



RSET's

Durgadevi Saraf
institute of management studies

WE CREATE LEADERS

DSiMS



**REMSONS INTERNATIONAL
RESEARCH CONFERENCE**

**Innovative Business Practices for Achieving
Excellence in Globalized Competitive Environment**

18th February 2017

REMSONS INTERNATIONAL RESEARCH CONFERENCE ON INNOVATIVE BUSINESS PRACTICES FOR ACHIEVING EXCELLENCE IN GLOBALIZED COMPETITIVE ENVIRONMENT

Background

Today's business world has created new environment and opportunities coupled with new expectations, competition and challenges. With the changing economic equations, the growth can be derived by bringing more resources into the economic system and by incorporating innovative practices. Organizations are moving towards innovation and smart practices to meet the new challenges. Innovation not only focus on new products or services but also improving the process of creating those products, or selling them, or experiencing them, or even improving the ways we manage the people to strategically implement the innovations and new ideas.

Emerging trends and practices have established higher standards creating new benchmarks. Organizations and markets are in transition towards digital, smart and networking age. In a severely competitive business environment today, innovation is the only source of sustainable competitive advantage and has a direct impact on firm's performance and profitability. Rapid globalization and increased competition make incessant demands on businesses to continuously upgrade existing products, processes, and business models to sustain the existing and add new sources of revenue. The organizations need to adapt to the increasingly complex business environment and globalization. In these changing

and new times the business and management practices need to be more and more dynamics to handle the challenges of globalization and competition which poses lot of uncertainties and complexities.

The Remsons International Research Conference on “Innovative Business Practices for achieving Excellence in Globalized Competitive Environment” provides an interactive platform to discuss the emerging and contemporary business practices to achieve excellence in global competitive environment.

This conference is focused to bring about contribution from academia, researchers and industry practitioners towards contemporary practices in business. The discussion will delve into research insights that point a new direction. The Participants will share their research findings, issues, concerns, doubts and insights for the future vis-à-vis specific domains of knowledge and practice and gain new perspectives for achieving excellence through the path of innovation.

Original Research papers (both empirical and conceptual) are invited from academicians, industry practitioners and research scholars, engaged in the field of Management.



SUB THEMES:

This list of sub themes is indicative. The Conference Topics may include, but not limited to:

- Creativity & Innovation in achieving business excellence
- Developing Learning Organizations
- Sustainability of business through innovative practices
- Application of Analytics in business decisions
- Digital Marketing as a new tool for marketing communication
- Efficient Supply Chain Management for process efficiency
- E-commerce - A new business model
- Green Marketing - Future of Marketing
- Creative Accounting
- Latest developments and Innovations in Banking
- Creating Human Capital for competitive advantage
- Entrepreneurship Development
- TQM and six sigma for enhancing the quality of products and services
- Project Management for ensuring efficient delivery
- Knowledge Management for enhancing use of tacit knowledge
- Corporate Governance to comply with norms and ethically governing business
- Leading Organization & Implementing change
- Business Strategy & Public Policy
- Interplay of Geopolitics in Global Trade



IMPORTANT DATES

Abstract Submission: 21st November 2016
Abstract Acceptance: 25th November 2016
Full Paper Submission: 31st December 2016
Acceptance of Paper: 10th January 2017
Deadline for Registration: 31st January 2017

PRIZES

Best Paper:

1st Prize- Rs. 15,000/-
2nd Prize – Rs. 10,000/-
3rd Prize – Rs. 5,000/-

REGISTRATION PROCEDURE

All the presenters and participants are required to register for the conference.

Please fill the “Delegate registration form “with the Registration fees.

International Delegates	US \$ 100.
Delegates from India	
• Academicians & Practitioners	INR 2000/-
• Students & Alumni	INR 1000/-
• Accompanying guests / Co-authors	INR 1000/-

- The registration fee covers conference kit, lunch, snacks etc.
 - Registration fees is non refundable. However change in nomination is permitted.
 - Demand Draft favoring “RS-DSIMS” payable at Mumbai.
 - Assistance for accommodation for outstation female candidates may be provided.
- Kindly book before 6th February 2017.

Online payment through NEFT (For Indian participants)

A/c's Name	:	RS-DSIMS
Bank name	:	Bank of Baroda
Branch	:	Sunder Nagar, Malad (West)
A/c's Type	:	Savings
A/c's No	:	35020100005207
IFSC Code	:	BARBoSUNGOR (fifth character is zero)

Guidelines for submission of Abstract /Full Paper

- We invite research papers, case studies and practitioners perspectives from academicians, researchers, students as well as practitioners on the mentioned themes and sub themes.
- Only original and unpublished research work is sought .Any research submitted i.e. identical and substantially similar to work already published, under review for another conference or publication will not be considered.



- The contributor(s) should certify that manuscript has neither been published anywhere nor is being considered presently for publication elsewhere.
- Abstract (not exceeding 250 words) with key words should be submitted in soft copy
- The final submission of full paper 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.
- The paper should be submitted in soft form to the email id:
international.conference@dsims.org.in

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 editable format.
- All papers should follow APA style of citation. please check
url: <https://www.library.comell.edu/research/citation/apa>.
- International papers can be accepted in absentia.
- At least one author needs to be 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 ISBN 978-93-5196-952-5

CONFERENCE ORGANISERS

CONVENERS

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Conference Co-ordinator

Ms. Pooja Goswami, Research Associate
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ABOUT RAJASTHANI SAMMELAN EDUCATION TRUST

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 was set up by Late 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.

Institutions



Kudilal Govindram Seksaria
sarvodaya school
INSPIRE, INVENT, INITIATE



Kudilal Govindram Seksaria
english school
INSPIRE, INVENT, INITIATE



Ramniwas Bajaj
english high school
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Mainadevi Bajaj
international school
GIVING WINGS TO YOUR DREAMS



Durgadevi Saraf
junior college
IN PURSUIT OF EXCELLENCE



Ghanshyamdas Saraf
college of arts & commerce
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WIDENING HORIZONS



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institute of management studies
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online academy
LEARNING BEYOND BOUNDARIES



Draupadidevi Sanwarmal
women's hostel
HEAVENLY DOMICILE



Pravinchandra D. Shah
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RS CA
study centre
INTELLECTION HUB



Mainadevi Bajaj
international playschool
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



Janakidevi Bilasrai Bubna
endowment freeship fund
EMBOLDENING STRENGTHS

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 Sammelan
I.T. hub
LINKING GLOBALLY



Rajasthani Sammelan
food court
FOOD FOR THOUGHT

Conference Co-ordinator

Ms. Pooja Goswami, Research Associate

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