



SINHGAD TECHNICAL EDUCATION SOCIETY'S

SINHGAD INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION
AFFILIATED TO PUNE UNIVERSITY AND APPROVED BY AICTE

4th NATIONAL RESEARCH CONFERENCE

(21st January, 2012)

On

Developing Strategies for Sustainable Competitive Advantage

CALL FOR PAPERS

CONCEPT: The new Buzzword from GE in the 1990s, was 'the boundary-less organisation'. This was because there is much flexibility for multinationals to locate different elements of their value added activities in different parts of the world. With the erosion of traditional sources of competitive advantage, such as access to finance or technology, multinationals needed to change their perspective. Towards the end of the 80s, a new way of thinking about the multinational corporation came out of various studies of how organisations are responding to these challenges. The concept of the transnational organisation provided a roadmap for how to respond to this new world.

The key philosophy of a transnational organization is adaptation to all environmental situations and achieving flexibility by capitalizing on knowledge flows (which take the form of decisions and value-added information) and two-way communication throughout the organization. The principal characteristic of a transnational strategy is the differentiated contributions by all its units to integrated worldwide operations. A transnational strategy allows for the attainment of benefits inherent in both global and multi-domestic strategies.

Specific firms doing well have done so because they have chosen the paths that matched closely with the need of their industry. It is the principle of requisite complexity that underlies the appropriate fit between organisational environment and form of organisation.

It is important to note that the defining characteristic of a transnational enterprise is its capacity to steer between the contradictions that it confronts. Different models, may be available provided there is good execution, consistency in implementation and alignment in strategies. The role of the manager is not so much of managing strategies and structure. Structure cannot cope with the complexity of the environment. The managers need to build a common sense of purpose that will guide local initiatives to

coordinate through the portfolio of processes rather than via structures and to create a behavioral context that will shape people's attitudes. Thus it is also about leveraging resources for the present versus developing resources for the future. In the wake of downsizing, the focus had shifted to operational effectiveness. However to capture the essence of developed systems, people skills, techniques and cultural values, so as, to leverage it for developing business acumen is the third concept which is the important component of a transnational organisation and that is 'core organisational capability'. These capabilities can be a major source of competitive advantage. How can these abilities be created, transferred and sustained in a transnational organisation is the current area of interest for management research.

CONFERENCE HIGHLIGHTS:

1. Resource Persons for the Conference: **Dr. Krishna Kumar, IIM Lucknow, Dr. Pinaki Dasgupta, IIFT, Delhi, Dr. Shankarshan Basu IIM (B), Dr. L.S. Murty IIM (B)**
2. Keynote speeches: Eminent personalities, from industry as well as academia shall share their thoughts on the theme & its relevance for the future.
3. Conference Proceedings: The full papers selected for the conference will be published in the form of proceedings with an ISBN number .
4. Publication: Select papers will be forwarded for publication in the SAMUDANTA Journal of Sinhgad Institute of Management and Computer Application with an ISSN number. The respective authors will be informed about the same.
5. Prizes: Prizes will be awarded for best papers. (Decision of the judges will be final.) Prizes will be announced during the valedictory function.

IMPORTANT DATES:

Abstract Submission: 15th November 2011

Intimation of Acceptance of Abstract : **20th November 2011**

Full Paper Submission: **15th December 2011**

Intimation of Acceptance of Full Paper: **20th December 2011**

Last Date to Confirm Participation in the Conference : **25th December 2011**

Abstracts and Full papers can be submitted to the faculty coordinators or convener on the Email IDs given below.

Conference Proceedings: The full papers selected for the conference will be published in the form of proceedings with an isbn number.

Publication: Select papers will be forwarded for publication in the SAMUDANTA Journal of Sinhgad Institute of Management and Computer Application. The respective authors will be informed about the same.

PAPER SUBMISSION GUIDELINES:

The paper should have a heading in Times New Roman and font size 16 followed by the authors names. The paper must be typed in Word format in Times New Roman font with Font size 12 and single spacing. It must not be longer than eight pages. Tables and figures must have a number and title, and must appear in the paper as per their reference in the text. The references must follow the APA citation style.

REGISTRATION FEES:

1. Scholars from out of India: US \$ 100
2. Industry Delegates: Rs. 2500
3. Academicians from India : Rs. 2000
4. Students: Rs. 500

The Registration fees include the conference folder, Conference proceedings, breakfast and working lunch on 21st January.

Accommodation for outstation delegates can be provided on request at additional charges.

PATRONS:

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

Dr. Mrs. Sunanada Navale, Secretary, Sinhgad Technical Education Society.

CHIEF CONVENOR:

Dr. Apoorva Palkar, Director, SIMCA

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TRACKS

- General Management
- Human Resource Management
- Marketing & Advertising
- Finance & Accounting
- Production/ Operations
- IT

SUB-THEMES OF THE CONFERENCE

<p>Track 1 <u>MARKETING:</u></p> <ol style="list-style-type: none"> I. Social Responsibility and Ethics issues in marketing and advertising. II. Business and Network Marketing, III. Distribution Channels and Retailing, IV. Innovation and New Product Development, V. Internet Marketing and E-Commerce, VI. Marketing and Forecasting, VII. Marketing Metrics and Measurements, VIII. Pricing and Financial Issues in Marketing, IX. Retailing and Relationship Marketing, X. Services Marketing, XI. Best Practices in Marketing Excellence XII. Promotions and Marketing Communications XIII. Brand Building in Indian Context, XIV. Impact of Brand Building on Financial Value of the firm. XV. Future of Rural Marketing XVI. Medical Tourism XVII. Marketing strategy to overcome global crisis XVIII. Turn-around strategy through Strategic Marketing XIX. Integrated marketing communication XX. Multi-level marketing XXI. Visual Merchandising 	<p>Track 2 <u>HUMAN RESOURCES MANAGEMENT</u></p> <ol style="list-style-type: none"> I. Competency Model/Competency mapping, II. Knowledge Mapping, III. Strategic Compensation, IV. Employment vs. Employability, V. Branding in HR, VI. Learning and Development, VII. Employee Engagement, VIII. Core Employees Retention Strategies, IX. Green HRM, X. Organizational Transformation XI. Performance Management XII. HR Scorecard XIII. Transformational Leadership XIV. Counseling and Behaviour Modification XV. Cross Culture Management XVI. Strategic Human Capital XVII. Skill Development Strategies to enhance employability XVIII. Integrating Skills Inventory & Knowledge Refinery
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<p>TRACK 3 OPERATIONS AND MANUFACTURING:</p> <ol style="list-style-type: none"> I. Manufacturing Strategies for Competitive Advantage, II. Total Productive Maintenance, III. Modernizing Operations (Just in Time, Six Sigma e-procurement, TQM and other techniques) IV. Operations Information Systems V. Computer Integrated Manufacturing VI. New Product Design and Development VII. Supply & Operations Management VIII. E – Operation Strategies IX. Business Process Reengineering X. Value Engineering XI. Quality Function Deployment XII. Kaizen XIII. Benchmarking XIV. Robotics and Operations Management XV. Materials Management Information System XVI. WHMIS XVII. Supply Chain Collaboration and Integration in India's FMCG Retail Sector 	<p>TRACK 4 GENERAL MANAGEMENT</p> <ol style="list-style-type: none"> I. Competitive strategies in different sectors of economy, II. Leadership and Strategy, III. Managing transition from entrepreneurial firms to professional firms, IV. Corporate Governance, V. Strategies to enhance Industry Institute Cooperation, VI. Challenges to implement Right to Education and Solutions, VII. Competency based Curriculum Development, VIII. Managing public services (Infrastructure, Health, Education), IX. Public Sector Management in Liberalized India, X. Managerial Issues in Voluntary (NGO) organizations. XI. Management of Co-operatives
<p>Track 5 ACCOUNTING & FINANCE-</p> <ol style="list-style-type: none"> I. General Financial Markets II. Portfolio Choice III. Investment Decisions IV. Asset-Pricing V. Contingent Pricing VI. Futures Pricing VII. Information and Market Efficiency VIII. Event Studies, IX. International Financial Markets, X. Government Policy and Regulations. XI. Financial Institutions and Services: XII. Venture Capital Financing. XIII. Corporate Finance & Governance: Capital Budgeting, Investment Policy, Financing Policy, Mergers; Acquisitions; Restructuring; Corporate Governance XIV. Accounting Standards, Auditing and Corporate Reporting. XV. Corporate crisis in the present scenario XVI. Banc-assurance XVII. Financial strategies towards economic development XVIII. Activity Based Management. 	<p>Track 6 INFORMATION TECHNOLOGY</p> <ol style="list-style-type: none"> I. Cloud Computing II. Databases, Data Mining and Data warehousing III. Virtualization, Green Computing IV. Soft Computing V. Biometrics VI. Robotics VII. Emerging Trends in IT

About SIMCA:

Sinhgad Institute of Management and Computer Application(SIMCA) is a part of the Sinhgad Technical Education Society which was founded by Prof. M.N. Navle. Under the able and inspiring guidance of Prof. M.N. Navle and Dr. Mrs. Sunanda Navle, STES has now more than 70 institutes. SIMCA is situated at Narhe, Ambegaon, off the westerly Mumbai Banglore Bypass. The Narhe campus of STES with its lush green lawns and a quiet ambience has an extremely conducive environment for learning. SIMCA is striving to excel in the chosen area of Advanced IT and Business Management. Its multifarious activities focus on Corporate Training, Holistic Education, Team Building, Conceptual Thinking and Learning Foreign Languages from day one.