

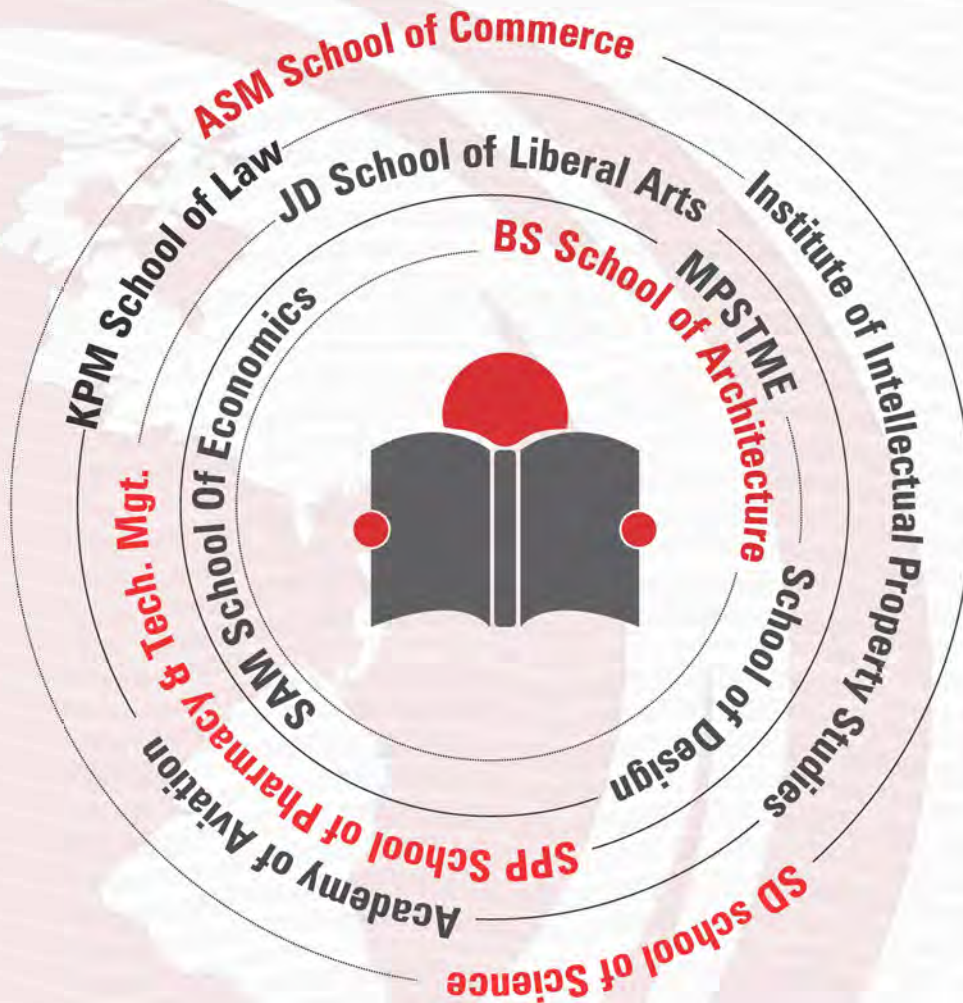


SVKM'S
NMIMS
Deemed to be UNIVERSITY



PAN NMIMS

3rd International Management Conference



29th & 30th June-2018

Mumbai Campus | Bengaluru Campus | Hyderabad Campus
Shirpur Campus | Indore Campus | Navi-Mumbai Campus

About NMIMS

SVKM's Narsee Monjee Institute of Management Studies (NMIMS) was established under the patronage of SVKM in 1981. With a rich legacy of 35 years, NMIMS has grown to be one of the top 10 B-schools in India. It has also emerged as a multi-disciplinary University with 6 campuses at Mumbai, Bengaluru, Hyderabad, Indore, Navi Mumbai and Shirpur.

SVKM is currently one of the largest educational societies in Mumbai that has catered to the mission of creating modern education systems of premium quality. It had been committed to developing numerous academic institutes and platforms for imparting knowledge to more than 40,000 students every year in over 33 educational institutions that offer premium education across schools, colleges and universities.

All NMIMS schools have state-of-the-art infrastructure that continues to expand. NMIMS promotes global thinking consistent with national interest, values, professionalism, social sensitivity and dynamic entrepreneurship. Recently in September 2017, SVKM's Narsee Monjee Institute of Management Studies, Vile Parle (W), Mumbai has been accredited with Grade A+ in the assessment by NAAC.

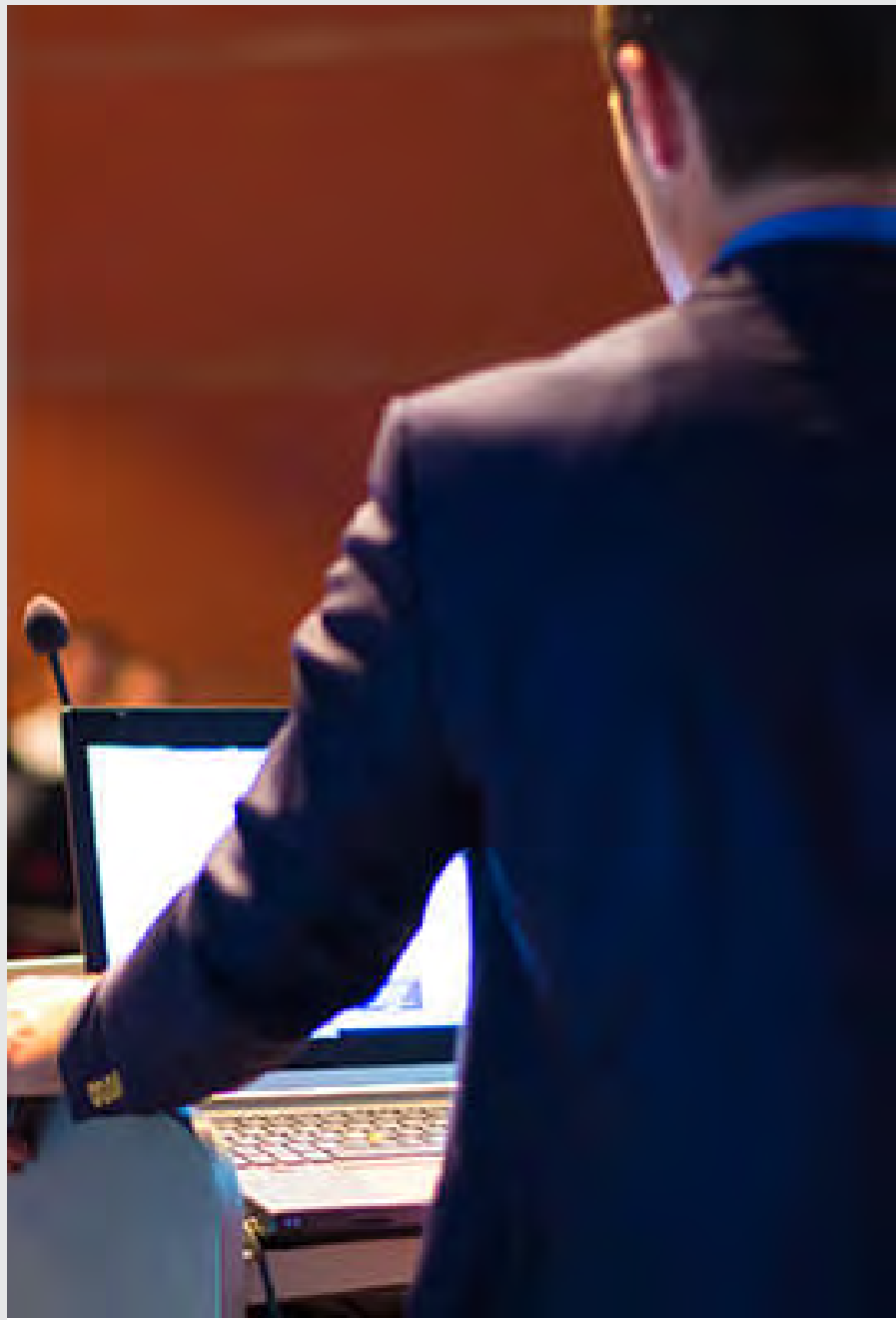
SVKM's NMIMS Hyderabad was established in 2010 and has carved a place for itself in the elite league of B-schools in a short span of time. NMIMS Hyderabad has been awarded with AMBA accreditation and has AICTE approvals for its PGDM and PGDM Executive programs and is among the top 6 emerging schools in a survey by People Matters.

About the Conference

SVKM's its other campuses of NMIMS in Mumbai, Bengaluru, Hyderabad, Indore, Navi Mumbai and Shirpur.

The IMC gives participants an opportunity to exchange ideas on the latest business issues and challenges in the field of management at national and international level. This conference is a platform to provide an opportunity for academicians, industry professionals, research scholars and students around the world to network and discuss on the recent trends in management and offer solutions to the contemporary issues that present corporate bodies are confronted with.

IMC 2018 focuses on the theme of Advances in Management Research in 21st century and aims for collaboration and joint efforts among the conference participants. The emphasis of the conference will be on the major role and influence of management in the complex, social, economic and digital environment. The conference is intended to bring together academics and professionals from business and economics disciplines to share the latest research findings and brainstorm new research ideas. This year conference also welcomes researchers with cross-disciplinary interests to meet and interact.



Call for Papers

We invite theoretical and empirical research papers and case studies to be presented in all areas of Management including Finance and Accounting, Business Economics, Marketing, Operations Management, Strategy, Operations Management, Organizational Behavior, Analytics & IT, and Human Resource Management.

There will be a double blind review process for all the submissions. The conference proceedings after approval from the author will be printed with ISBN No. There will be two special tracks for Doctoral Scholar and students in addition to the regular tracks. The major themes identified for the purpose of submission of papers is listed below (though not an exhaustive one):

Conference Track



Analytics and IT

- ▷ Analytics for business
- ▷ Big data and its application
- ▷ Data Analytics
- ▷ Visual Analytics
- ▷ Prescriptive Analysis
- ▷ Marketing Analytics
- ▷ Financial Analytics
- ▷ HR Analytics



Business Economics:

- ▷ Demonetization
- ▷ GST – Goods and Services Tax
- ▷ Micro Economics
- ▷ Macro-Economics
- ▷ Industrial Economics
- ▷ International Business
- ▷ International Trade



Production and Operations Management

- ▷ Inventory Management
- ▷ Operations Management Practices
- ▷ Product Innovations
- ▷ Production Planning and Scheduling



Finance & Accounting:

- ▷ Corporate Finance
- ▷ Digital Finance
- ▷ Behavioural Finance
- ▷ Financial Inclusion
- ▷ Digitization of Financial Services
- ▷ Capital Markets
- ▷ Market Microstructure
- ▷ Accounting Analytics
- ▷ Financial Reporting and Disclosure Practices
- ▷ IFRS – International Financial Reporting Standards
- ▷ Earnings Management



Marketing Management

- ▷ Branding
- ▷ Advertising
- ▷ Digital Marketing
- ▷ Services Marketing
- ▷ B2B Marketing
- ▷ Social Marketing



General Management

- ▷ Strategic Management
- ▷ Corporate Social Responsibility
- ▷ Sustainability
- ▷ Entrepreneurship



OB & HR

- ▷ Talent Management
- ▷ Leadership
- ▷ Employer branding
- ▷ Retention strategies

Shri Amrish Patel
Chief Patron

Dr. Rajan Saxena
Patron

Conference Committee

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Student's Committee

Branding & PR Committee | Academic Committee

Important Dates

29th

January, 2018
Call for papers

1st

May, 2018
**Abstract
Submission**

10th

May, 2018
**Communication
of Acceptance
of Abstract**

31st

May, 2018
**Full Paper
Submission**

29th

June, 2018
Conference Day 1

30th

June, 2018
Conference Day 2

Registration Fees

Corporate Delegates
₹6000 / \$500

Faculty
₹3000 / \$300

Students
₹1500 / \$100

- The above fee covers the conference kit, refreshments, breakfast, lunch for the two days of conference
- The registration fee has to be paid either a DD /crossed cheque in favor of 'SVKMS NMIMS Deemed University or Electronic transfer RTGS/NEFT to HDFC A/c no. 50200017463427, Branch Tarnaka, Secunderabad,
- IFSC code : HDFC0004291. MICR Code : 500240079, Branch Code :004291
- Address : HDFC Bank Ltd H.No.12-13-1270, 1271 & 1273, Tarnaka, Rangareddi Hyderabad, Telangana 500017

SVKM'S

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