

## Submission Guidelines

1. Manuscript submitted for publication should be in English and typed in 'Times New Roman' font size 12 with 1.5-line spacing and with margins of one inch on all sides.
2. Normal size of paper is A4 and typed text only on one side of the paper.
3. The desired length of a paper is about 8000-10000 words.
4. Publication should be presented in following format.
  - a. Cover page – Manuscript of a paper should have a cover page and should contain title of the paper, the name, address (es), phones, fax numbers and e-mail id, of all authors. The said information is restricted only to the cover page and should not appear elsewhere in the manuscript to facilitate anonymous review by experts.
  - b. Second page – Declaration-mentioning originality of paper that it has not been published elsewhere or in pipeline for publication.
  - c. Abstract – this third page contains title of the article and abstract in not more than 300 words and a list of key words in the article (at least five).
  - d. Text of the Article – The page of abstract should be followed by the text.
5. References – References should be cited on separate page in the style of APA sorted alphabetically with 1.5 line spacing.
6. Footnotes should be listed consecutively in the text with superscript Arabic numerals. All footnotes should be given separately at the end of the text. Authors are responsible for obtaining permission from original sources for longer quotations and any other material they wish to cite in their texts.
7. All tables must be numbered using Arabic numerals with titles and sources at the bottom of the table.
8. One soft copy through e-mail on [kbpimsrconference@gmail.com](mailto:kbpimsrconference@gmail.com) and two hard copies of articles should be sent to mailing address.

## Conference Proceeding

The proceeding Publication is in the form of edited book bearing ISBN number and Published by Himalaya Publishing House, New Delhi.

## Resource Persons for Technical Sessions

1. Prof. (Dr.) Bhimaraya Metri, Vice President, DSI and Dean, IMI, New Delhi.
2. Dr. Ravi Jain, President, ISDSI and Director, Symbiosis International Business School, Hyderabad.
3. Dr. Shailesh Kasande, Director, Vishwakarma Institute of Management, Pune.
4. Dr. Shyam Shukla, Dean, Central Institute of Business Management Research & Development, Nagpur.

## Registration Details

Type of Delegates	Fees (Per Individual)
Academicians	Rs. 1,000
Research Scholars	Rs. 700
Industrial Executive	Rs. 2,000
Students	Rs. 500
Foreign Delegates	50\$

The Registration form duly filled in along with as Account Payee Demand Draft, made in favour of 'Director, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.' To mailed on correspondent address.

### Registration Fee Includes:

Conference Participation Certificate  
Conference Kit  
Conference Proceedings  
Meals for two days

### Accommodation Assistance:

Free accommodation facility is available in hostel on prior intimation. Wide variety of hotels is available in Satara. We have listed certain excellent hotels. The list of Hotels, contact details, tariffs can be made available on request.

### Conference Advisory Committee

Prof. (Dr.) Devanand Shinde, Vice-Chancellor, Shivaji University, Kolhapur

Prof.(Dr.) E.B.Khedkar, Vice-Chancellor Ajeenkya D Y Patil University, Pune Maharashtra.

Prof. (Dr.) Bhimaraya Metri, Vice President, DSI and Dean, IMI, New Delhi.

Prof. (Dr.) Ravi Jain, President, ISDSI, Hyderabad. Director, Symbiosis Institute of Management, Hyderabad.

Prof.(Dr.) Sachin Vernekar, Dean, Faculty of Management, Bharati Vidyapeeth University, Pune.

### Conference Committee

#### Chief Patrons

Hon'ble Sharadchandraji Pawar, President, Rayat Shikshan Sanstha, Satara.

Hon'ble Dr. Anil A. Patil, Chairman, Rayat Shikshan Sanstha, Satara.

Hon'ble Prin. Dr. Ganesh Thakur, Secretary, Rayat Shikshan Sanstha, Satara.

Hon'ble Prin. Dr. Dinanath D. Patil, Joint Secretary (H.E.), Rayat Shikshan Sanstha, Satara.

Hon'ble Prin. Uttamrao Awari, Joint Secretary(S.E.), Rayat Shikshan Sanstha, Satara.

Hon'ble Prin. Shahaji Dongare, Auditor, Rayat Shikshan Sanstha, Satara.

#### Conference Chairman

Dr. B.S. Sawant - Director,

Karmaveer Bhaurao Patil Institute of Management Studies and Research

Post Box No. 67, Survey No. 467 / 2, 468, Varye,

Tal. & Dist. - Satara - 415015. (M) : +91-9422404853

drbssawant@rediffmail.com

#### Conference Convener

Dr. S.S. Bhola

Associate Professor,

(M): +91-9822124414

#### Co – Convener

Dr. R.D. Kumbhar

Assistant Professor,

(M): +91-9422613603

#### Organizing Committee

Dr.M.B.Bhosale

Shri.S.B.Chavan

Shri. Swapnil Phadatare

Mrs. Vasudha Ghatage

Dr. Ms.S.S.Pawar

Mrs. Jyoti Khaire

Shri. Chouhan Rupesh

Shri M.J. Gaikwad

Dr.S.R.Nikam

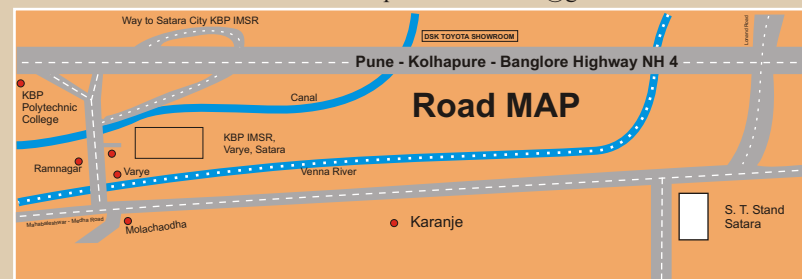
Dr. Ms.R.R.Chavan

Mrs. Kadam Dhanashree

Mrs. A.D. Salunkhe

For Conference details visit institutes websites: [www.kbpimsr.ac.in](http://www.kbpimsr.ac.in)

Conference email: [kbpimsrconference@gmail.com](mailto:kbpimsrconference@gmail.com)



Rayat Shikshan Sanstha's

# Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara

(Affiliated to Shivaji University, Kolhapur & Approved by A.I.C.T.E., New Delhi)

Post Box No. 67, Survey No. 467 / 2, 468, Varye,

Tal. & Dist. - Satara - 415015. Ph.: (02162) 261088.

Website: [www.kbpimsr.ac.in](http://www.kbpimsr.ac.in)

Email: [mba.kbp@gmail.com](mailto:mba.kbp@gmail.com)



Second National Conference

# 'ALIVE'

Adaptable Learning and Innovation for Visionary Execution

In Association with AMMI

(Association of Management of MBA/MMS Institute)

19<sup>th</sup> & 20<sup>th</sup> February 2016

## About Sanstha

Rayat Shikshan Sanstha is one of the leading educational institutions in Asia. The value of its contribution to education in general is enormously great as it has, from the very beginning, tried all its best to lay emphasis on the education of the down-trodden, the poor and the ignorant who really form the major bulk of society. The founder of the institution, late Padmabhushan Dr. Karmaveer Bhaurao Patil, was a man of the masses, who devoted all his mind and heart to the cause of their education. He had an incisive understanding of the social ills that beset his times and fully realized the dire need of the spread of education. He believed that education alone could correct the social ills such as caste hierarchy, money-lending, illiteracy, superstitions and social and economic inequality; and could be the powerful means of social transformation. All his life, he tried to translate this belief into reality. Rayat Shikshan Sanstha, stands for, strives for and has accomplished to a great extent what the founder father had in his mind. Rayat Shikshan Sanstha made astounding progress in the field of education reflecting fully the ideals cherished by the founder. The word 'RAYAT' chosen by Padmabhushan Karmaveer Dr. Bhaurao Patil to name his Sanstha, was significant indeed. 'Rayat' means masses and the educational institution named after it was to focus its attention on the welfare and happiness of the masses. Education then, was but privilege of the select few. Betterment of the under-privileged achieved through the Sanstha is the outcome of Padmabhushan Dr. Karmaveer Bhaurao Patil's perfect vision and foresight!

The astounding work for the poor and deprived, performed by Sanstha with the missionary zeal, has been honored with many titles and awards by both the State and the Central Government; viz. "Dalit Mitra Puraskar", "Dr. Babasaheb Ambedkar Award", "Shahu Puraskar" etc.

## About KBPIMSR

**Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara (KBPIMSR)** has perceived growing needs of ever changing business environment and the corporate world. The MBA course is being run from 1981. This is only recognized management institute in Satara District, which conducts management programs such as MBA, DBM, PGDCA, BBA and BCA. Shivaji University, Kolhapur has recognized this institute as a Research Center in Commerce and Management from the academic year 2007-2008. The Institute has modern amenities and facilities keeping in tune with changing scenarios. The present strength of the Institute is hovering around 400 students. Academic excellence has been a prominent feature of these courses. The institute has on its staff highly qualified and experienced faculty and offers excellent facilities for teaching like updated computer laboratory with internet access to keep abreast with current knowledge and trends in the field.

## The Venue of Conference

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Post Box No. 67, Survey No. 467 / 2, 468, Varye, Tal. & Dist. - Satara - 415015. Ph.: (02162) 261088.

## Theme of Conference

New concepts are emerging in every functional area of management. In modern scenario every manager has to keep pace with transforming surroundings. In fact, adopting change is one of the skills of manager. The conference aims at familiarizing participants with these new concepts and harnessing their skills to face the challenges posed by changing environment. Conference will focus on such issues that will definitely contribute in academic and corporate sector. Adaptability is one of the ways, you can stay relevant on many levels and hence theme for conference is '**ALIVE.....Adaptable Learning and Innovation for Visionary Execution**'.

## Objectives of Conference

Being ALIVE and staying ALIVE in sense of Adaptable Learning and Innovation for Visionary Execution would ensure healthy growth. This conference aims at providing platform for empirical research to Manager, Faculty Members, Research Scholars & Students to present and discuss their outcomes. The subject lineup ensures that participants would get a vision, direction for marching ahead to take on challenges.

## Call for Papers

KBPIMSR invites you for submission of unpublished, empirical, high quality research papers from practicing Managers, Academicians, Faculty Members, Research Scholars, Entrepreneurs and Students for presentation in the conference (having ISBN proceedings). An indicative list of sub themes as research topics is given below.

The Selection and Editorial committee has full authority to select the papers for printing in the proceeding.

## Important Dates

Last Date of Submission of Abstract	20 <sup>th</sup> Dec. 2015
Provisional acceptance of Abstract	25 <sup>th</sup> Dec. 2015
Last Date of Submission of Full paper	10 <sup>th</sup> Jan. 2016
Conformation of the full paper	20 <sup>th</sup> Jan. 2016
Last Date of Registration (DD conformation by e-mail)	25 <sup>th</sup> Jan 2016
DD with filled registration form to reach in KBPIMSR by post	5 <sup>th</sup> Feb 2016
Date of Paper Presentation (as per Schedule)	19 <sup>th</sup> & 20 <sup>th</sup> Feb 2016

## Paper Review and Submission

The abstract and paper received would be reviewed by the pool of referee dealing in respective functional area of management. The papers would be reviewed on the basis of following parameters:

- |   |                         |
|---|-------------------------|
| 1. Appropriateness of Title                     | 6. Review of Literature |
| 2. Research Problem                             | 7. Methodology Section  |
| 3. Abstract                                     | 8. Data Presentation    |
| 4. Appropriateness of key words (At least five) | 9. Discussion           |
| 5. Introduction to article                      | 10. Results             |
|   | 11. References          |

Every paper would be reviewed on the basis of above each parameter on five point scale; The average would be calculated to determine the qualitative grades of paper.

<b>Average Score</b>	5 to 4	4 to 3	3 to 2	2 to 1
<b>Qualitative Grade</b>	A	B	C	D

Papers having **A grade** would be published in Ethos - a biannual refereed journal of KBPIMSR bearing ISSN.

**B Grade** papers would be published in conference proceeding.

**C Grade** papers, the abstracts only would be included in proceeding and these papers would be permitted for the presentation in the conference and the discussion would be facilitated.

**D Grade** papers would be rejected with due referee comments.

After submission of abstract the same would be referred to experts. Expert views would be communicated to research scholar latest by 20<sup>th</sup> Jan 2016.

## Areas of Sub Themes

### General Management

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| 1. Changing Business Models       | 4. Ethical Practices in Current Era |
| 2. Entrepreneurship               | 5. Economic Environment in Business |
| 3. Trends in Strategic Management | 6. Employability Skill              |

### Marketing Management:

- |                                |                                 |
|--------------------------------|---------------------------------|
| 1. Changing Customer Behaviour | 4. Trends in Tourism Management |
| 2. Green Marketing             | 5. Rural Marketing              |
| 3. Online Marketing            | 6. Retail Marketing Formats     |

### Financial Management

1. Microfinance
2. Financial Supermarkets – Myth or Reality
3. Future of DTAA and Tax Heaven Countries
4. Taxation Reforms- Are they heading in right direction?
5. SME Stock Exchange- Pros & Cons
6. Innovative Means of Financing
7. Banking at Root Level

### Agriculture Management

1. Agripreneurship
2. Role of agriculture inputs in economic development
3. Agri Tourism
4. Watershade Developments for Rain Fade Areas
5. Reclamation and Development of Alkali and Acid Soils.
6. Food processing and Training Centers for Development of Farmers

### Human Resource Management

- |   |                        |
|---|------------------------|
| 1. Employee Behaviour in Virtual Organization | 5. HR Outsourcing      |
| 2. Strategic HR                               | 6. Employee Engagement |
| 3. Employer Brand                             | 7. HRIS                |
| 4. Talent Management                          |                        |

### Production Management

1. Six Sigma for Business Excellence
2. SCM for Competitive advantage
3. Lean Manufacturing
4. Reverse Logistics
5. Operations strategies for 21<sup>st</sup> Century

### System Management

- |                          |                                     |
|--------------------------|-------------------------------------|
| 1. Business Intelligence | 5. System Security and Cyber Crimes |
| 2. Social Networking     | 6. ERP                              |
| 3. Cloud Computing       | 7. Big Data                         |
| 4. IT Governance         |                                     |