

**ICSSR**

**Sponsored Two Days National Seminar**

**On**

**“EMPOWERING SMALL AND  
MEDIUM ENTERPRISES (SMEs)  
FOR GLOBAL  
COMPETITIVENESS”**

**Jointly Organized by**



**5<sup>th</sup> & 6<sup>th</sup> of February, 2015**



**Department of International Business  
School of Management**



**Pondicherry University  
Puducherry – 605 014**

**Pondicherry University:**

Pondicherry University, established under an Act of Parliament in the year 1985, has grown from strength to strength in all possible ways all these years and has become a place on the educational hub of the country. It has all the state-of-the-art facilities in all the Schools and Departments paving the way for the students to have a student-friendly, result-oriented academic environment with green ambience. The thrust areas of the University will be Research and Innovations both in Sciences and Social Sciences. It has already got visibility with respect to Science and Social Sciences with MHRD and UGC. The intellectually stimulating milieu, good pedagogy and a multi-cultural environment make the University very distinct and unique from the other institutions in India.

**Department of International Business:**

The process of globalization has enabled India to emerge as economic super power thus attracting investments from giant global business players of multi-nations. At the same time, a sizable number of Indian MNCs are also gearing up their international business operations across the world. In this emerging and transforming scenario, Pondicherry University has established, during the academic year 2006-07, the Department of International Business (DIB) under the School of Management to offer a specialized two-year fulltime Post-Graduate Degree in MBA-International Business for the students to have a thorough understanding of those aspects of

business which are trans-boundary in nature. The DIB has designed the MBA-International Business Programme with a special focus on imparting training and molding aspirants to acquire necessary core competencies, which are specifically required to manage global business operations.

**Conference Overview:**

The current global environment describes intense competition and dynamic changes in the business world. Understanding the nature of global trends with context to the development of Small and Medium Enterprises (SMEs) in the global economy has never been more important than now. As a driving force for innovation, employment and economic development, Micro, Small and Medium-sized Enterprises (MSMEs) play an important role in a country's economy. Today, most observers have recognized that not only in India but also in the developed world the SMEs play an important part in creating output, employment and exports. In India itself the number of SMEs is estimated as, about 20 million enterprises. They account for 45% of industrial output, 40% of exports and employ 60 million workers. The range of the products produced in the sector is vast. United Nations Industrial Development Organisation (UNIDO) has listed about 400 SME clusters in the country. The list excludes the SMEs in the service industries such as tourism, healthcare, education etc. The international institutions such as the Europe-India Business Council and the Indo-US Chamber of

Commerce are also providing platforms for the SMEs. In view of the growing importance of this sector, the Conference has been planned to provide a forum for sharing knowledge and information to form the basis for discussion and policy making. One of the important aspects is that management education so far has addressed issues relating mainly to the corporate world. The SME sector is dominated by non-corporate entities in which the organizational structures do not fit easily into familiar categories. They have enormous opportunities for growth, both internally and globally. The challenges being faced by them and their concerns, therefore, need to be looked at in different viewpoints. The following are the main objectives of the seminar:

- To bring academicians, researchers and others from the international and national community on a common platform to explore and examine the diverse facets of current status of SMEs.
- To expose the young students of management, who are the potential leaders of the future, to generate new ideas and adopt new practices to meet the emerging trends across the globe.
- To create Global Entrepreneurships opportunities for our students especially on SMEs sector and
- To provide an opportunity to researchers and academicians to collaborate and engage research partnerships with SMEs.



### Subthemes for Research Papers, but not limited to:

- SMEs -Export and Trade Promotion
- SMEs-Joint ventures and technology transfers
- SMEs-Contract Manufacturing & MNCs tie-ups
- SMEs- Product Marketing, Branding and Promotion
- SMEs-Connectivity with potential global business partners
- SMEs-Survey and Research
- SMEs- Mergers and Acquisitions
- SMEs- Need for Exhibition, Trade Fairs, Display Centers
- SMEs -Bank Finance, PE/VC and Investments
- SMEs-Technology Up-gradation for global competitiveness
- SMEs- Rehabilitation / Revival of Sick Units
- SMEs- Recognition and Appreciation Awards
- SMEs- Business and Investment opportunities in India
- SMEs -Sourcing of quality raw materials and finished products from Indian SMEs
- SMEs-Global Sustainable Business Practices
- SMEs-Corporate Social Responsibility
- SMEs-Liaison with Central and provincial government authorities in all matters
- SMEs-Setting up manufacturing units and service activities in India and abroad

- SMEs-Industry Verticals
- SMEs-HR Management, Finance Management, Marketing practices for global competitiveness

Paper contributors are free to choose other topics related to the theme of the seminar.

### Manuscript Submission:

<b>Maximum length</b>	5000 words excluded title, cover page & references
<b>Margin</b>	2.5 cm or 1 inch
<b>Font</b>	Times New Roman, 12 point
<b>Spacing</b>	1.5
<b>Title page</b>	Title, Author(s) affiliation and Contact details
<b>Synopsis</b>	Not more than 150 words
<b>Keywords</b>	Maximum 5

### Publication:

Full length papers of accepted abstracts will undergo a double blind peer review process. Selected papers will be published in the Edited Book Volume with an ISBN No. In-Absentia presentation is allowed and a published copy along with the certificate will be dispatched to his/her correspondence address by post soon after the conference. Only original research contributions will be entertained after carrying out plagiarism check through TURNITIN®



## Registration Fee (Per head):

Students & Scholars	₹ 500
Academic & Corporate delegates	₹1000
In absentia (in addition to registration)	₹ 500

Payment should be made by Demand Draft in favour of **Head, Department of International Business, Pondicherry University**, payable at **Puducherry**; or Payment can be made through NEFT and the details for online transfer are as follows

Name : Head, Department of  
International Business

Bank : Indian Bank

A/C No : 790048021

IFSC Code : IDIB000P152

Branch : Pondicherry University

City : Puducherry

Copies of abstracts and full papers are to be sent to the following e-mail id:

**arulsomibm@gmail.com**

Hard copies of the registration form along with DD has to be sent to the address mentioned for communication

Key Dates	
Submission of abstracts	15.12.2014
Intimation of abstract acceptance	20.12.2014
Submission of full paper	15.01.2015
Intimation of full paper acceptance	20.01.2015
Registration	27.01.2015

## Organizing Committee

**Patron** : Prof. Chandra Krishnamurthy  
Vice-Chancellor

**Chairman** : Prof. Prabakara Raya  
Dean, School of Management

**Seminar Director** : Dr. P. Sridharan  
Associate Prof & Head,  
Dept. of International Business

**Convener** : Dr. P.G. Arul  
Assistant Professor  
Dept. of International Business

### Executive Members

Dr. Bushan D.Sudhakar, Associate Professor  
Dr. Y. Srinivasulu, Associate Professor  
Dr. M. Banumathi, Associate Professor  
Dr. Rajeesh Viswanathan, Assistant Professor  
Dr. S. Thiyagarajan, Assistant Professor  
CMA. T. Vigneshwaran, Assistant Professor

### Address for Communication

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## Registration Form



### ICSSR - National Seminar

on

### Empowering Small and Medium Enterprises (SMEs) For Global Competitiveness

Date: 5<sup>th</sup> & 6<sup>th</sup> February, 2015

Name (in block letters) :

Designation :

Name of Co-author(s) (if any):

Designation :

Department :

Institution :

Address for communication :

Title of the manuscript :

Registration fee details

DD No & Date :

Bank & Branch code :

Contact number :

E-mail Id :

Signature