

8TH INTERNATIONAL CONFERENCE

“The Effect of ‘New approach to Globalization’ on Business”.

On 28th and 29th of January, 2019



SAVITRIBAI PHULE PUNE UNIVERSITY

In Association With

Savitribai Phule Pune University



ORGANISED BY

Neville Wadia Institute of Management Studies & Research

Wadia College Campus, 19, Late Prin. V. K. Joag Path, Pune 411 001 (India).

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Website: www.conference.nevillewadia.com



ABOUT CONFERENCE

Dear Sir/Madam,

Neville Wadia Institute of Management Studies & Research, Pune is organising a two day International Conference on 28th & 29th of January 2019. The conference on "The effect of 'New approach to Globalization' on business" is to help managers, entrepreneurs and educationist get a broader perspective and a clear view of possible business dimensions. Rapid evolution and adoption of technology is the main determinant of business strength. With this given, business models need to evolve to match trends.

About us :

"The will to win is a matter of training. The manner of winning is a matter of talent." Located in the heart of Pune, Neville Wadia Institute of Management Studies & Research (NWIMSR) is an illustrious Institute established in the year 1991 and The institute is permanently affiliated to Savitribai Phule Pune University and approved under 2(F) & 12(B) section of UGC act. A part of reputed Wadia Group of Institutions, NWIMSR is an example of academic brilliance. Recognised by AICTE and Government of Maharashtra, NWIMSR is a leading Institute in the field of Management. The institute has been rated as A++ by Business India. We conduct management course "MBA". The institute is an approved research center of Savitribai Phule Pune University for students aspiring for PhD degree. The Institute creates not just managers but all-rounders who leave a mark on business world. Our management program is a transformational experience to our students, who in turn go on to change the lives of those around them. In two years at NWIMSR, they build a foundation for a lifetime of leadership. Students at our institute learn to transform problems into opportunities.

ROAD MAP FOR WRITING RESEARCH PAPERS

General Management:

Good governance and relevant strategy making to best fit the change environment.

Keywords: Inorganic growth of organizations through mergers and acquisition, Has human intelligence gone on a back seat because of artificial intelligence, Government role as a facilitator and not as a regulator, Managing the content and intent of globalization – the real challenge

Marketing Management :

The importance of conversion platforms to transform message designing and transmission.

Keywords: Need of retrieval of human interaction in the wake of hyper digitization, Future of digital marketing – 2020-25 scenario, Use of artificial intelligence, algorithm and analytics for better research results, The increasing ad spend by organizations on digital channels, Importance of service sector for the global economy, The futility of think globally and act locally.

Financial Management:

Because of advancement in technology & digitalisation at lightening pace, the gamut of financing activities is experiencing metamorphosis.

Keywords: Uniformity of global reporting standards- a need of the hour, The possibility of cross border investments by having Indian partnerships allowed to invest globally, New paradigms of financial governanc, Ease of cross border fundraising – myth or reality, Need of emergence of a new global currency

Human Resource Management:

While designing HR structures and selecting the skill sets adaptability will be the key focus.

Keywords: The complete metamorphosis of manpower planning in the wake of automation, The impending threat of digitization on employment opportunities globally, The tandem between skill



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development and global skill set – an Indian perspective, Hierarchy at workplace – a compulsion of globalization, Workplace productivity, Wellness of HR, Performance consulting, The consumerization of HR, Man – machine collaboration, Employee engagement, Psychological contract, Intellectual capital and strategic intelligence

IT & Operations Management :

Innovation to create advance enablers through internet of things, robotics and artificial intelligence. Keywords: Is machine super ceding man – an un-escapable threat, Possibilities of procuring goods and services from global marketplaces without deterrents – a dream come true, Machine learning, Artificial intelligence, Green IT, Big Data and Data Analytics, Hadoop, SCRUM, Blockchains, Digital Twins, New Age Technology, Adaptive Security Architecture, Data localization, Cloud Storage and its Multi-Faceted usage

CONFERENCE PAPERS :

Eminent academicians and practitioners are invited to deliberate on these topics. Original papers on the above themes/ issues from academicians and practitioners are invited. The conference topics do not limit the author from preparing research papers or articles on related topics not listed above. However, while submitting papers, please indicate the appropriate track chosen. Case and empirical study highlighting past experience and those having policy/ managerial implications are preferred.

GUIDELINES FOR PAPER CONTRIBUTORS :

(1) Paper contributors are requested to send their abstracts (not exceeding 250 words) along with the full paper together through email to the conference co-ordinator on or before 14th of January, 2019. (2) The author must clearly indicate the Domain area on the cover page. (3) A Peer review committee will review the papers submitted and the decision of the committee will be final and binding. (4) The decision of acceptance (or otherwise) of the papers will be communicated by 21st of January, 2019 through email. (5) Researchers are requested to send complete text of the paper by email preferably in MS-Word format (2010) (6) Accepted papers would be published in our journal "Chronicle of the Neville Wadia Institute of Management Studies and Research", ISSN No. 2230-9667 and will also be displayed on www.nevillewadia.com. Our journal is approved by the Savitribai Phule Pune University and has impact factor 3.265. It is implied that all authors provide paper with original work. NWIMSR and Savitribai Phule Pune University will not responsible for any claims, dispute, differences of opinions regarding the contents, its originality and the views expressed therein.

STYLE GUIDE FOR PAPER CONTRIBUTORS:

Manuscripts must be typed in MS-Office word 2010 in Times New Roman (Font Size 12) in double space on one side of A4 paper with margins of at least one inch on all sides. For the detailed guidelines, visit our web page <http://conference.nevillewadia.com>

IMPORTANT DATES:

Conference Dates : 28th & 29th of January 2019.

Last date of full paper Submission : 21st of January 2019

Last date of Communication about acceptance of Paper : 24th of January 2019.

Last date of Registration : 24th January 2019

VENUE:- Neville Wadia Hall, Neville Wadia Institute of Management Studies & Research



FEDERATION OF INTERNATIONAL
TRAINERS AND SPEAKERS



REGISTRATION DETAILS :

Corporate / Foreign Delegates Rs. 3000/-	Academicians / Research Students Rs. 1500/-
P. G. Students and Co-authors Rs. 500/- (Each)	Participant Rs. 500/- (Each)

Method of payment

1. Over-the-Counter Bank transfer: Any branch of Bank of Baroda against the Bank of Baroda, N. Wadia College Branch, Pune. A/C Number – 98100100005888, IFSC Code- BARB0WADCAM . (Please note that the fourth character in IFSC code is numeric zero (0) not the letter (O)).

2. Demand Draft : In Favour of Director, Neville Wadia Institute of Management Studies & Research, Pune payable at Pune.

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To,

From

Dr. A. B. DADAS

Director,

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