



Durgadevi Saraf  
institute of management studies  
WE CREATE LEADERS

DSMS



**DATE: 6TH FEBRUARY, 2016**

**REMSONS INTERNATIONAL  
RESEARCH CONFERENCE**

**ON EMERGING MANAGEMENT PRACTICES**

## REMSONS INTERNATIONAL RESEARCH CONFERENCE ON EMERGING MANAGEMENT PRACTICES

### BACKGROUND

Today's world has created new environment and opportunities setting new expectations, competition and challenges. Organizations and markets are in transition towards digital, smart and network age. Emerging trends and practices have established higher standards creating new benchmarks. The organizations have to innovate and adopt new business management practices to survive and grow in the highly competitive and dynamic markets marked with uncertainties, risks and highly demanding customers.

The “Remsons International Research Conference on Emerging Management Practices” serves as an interactive forum to discuss contemporary issues and recent trends in management practices. The discussions dive into exemplary research insights that point at a new direction. Participants gain new perspectives from concrete facts that they include in their strategies and their own practices as they prepare for the future. There are multiple tracks such as Human Resource Management, Marketing, Finance, International Business, General Management, Information Technology and Operations Management. This enables academicians, researchers and practicing managers to share their research findings, issues, concerns, doubts and perspectives for the future vis-à-vis specific domains of knowledge and practice.





**SUB-THEMES:**

Original Research Papers (both empirical and conceptual) are invited from academicians, industry practitioners and research scholars, engaged in the field of Management. This is an indicative list. The Conference topics may include, but are not limited to:

**MARKETING:**

Internet Marketing, Consumer Behavior Analysis, Product and Brand Management, Integrated Marketing Communications, International Marketing, Industrial Marketing, Services Marketing, Green Marketing etc.

**FINANCE:**

Financial Engineering, Creative Accounting, Banking innovations, Micro-Finance, Derivatives & Risk Management, Capital Markets, Asset Pricing, Private Equity, Infrastructure financing

**HRM:**

Management Processes, Organizational Behavior, Human Resource Planning and Development, Entrepreneurship Development, Organizational Development, Training and Development, Talent Management, Management of Change, Organizational Efficiency, HRIS, Employee Engagement, Human Capital Creation, Global Human Resource Management, etc.

**OPERATIONS:** Manufacturing Processes, Supply Chain Management, Optimization Techniques, TPM, Project Management, TQM, Six Sigma, Productivity Management, Technology Management etc.

**GENERAL MANAGEMENT:** Public Policy, Law, Corporate Governance, Economics, Knowledge Management, IT in Management, etc.

## IMPORTANT DATES

Abstract Submission: 15th October, 2015  
Abstract Acceptance: 26th October, 2015  
Full Paper Submission: 15th December, 2015  
Deadline for Registration: 28th January, 2016

## PRIZES

### Best Paper:

1st Prize- INR 20,000  
2nd Prize – INR 10,000  
3rd Prize – INR 5,000

## REGISTRATION PROCEDURE

All presenters and participants for the conference are required to register for the conference. The registration fee is as follows:

<b>International Delegates</b>	US \$ 100.
<b>Delegates from India</b>	
• Academicians & Practitioners	INR 2000/-
• Students & Alumni	INR 1000/-
• Accompanying Guests	INR 1000/-

## SUBMISSION GUIDELINES

### PLEASE FILL THE 'DELEGATE REGISTRATION FORM' WITH THE REGISTRATION FEES.

- The registration fee covers conference kit and lunch, snacks etc.
- Registration fee is non-refundable. However, change in nomination is permitted on request.
- Assistance for accommodation will be provided. Kindly confirm your bookings for accommodation assistance before 31 January, 2016.
- Payment should be made through demand draft to be drawn in favor of 'DSIMS' payable at Mumbai.

- For online Payment

Account Name : DSIMS  
Bank : Bank of Baroda  
Branch : Sundernagar, Malad (W), Mumbai  
Account Type : Savings  
Account Number : 35020100005201  
IFSC Code : BARB0SUNGOR (Fifth character is zero)

### CALL FOR PAPERS / SUBMISSION GUIDELINES:

We invite research papers, case studies and practitioners perspectives from academicians, researchers, students as well as practitioners on the mentioned themes and subthemes.

- Only original and unpublished research work is sought. Any research submitted that is

identical or substantially similar to work already published, under review for another conference or publication will not be considered.

- The contributors should certify that manuscript has neither been published anywhere nor is being considered presently for publication anywhere.
- Abstract (Not exceeding 250 words) with key words should reach us latest by deadline in soft copy.
- Submission should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address(es), contact numbers and email address(es), title of the paper and key words.

#### **PLEASE FOLLOW THE FORMAT AS PER THE BELOW INSTRUCTIONS:**

- All papers must be written in Times New Roman font style, font size 12, 1.15 line spacing, margin all around 1.0 and A4 paper size setting.
- All headings must be capital and bold. All subheadings must be bold and italicized.
- All tables and figures, sequentially numbered must be within the main text of the paper. All tables and figures must be in an edit-able format.
- While writing the paper, papers need to follow APA style of citation. Please check url: <https://www.library.cornell.edu/research/citation/apa>.
- Clearly mention the sub-theme applying for.
- Acceptance of papers and suggested modification will be provided within 30 days of the receipt of the paper.
- The complete modified, camera ready paper must reach us latest by 10 December, 2015 in hard and soft copy form. Electronic submission of final paper must be in MS word doc format only.
- At-least one author needs to pre-register for the conference and present the paper to be eligible for the paper to be published.
- Certificate would be issued only to the presenter(s) in case of multiple authors.
- A maximum of two papers can be submitted by one person.

#### **PUBLICATION OPPORTUNITY**

- Selected papers will be published in in-house journal. Some papers befitting themes and rigor, may be further edited for publication in a book with reputed publisher.

#### **CONFERENCE ORGANIZERS**

##### **Conveners**

**Prof. Nehal Joshipura**, Assistant Professor- Finance  
nehal.joshipura@dsims.org.in  
022-66812311. Extn - 2620

**Dr. Harshita Kumar**, Assistant Professor- Marketing  
harshita.kumar@dsims.org.in  
022-66812311. Extn - 2335

##### **Chief Convener**

**Dr. Sharad Kumar**, Dean- Academics & Research

##### **Patrons**

**Dr. C. Babu**, Director

**Dr. N. Kondap**, Director General



## ABOUT RAJASTHANI SAMMELAN

Rajasthani Sammelan, a registered public charitable trust was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society. During the last six decades, the trust has played a very vital role in promoting and providing better education from KG to PG in the fields of Commerce, Management and Information Technology. Apart from its educational pursuits, Rajasthani Sammelan also caters to the social and humanitarian needs of the community.

## ABOUT DSIMS

DSIMS is promoted by the esteemed members of the distinguished Rajasthani Sammelan Trust, renowned for its contribution in the field of education in India. We aim to follow a consultative style of management which encourages participation in the development of the institute. The Board of Governors is committed to developing an institution of quality and integrity. To this end, it has established an independent Management Council comprising of eminent educationists, administrators and achievers from all walks of life. The Management Council brings to the school, its expertise in administration, technology-aided learning and education management.

## REMSONS CENTRE FOR MANAGEMENT RESEARCH

The Durgadevi Saraf Institute of Management Studies (DSIMS) attaches high priority to Management Research. It conducts conferences and seminars to bring together the researchers from academia and industry to share their perspectives. It has therefore set up the Remsons Centre for Management Research which is an advanced centre of excellence focusing on developing contemporary and usable research in various areas of Management. It is set up by Shri Vishvaprakashji Harlalka in the memory of his wife Smt. Radhadevi Harlalka to bring academic relevance to industry practices with the help of the magnanimous donation from Remsons Group of Companies. This Centre is headed by Dr. Sharad Kumar, who is the Remsons Chair Professor for Management Research.



## ABOUT MUMBAI

Mumbai, formerly called Bombay, is a sprawling, densely populated city on India's west coast. On the Mumbai Harbour waterfront stands the iconic Gateway of India stone arch, built by the British Raj in 1924. Offshore, nearby Elephanta Island holds ancient cave temples dedicated to Shiva. The city is also famous as the heart of the Hindi-language Bollywood film industry.

The seven islands that came to constitute Mumbai were home to communities of fishing colonies. For centuries, the islands were under the control of successive indigenous empires before being ceded to the Portuguese and subsequently to the British East India Company when in 1661 King Charles II married the Portuguese Catherine of Braganza, and as part of her dowry Charles received the ports of Tangier and seven islands of Bombay. During the mid-18th century, Bombay was reshaped by the Hornby Vellard project, which undertook reclamation of the area between the seven islands from the sea. Along with construction of major roads and railways, the reclamation project, completed in 1845, transformed Bombay into a major seaport on the Arabian Sea. Bombay in the 19th century was characterized by economic and educational development. During the early 20th century it became a strong base for the Indian independence movement. Upon India's independence in 1947 the city was incorporated into Bombay State. In 1960, following the Samyukta Maharashtra movement, a new state of Maharashtra was created with Bombay as the capital. The city was renamed as Mumbai in 1996.





Rajasthani Sammellan  
Education Trust

## Institutions



Kudilal Govindram Seksaria  
**sarvodaya school**  
INSPIRE, INVENT, INITIATE



Kudilal Govindram Seksaria  
**english school**  
INSPIRE, INVENT, INITIATE



Ramniwas Bajaj  
**english high school**  
UNLEASH YOUR POTENTIAL



Mainadevi Bajaj  
**international school**  
GIVING WINGS TO YOUR DREAMS



Durgadevi Saraf  
**junior college**  
IN PURSUIT OF EXCELLENCE



Ghanshyamdas Saraf  
**college of arts & commerce**  
EDUCATION EMPOWERS



Kirandevi Saraf  
**institute of complete learning**  
WIDENING HORIZONS



Durgadevi Saraf  
**institute of management studies**  
WE CREATE LEADERS



Deviprasad Goenka  
**management college of media studies**  
INDIA'S PREMIER MEDIA SCHOOL



Ladhidevi Ramdhar Maheshwari  
**night college of commerce**  
ENLIGHTENING FUTURE



Ramdhar Maheshwari  
**career counseling centre**  
STEERING TO SUCCESS



Kunjbihari S. Goyal  
**online academy**  
LEARNING BEYOND BOUNDARIES



Draupadidevi Sanwormal  
**women's hostel**  
HEAVENLY DOMICILE



Pravinchandra D. Shah  
**sports academy**  
FITNESS REGIME



RS CA  
**study centre**  
INTELLECTION HUB



Rajasthani Sammellan  
**international playschool @ MBIS**  
YOUNG EVOLVING MINDS

## Endowment Funds & Research Chair



Remsons Group  
**management research centre**  
MANAGEMENT RESEARCH



I R B  
**scholarship endowment fund**  
HONOURING EXCELLENCE



B K T  
**endowment freeship fund**  
FOSTERING KNOWLEDGE



Rajasthani Sammellan  
**media research centre**  
MEDIA RESEARCH

## Facilities



Dhurmal Bajaj  
**bhavan**  
COMMUNITY PARADISE



Durgadevi Saraf  
**hall**  
TREASURING MEMORIES



Trivenidevi Deora  
**chikitsa sahayata kosh**  
HELPING TO HEAL



Ramnarayan Saraf  
**educational outlet**  
ONE STOP EDU-SHOP



Vijay Pal Singh  
**health centre**  
WEALTH OF WELLBEING



Kirandevi Saraf  
**library and reading room**  
WORLD OF KNOWLEDGE



Rajasthani Sammellan  
**I.T. hub**  
LINKING GLOBALLY



Rajasthani Sammellan  
**food court**  
FOOD FOR THOUGHT

### Conference Co-ordinator

Ms. Pooja Goswami, Research Associate

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