PONDICHERRY UNIVERSITY
(A Central University)
School of Management
Department of Management Studies

A Two day International Conference on

"Strategy, System and Service for Sustainability and Scalability of Business"

23rd & 24th of March 2018

About Pondicherry University

A Central University, established through an Act of Parliament in 1985. The campus is covered over 780 acres of land with lush green tropical vegetation and the entire campus Wi-Fi enabled. It has about 5000 students representing 33 states of the country and abroad and over 450 highly qualified faculty from across the country. It has the state of the art library with remote access to over 31000 digital information resource through a dedicated library portal. Pondicherry University is the first university to adopt the CBCS and semester system which easily facilitates the mobility of the students with credit transfer both in India and abroad. The university is growing with a cardinal principle of expansion with excellence and equity remains connected globally. More than 27 MOUs have been signed with National Institutions and International Universities for exchange of faculty and students.

About the Department of Management Studies

The Department of Management Studies (DMS) bears the sole pride of establishing the first management programme in Pondicherry. Since its inception in 1986 it has been catering to the needs of aspiring management and research students with highly competent team of faculty members. The department has published many research articles in leading national and international journals.

DMS serves as a boom to the ardent students who have the striving thrust to learn and practice management. Also the lush green environment in the university provides pleasant ambience for the students to relish every moment of their learning experience. DMS functions as university department with unique importance. The department has been rated high by rating agencies such as NAAC, Star News, Indian Express, CSR-GHRD etc.

About 5S Conference

The 21st century poses various challenges to businesses in the complex environmental set-up where business have to take strategic decisions about uncertainty of the future, financial management, monitoring performance, regulation and compliance, competencies and recruiting the right talent, technology, exploding data, customer service, maintaining business reputation and knowing when to embrace change. Consequently, in a single generation, businesses have to adapt to diverse new channels so that they can ably compete on a global stage. In such a perplexing atmosphere, three broad areas emerge as saviors to the modern businesses: STRATEGY, SYSTEM & SERVICE. This three-fold strategy ensures the SUSTAINABILITY & SCALABILITY of business – the bloodline of the 21st century enterprise.

Against the backdrop of this emerging scenario, the Department of Management Studies, Pondicherry University, brings the 5S conference aimed at addressing the following objectives:

- To explore the opportunities, issues and challenges in the domain of business strategy, service and system;
- To explore ways and means by which businesses can sustain and progress in the ever-evolving 21st century business environment.

Who can attend the Conference?

The conference shall provide an effective platform for researchers, academicians and professionals to meet, interact and exchange new research ideas. To facilitate this, the conference may be attended by academicians, corporate delegates, management consultants, research scholars and practicing managers who can highlight the existing practices, issues, challenges, strategies and future trends relating to the main theme and sub-themes of the conference.

Delegates can attend the conference either as a participant or paper presenter and get benefitted by the knowledge sharing experience.

The 5S conference encompasses the following events:

- Paper presentation on the themes and sub-themes of the conference.

- A research colloquium comprising Research Proposal Presentation and On-going Research Presentation exclusively for research scholars.

- Technical sessions on how to write research articles and how to write research proposals.

Call for papers, research proposals and synopsis of on-going research.

Original unpublished research papers, case studies are invited from researchers, academicians and practitioners for presentation, deliberation and publication in the 5S conference. The conference also invites research proposals and synopsis of on-going research work from research scholars for presentation and deliberation.

Call for papers contd.,

Interested participants are invited to send their abstracts not exceeding 200 words indicating clearly the objectives of the study, proposed methodology, key results and implications of the study with 3 to 5 keywords to

dms5sconference@gmail.com

Selection of the abstracts will be intimated to the participants for sending their full papers as per the guidelines. The full paper received will undergo a plagiarism check using Turnitin. If plagiarism exceeds 25% the papers will be sent back to the authors for modification. Then the full paper will undergo a double blind review process by an expert review committee. Selected papers along with reviewers comments and suggestions will be sent to the authors for further modifications/corrections if any. Further the authors has to send their final paper along with proof of payment of registration fees.

Exceptional papers as recommended by the review committee will be published in UGC approved journals. All other papers selected for presentation will be published in an e-book with ISBN (Optional).

The publication of the papers is optional. However, the authors has to send their full paper and it has to undergo the above review process before presentation in the conference.

The above process is applicable to research proposals and synopsis of on-going research as well but will not be published either in e-book with ISBN or in journals.

Guidelines to Author(s) for submission of papers, case studies. (Use the same guidelines for submitting research proposals and synopsis of on-going research).

- Research paper or case study may be prepared based on the conference themes and sub-themes. The paper should make some meaningful contribution to the theory of literature.

- Paper Title with Author Particulars – Name in one line and affiliation with Mobile No. and e-mail ID.

- The full paper should not exceed seven pages including title, author affiliation, abstract, figures, tables, references etc.,

- Reference is must and it should be in Harvard style.

- MS Office Word 2003 format.

- Font style - Times New Roman, Font size - 12 pt, Margin 1 inch each on all sides, 1.5 line spacing with full justification.

- Tables: Table number using Arabic numerals followed by Table Title in sentence case above the table in 12 point size Times New Roman font with centre alignment.

- Figures: Figure number using Arabic numerals followed by figure caption in sentence case below the figure in 12 point size Times New Roman font with centre alignment.

- Explain the mathematical notations, if any, clearly within the text.

- Equations, if any, should be centred on the page and it should be numbered.

- The document must be given page numbers.

- The editors have the right to make changes or modification in the paper to make it suitable for publication.

Cash Prize for best paper

One best paper in every stream (approximately 10 papers per stream) will be awarded a cash prize of Rs. 2,000/- with a certificate. Authors of the selected papers will be allowed to present their paper again to a panel comprising academic and industry experts. One 'Golden paper' will be selected among the best papers and awarded a cash prize of Rs. 10,000/- with a certificate.

Best Research Proposal Contest

The research scholars have to present their research proposals to a panel of experts. The best research proposal will be awarded a cash prize of Rs. 2,000/- along with a certificate. In addition the participants can get the experts opinion on their potential proposals before proceeding their research work.

Best On-going Research Contest

The research scholars on the verge of completion of their research have to make a presentation of their research work along with findings. The best research work will be awarded a cash prize of Rs.2,000/- along with a certificate. This event is similar to a Pre-PhD synopsis presentation where the scholar can get the opinion of the experts for further improvement.

General guidelines

- Registration fee should be paid by online transfer only.
- Fees once paid will not be refunded under any circumstances.
- Every participant shall be given conference kit (bag, file with note pad and pen) and certificate. However, conference kit will be provided only to participants who are present in the conference.
- Working lunch and refreshments will be provided on conference days.
- No TA/DA will be provided.
- Participants should make their own arrangements for staying, breakfast and dinner. On prior request and additional payment, accommodation may be arranged on first come first serve basis subject to availability of rooms in the university guest house.
- The decision of review committee and panel members are final and binding.

More Take-away From The Conference

- Access to Pondicherry University Library Resources
- Access to CMIE database
- A session on how to write research articles
- A session on how to write research proposals
- Interaction with advisors and reviewers of the conference
- Expert opinion on statistical tools for research
- Interaction with research scholars of Pondicherry University

Important Dates

Last date for receiving abstract: **15ᵗʰ Dec. '17**

Abstract acceptance notification: **20ᵗʰ Dec. '17**

Last date for receiving full paper: **21ˢᵗ Jan. '18**

Acceptance/correction notification with review comments, if any: **21ˢᵗ Feb. '18**

Last date for receiving final full paper & registration fee: **28ᵗʰ Feb. '18**

Conference date: **23ʳᵈ & 24ᵗʰ March '18**

Registration fee

	For full time scholars of P.U	For others
Participation Only	Rs. 7,50	Rs. 1,000
Paper Presentation (Publication in e-book with ISBN is optional)	Rs. 1,250	Rs. 1,750
Paper Presentation & Publication in UGC approved journals	Rs. 2,000*	Rs. 2,500*
Best Research Proposal Contest	Rs. 1,000	Rs. 1,500
Best On-Going Research Contest	Rs. 1,000	Rs. 1,500

Foreign Delegates - $ 100 for all events.

Co-author(s) of all the events need to pay Rs.1000/- towards registration fee.

25% fee concession for additional papers of same author(s).

* The amount may vary based on the nature of the journal.

Mode of Payment

Registration fee is to be paid by online mode to the following account:

Account Name: DMS CONFERENCE

Account No.: 6376924067

Indian Bank, Pondicherry University Branch.

Branch code: 00P152

IFSC: IDIB000P152   MICR: 605019011

Enter your name in the remarks column while fund transfer. Scanned copy of duly filled and signed registration form along with payment details and full paper must be sent to

dms5sconference@gmail.com

Conference Themes and Sub-themes

Theme 1 Strategy - A plan of action designed to achieve a long term or overall aim.	Theme 2 System - A set of principles or procedures according to which something is done.
• Strategic Management Process • Public Policy Issues and Management • Business and Sustainable Development • Government Policy and Society • Competitive Strategies and Business Models • Organizational Theory and Design • Organisational culture and system performance • Strategic and General Management • Innovation Strategy • Intellectual Property rights • Blue Ocean Strategy • Cooperative Strategy • Functional Strategies • Building core competencies • Sustainable Marketing & Strategies • Strategic Leadership • 7s framework • Corporate and Strategic Entrepreneurship • SWOT • Balanced score card • Competency mapping • Change Management • Strategic evaluation • Green Management • Make in India • Online marketing • Export Marketing • OB & HRM • Human Capital • Employee Engagement • Innovations and Entrepreneurship • Family Business Management • Strategic Human Resource Management • Pricing strategies and Competition • Corporate ethics • Knowledge Management • Startup India, Standup India • Rural Marketing	• Systems modeling for risk assessment • Management Information System • Convergence and integration of ICT • Innovations in IT Applications • ICT and Disruptive Innovations • Networking Techniques and Technologies • Network Dynamics • Advancing through innovation • Data Analytics, data mining • Business Analytics and Business Intelligence • ERP application integrations • Functional Information Systems & DSS • E-Commerce – B2C, B2B, C2C • E-Business and E-Commerce Security • E-Governance (G2C, G2G, G2B, G2E) • E-CRM, E-SCM • CIM • Data Warehousing & Information security • Legal Systems, Cyber Laws and IT Act • Intellectual Property Rights • Internet of Things (IoT) • Social Networks and Cloud Computing • Artificial intelligence • Virtual Reality & Augmented Reality • Green Technology and Issues • Green Computing • Cognitive computing • Digitalization and Digital India • Technology and Operational Management • Capacity Management • Product Design Development and Management • Productivity and Efficiency Analysis • Innovative Applications in Modelling and Decision Techniques • Lean Manufacturing • World Class Manufacturing • Agile Manufacturing • Quality Management and Six Sigma • Green Manufacturing • TQM, JIT, Kaizen and Six Sigma

Theme 3 Services – An act of assistance.	Theme 4 Sustainability – The ability to be maintained at a certain rate or level.
• Creating Value, Innovation in Delivering and Managing Services • Effective service management • Banking and Financial Services • Blockchain, Digital finance and development • NBFCs and development • Financial inclusion and development finance • Small Finance Banks & Payment Banks • Derivatives and Financial Risk Management • Capital Markets, Trading, and Portfolio Management Services • Global Investment Decision Making. • Digital Platforms for Growth • Marketing of financial services • Customer Relationship Management • Service Policy, Branding and Innovation • Service Design, Productivity and Quality • Service Engineering and Operations • Services Communication • Decision making for Marketing • Government and Public Sector Services • Startups finance and venture capital • Capital markets & industrial finance • Corporate Finance and Governance • Medical Tourism • Consultancy services • Service Operations Management • Logistics and Distribution Management • Healthcare Management • Procurement Management • Viral Marketing • Digital and Social Media Marketing • Strategic Brand Management • Hospitality Management • Travel and Tourism Management • Green Marketing and Consumerism • Industrial marketing • ITES • Microfinance	• Sectoral linkages and growth prospects • Structural transformation of Business and Services • Sustainable Development Models • Export-led growth & sustainability • Global/Regional Financial Organisations and Growth • Business Sustainability: Challenges and Issues. • Sustainable Business Models – SMEs • Environmental Sustainability: Issues and Challenges. • Resource consumption and Sustainability. • Corporate Governance and Sustainability. • Corporate Social Responsibility and Sustainability. • Skill India initiative • Sustainable Manufacturing • Climate Change Management • Sustainable Supply Chain Management • Global Reporting Initiatives and Corporate Sustainability • Human Values, Ethics and CSR • Corporate Citizenship and Corporate Governance Issues and Challenges • Role of Spirituality in Sustainability and Responsible Businesses • Social Businesses, Sustainable Innovation and Ecopreneurship • Millennium Development Goals • Project Management • Education, Training , Development of Rural Manpower • Rights and Opportunities for disabled • Problems encountered by Disabled • Accessibility issues and Barrier free environment • Role of Technology in life of disabled • Self employment and paid employment among disabled • Legislative provisions for rehabilitating disabled • Role of institutions and government in rehabilitating disabled • Exceptional Abilities Of Differently Abled

Theme 5
Scalability – The capacity to be changed in size or scale.

- Organic and Inorganic Growth Strategies
- Inclusive and Equitable Economic Growth
- Economies of scale
- Diversification and growth
- Market development and expansion
- Strategic Alliances and Joint Ventures
- Mergers and acquisitions
- Mass customization
- Scale up strategies
- Franchising and Licensing
- Scalable business models
- Scalability Matrix
- Business Transformation and Growth

Conference Advisory & Review Committee (International)

- Dr. Murli Rajan, Professor & Dean, Kania School of Management, University of Scranton, Pennsylvania, USA.
- Dr. Angappa Gunasekaran, Dean and Professor, School of Business and Public Administration, California State University, Bakersfield, USA.
- Dr. A.D. Amar, Professor of Management, Stillman School of Business, Seton Hall University, New Jersey, USA.
- Dr. Satya Chattopadhyay, Professor in the Marketing Department, University of Scranton, Pennsylvania, USA.
- Dr. Ajai Gaur, Professor, Department of Management and Global Business, Rutgers University, USA.
- Dr. Bethel Erastus-Obilo, Professor of Law & Managerial Science, Pregen Business School, Naperville Illinois, USA
- Dr. Sakthi Mahenthiran, Professor of Accounting, Butler University, USA.
- Dr. Bala Maniam, Professor, Sam Houston State University, USA
- Dr. Jatin Pancholi, Middilesex University Business School, Department of Accounting & Finance, Middlesex, UK.
- Dr. K. Deepak Basu, Professor, Faculty of Social Sciences, Nagasaki University, Japan.
- Dr. Ha Thi Thu Huong, Newcastle Business School, Faculty of Business and Law, University of New castle, Singapore.
- Dr. T. Velnampy, Professor & Dean, Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka.
- Dr. B. Nimalathasan, Professor & Head, Department of Accounting, FMSC, University of Jaffna, Srilanka.

Conference Advisory & Review Committee (India)

- Dr. N. Ravichandran, Professor, Indian Institute of Management Ahmedabad.
- Dr. Ravi Shankar, Professor, School Of Management, Indian Institute of Technology, Delhi.
- Dr. Sunita Singh Sengupta, Professor, Faculty of Management Studies, University of Delhi.
- Dr. Mani. K. Madala, Professor, National Institute for Industrial Engineering, Mumbai, Maharashtra.
- Mr. K. Sukumaran, Dean, National Institute of Securities Markets (NISM), Mumbai
- Dr. Badar Alam Iqbal, Professor, Dept. of Commerce, Aligarh Muslim University.
- Dr. Mekoth Nandakumar, Professor, Dept. of Management Studies, Goa University.
- Dr. NVR. Jyoti kumar, Professor, Dept. of Commerce, Mizoram Central University.
- Dr. H.P. Mathur, Professor, Faculty of Management Studies, Banaras Hindu University.
- Dr. Suvasis Saha, Professor & Head, Department of Business Management, University of Calcutta.
- Dr. Abdul Gani, Professor, DMS, Central University of Kashmir.
- Dr. Sanjay J. Bhayani, Professor, Dept. of Management Studies, Saurashtra University.

Conference Advisory & Review Committee (India) Contd.,

- Dr. Suresh Paul Antony, Professor of Marketing, IIM Trichy.
- Dr. Kamalanabhan TJ, Professor, Dept. of Management Studies, IIT Madras.
- Dr. G.Kannabiran, Professor, Dept. of Management Studies, NIT Trichy.
- Dr. Karuthiah Pandian, Director, Bharathidasan Institute of Management, Trichy.
- Dr. S.N.Geetha, Professor, DOMS, Director DDE, Anna University Chennai.
- Dr.(Mrs) R. Thenmozhi, Professor, DOMS, Madras University.
- Dr. B.Rajasekaran, Professor & Head, Dept. of Management Studies, Manonmanium Sundaranar University.
- Dr. L.Rathakrishnan, Professor & Head, RIM, Gandhigram Rural Institute.
- Dr. P.K.Biswas, Professor & Director, Institute for Financial Management and Research.
- Dr. K.R.Shanmugam, Professor & Director, Madras School of Economics, Chennai.
- Dr. G.Jayabal, Professor & Head, Dept. of Banking & Insurance, Alagappa University.
- Dr. M.Victor Louis Anthuvan, Professor, Loyola Institute of Business Administration, Chennai.
- Dr. M.Selvam, Professor & Head, DCFS, Bharathidasan University.
- Dr. K. Vivekanandan, Professor and Director i/c, BSMED, Barathiar University.
- Dr. K.Ravichandran, Professor & Head, Dept. of Entrepreneurship Studies, Madurai Kamaraj University.
- Dr. S.Karunanidhi, Professor & Head, Dept. of Psychology, Madras University.
- Dr. R.Nandagopal, Director, PSG Institute of Management, Coimbatore.
- Dr. S.Subramanian, Professor & Director, Tamilnadu Open University, Chennai.

- Dr. B.Raja Shekhar, Professor, School of Management Studies, University of Hyderabad.
- Dr. K.Rama Mohana Rao, Professor, DCMS, Andhra University.
- Dr. M.Ravindar Reddy, Professor & Head, School of Management, NIT Warangal.
- Dr. D.Sriramulu, Professor, University College of CBM, Osmania University.
- Dr. G.L.Narayanappa, Professor & Dean, DCM, Dravidian University.
- Dr. P. Mohan Reddy, Professor, Dept. of Commerce, S.V. University.
- Dr. Sindhu, Professor, School of Management Studies, JNTU Hyderabad.
- Dr. M.Subramanya Sharma, Professor, DCBM, Kakatiya University, Warangal.
- Dr. Noor Basha Abdul, Professor & Head, Faculty of Commerce and Management Studies, Acharya Nagarjuna University.
- Dr. K.S.Chandrasekhar, Professor & Dean, Institute of Management, Kerala University.
- Dr. S.Hareendranath, Professor, CET School of Management, Kerala Technological University.
- Dr. P.T.Raveendran, Professor, Department of Management Studies, Kannur University, Kerala.
- Dr. Moli P. Koshy, Professor, School of Management Studies, Cochin University of Science and Technology, Kerala
- Dr. Aloysius Henry Sequeira, Professor, NIT Surathkal, Karnataka
- Dr. M.Mathirajan, Chief Research Scientist, IISc Bangalore
- Dr. M.V. Alagawadi, Professor and Dean, DMS, Central University of Karnataka.
- Dr. Cynthia Menezes, Professor, DMS, Bangalore University.
- Dr. G. Kotreshwar, Professor, Dept. of Commerce, University of Mysore.

Conference Advisory & Review Committee (India) Contd.,

- Dr. T. Mallikarjunappa, Professor & Chairman, DBA, Mangalore University.
- Dr. Noor Afza, Professor, School of Commerce and Management Studies, Tumkur University.
- Dr. J.Madegowda, Professor, Dept. of Commerce, Kuvempu University, Shimoga, Karnataka.
- Dr. Renuka Murthy, Professor & Head, Dept. of MBA, Viswesharayya Technical University, Mysore.
- Dr. V. Murugaiah, Professor and Chairman, Institute of Management Studies, Davangere University, Shivagangotri, Davangere.

Department Advisory Committee

- Dr. R. Panneerselvam, Professor, DMS, Pondicherry University.
- Dr. R.P. Raya, Professor, DMS, Pondicherry University.
- Dr. S. Hariharan, Professor, DMS, Pondicherry University.
- Dr. T. Nambirajan, Professor, DMS, Pondicherry University.
- Dr. B. Charumathi, Professor, DMS, Pondicherry University.
- Dr. S. Victor Anandkumar, Professor, DMS, Pondicherry University.
- Dr. Uma Chandrasekaran, Associate Professor, DMS, Pondicherry University.
- Dr. R. Venkatesakumar, Associate Professor, DMS, Pondicherry University.
- Dr. L. Mothilal, Assistant Professor, DMS, Pondicherry University.
- Dr. S. Riasudeen, Assistant Professor, DMS, Pondicherry University.
- Dr. B. Rajeswari, Assistant Professor, DMS, Pondicherry University.
- Dr. K. Lavanya Latha, Assistant Professor, DMS, Pondicherry University.

CONFERENCE ORGANIZING COMMITTEE

Patron
Prof. (Mrs.) Anisa Basheer Khan
Vice Chancellor (Officiating),
Pondicherry University,

Chairman
Prof. G.Anjaneya swamy
Dean, School of Management,
Pondicherry University,

Convener
Prof. R.Chitra Sivasubramanian
Head, Department of Management Studies,
Pondicherry University,

Coordinators
Dr. R. Kasilingam
Associate Professor,
Department of Management Studies,
Pondicherry University,
Puducherry – 605014,
Mobile:+91 9840179939, +91 8072208493

Dr. G. Madan Mohan
Assistant Professor,
Department of Management Studies,
Pondicherry University,
Puducherry – 605014,
Mobile:+91 9442314404

All mail correspondence may be directed to dns5sconference@gmail.com

PONDICHERRY UNIVERSITY

(A Central University)

School Of Management

DEPARTMENT OF MANAGEMENT STUDIES

A Two day International Conference on "Strategy, System and Service for Sustainability and Scalability of Business"

23rd & 24th of March, 2018

<u>Registration Form</u>

Name of the Author:

Gender:

Designation:

Organization:

Address:

e-Mail:

Mobile:

Title of the Paper/proposal/synopsis:

No. of Authors:

I am / We are presenting a   [ ] Paper for deliberation only

                                       [ ] Paper for deliberation and publication

                                       [ ] Research Proposal in the contest

                                       [ ] Synopsis in the contest

Accommodation Needed: Yes/No.

Details of Fee Payment:

Amount: Bank:

Transaction No. /ID: Date of Transfer:

Declaration:

I/We declare that the above mentioned paper/proposal/synopsis is my/our original work and not presented or published elsewhere.

Author's Signature

Note: Scanned copy of duly filled and signed registration form along with proof of fund transfer (Transaction No., /Screen shot) and full paper must be sent to
<u>dms5sconference@gmail.com</u>