation Tracks	Judged By Dr. Vijaya Katti and Dr. Manoj Kumar
Friday, 19 th January 2018		
4.	Plenary Session 3: Dr. Koushik Dutta , Professor of Practice, Indian Institute of Management, Indore	Strategies to deal with Micro - & Macro Environmental Changes
5.	Paper Presentation Tracks	Judged By Dr. Koushik Datta
6.	Valedictory Function honored by Prof. M.N. Navale , Founder President Sinhgad Technical Education Society & Dr. Vijaya Puranik , Director, Sinhgad Business School	

IMPORTANT DATES:

Sr. No.	Description	Dates
1.	Date for Abstract submission	15 th December 2017
2.	Confirmation of Abstract	Within 4 days of submission of abstract
3.	Last Date for Early bird offer	26 th December 2017 ** with full paper submission
4.	Last Date for full paper submission	5 th January 2018
5.	Last date for Registration for conference	16 th January 2018
6.	Dates of Seminar	18 th and 19 th January 2018

Abstract/Paper submission at: sbsconf1718@sinhgad.edu

Registration Details:

Sr. No.	Description	Amount (Rs)
1.	Early Bird Offer	750
2.	Research Scholars	750
3.	Students	500
4.	Corporate, Academicians	1,000
5.	Paper submission in absentia	1,500

Conference Highlights:

1. All papers received on or before last date of registration will be published in the Conference Proceedings with ISBN No. / ISSN No.

CHIEF PATRONS:

Prof. M. N. Navale,
Founder President, Sinhgad Technical Education Society

Dr. (Mrs.) Sunanda Navale,
Founder Secretary, Sinhgad Technical Education Society

Mr. Rohit Navale,
VP (HR), Sinhgad Technical Education Society

Mrs. Rachana Navale – Ashtekar,
VP (Admin), Sinhgad Technical Education Society

In graceful presence of
Mr. G. K. Shahani,
Management Trustee

Chief Convenor
Dr Vijaya Puranik,
Director, Sinhgad Business School,

Program Convenor
Mrs. Harshali Bhalerao,
Assistant Professor, Sinhgad Business School

Venue of the Conference

**Sinhgad Business School
19/15 , Smt Khilare Marg,
Erandwane, Pune 411 004**

Contact Details:

**Office Number: 020-25434314/ 25431001
Prof. Harshali - 9923561976/ Dr. Atiya - 9763361367**

General Instructions

1. Fees are inclusive of Registration Kit, Breakfast, Lunch, Conference Proceedings and Certificate.
2. Accommodation and TA/ DA expenses will be borne by the participants
3. Registration fees are to be paid either in Cash or Demand Draft drawn in favor of "**Sinhgad Business School, Erandwane**" Payable at Pune.
4. For papers written in joint authorship, each author will have to register separately.
5. Delegates registering for conference as Research Scholar are required to produce their Ph.D. registration letter as evidence. Students are required to produce their ID card.
6. Fees for Absentia are inclusive of only Conference Proceedings & Certificate.

Guidelines for the authors refer to www.sinhgad.edu

Guidelines for Authors

1. Only original, unpublished research papers, research articles and case studies will be accepted.
2. Final paper should be less than **4500 words**
3. Papers submitted on or before the deadline will only be accepted for conference proceedings.
4. Authors must mention their theme while sending abstract and full paper.

Detail Guidelines for submission of Paper:

- All manuscripts should be sent in a soft copy in ‘**word document**’.
- Manuscript should start with the **Title** of the paper **Calibri (12 font size)**
- Name (bold)**, Name of Author, Qualification, Professional Affiliation, email ID, contact number of author *and Co-author/s ** - in **Calibri (11 font size)** should be on the line next to the Title. (You may use * mark as per author and co-authors.)

Other guidelines to be followed are as below:

Abstract: Abstract should not exceed 250 words and be at the start of Research Paper after the details of Author and Co-author/s and in **Calibri, font size 11, italics, and single column.**

Keywords after Abstract: 4 to 5 keywords of the Research Paper shall follow the abstract and in *Calibri, font size 11, italics*

Headings

First-level headings should be **bold UPPER CASE** in **11 font size Calibri, ‘Justify’** alignment. **Second-level headings** should be **flush left with bold Initial Caps.**

The entire manuscript, except Title of the paper, should be **single line spacing, single column on A4 size paper in Calibri (11 font size) ‘justify’ alignment.** Figures and tables should be placed as close as possible to where they are cited. All tables, figures, graphs and photographs should be embedded into the text and sized appropriately. Photographs must be properly sized and positioned in the body of the paper.

Page Size: The paper size should be A4

Length Requirements Papers submitted to the proceedings should not exceed 4500 words.

Appendix: The appendix, if any, should immediately follow the references. References should be in APA Format.