

PONDICHERRY UNIVERSITY
(A CENTRAL UNIVERSITY)
SCHOOL OF MANAGEMENT
DEPARTMENT OF MANAGEMENT STUDIES



Patron

Prof. Anisha B. Khan, Vice-Chancellor (i/c), Pondicherry University.

Chairman

Dr. R. P Raya, Professor & Dean, School of Management, Pondicherry University.

Convener

Dr. R. Panneerselvam, Professor & Head, DMS, SOM, Pondicherry University

Advisors

- Dr. M.Basheer Ahmed Khan, Professor, DMS, SOM, Pondicherry University.
- Dr. S.Hariharan, Director, HRDC, Pondicherry University.
- Dr. T.Nambirajan, Professor, DMS, SOM, Pondicherry University.
- Dr. Uma Chandrasekaran, Associate Professor, DMS, SOM, Pondicherry University.
- Dr. B.Charumathi, Associate Professor, DMS, SOM, Pondicherry University.
- Dr. L.Mothilal, Assistant Professor, DMS, SOM, Pondicherry University.
- Dr. Sushil Kumar, Professor in Operations Management, IIM, Lucknow.
- Dr. P.David Jawahar, Registrar, University of Madras, Chennai.
- Dr. T.J.Kamalanabhan, Professor, DMS, IIT Madras, Chennai.
- Prof. Badar Alam Iqbal, Professor, Dept. of Commerce, Aligarh Muslim University, UP
- Prof. Bethel Erastus-Obilo, Vice Chancellor, University of Atlanta, USA.
- Prof. Wendy Olsen, Professor of Socio-Economics, University of Manchester, UK.
- Dr. Suresh Paul Antony, Professor in Marketing, IIM Trichy.
- Prof. A Seetharaman, Dean, S P Jain School of Global Management, Singapore.
- Prof. Kai Li, Professor and Head, Dept. of Industrial Economics, School of Business Administration, Northeastern University, China

Reviewers

- Dr. S.Victor Anandkumar, Associate Professor, DMS, SOM, Pondicherry University.
- Dr. R.Venkatesakumar, Associate Professor, DMS, SOM, Pondicherry University.
- Dr. S.Riasudeen, Assistant Professor, DMS, SOM, Pondicherry University.
- Dr. K.Lavanya Latha, Assistant Professor, DMS, SOM, Pondicherry University.
- Dr. G.Madan Mohan, Assistant Professor, DMS, SOM, Pondicherry University.
- Dr. G.Jayabal, Professor & Head, Department of Bank Management, Alagappa University.
- Dr. K.Sreeranganathan, Director, School of Management, M.G University, Kottayam.
- Prof. Abdul Gani, Head & Dean, School of Business Studies, Central University of Kashmir.
- Dr. G.Raju, Professor, Department of Commerce, University of Kerala, Trivandrum.
- Prof. Mani K.Mandala, Professor, National Institute for Industrial Engineering, Mumbai.
- Dr. R.Seerengarajan, Professor, RIM, Gandhigram Rural Institute, Dindigul.
- Dr. K.R.Shanmugam, Professor, Madras School of Economics, Chennai.
- Dr. B.Raja Shekhar, Professor, School of Management Studies, University of Hyderabad.
- Dr. Ali Soylu, School of Business, Cameron University, USA.
- Dr. A.D.Amar, Professor of Management, Seton Hall University, USA.

Coordinators

Dr. Chitra Sivasubramanian, Associate Professor, DMS, SOM, Pondicherry University.
Mobile: +91 9894065537 e-mail: chitra_sivasubramanian@yahoo.co.in
Dr. R. Kasilingam, Associate Professor, DMS, SOM, Pondicherry University.
Mobile: +91 9840179939 e-mail: kasimeena@gmail.com
Dr. B. Rajeswari, Assistant Professor, DMS, SOM, Pondicherry University.
Mobile: +91 9894422626 e-mail: raajeebster@gmail.com

A Two Day International Conference

On

3i

**“Intelligence, Innovation and Inclusion –
Best Practices for Global Excellence”**

11th - 12th March 2016

About the 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 its entire campus is Wi-Fi enabled. It has about 5000 students representing 33 states of the country and aboard and over 450 highly qualified faculty members 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 was 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

The Department of Management Studies (DMS) bears the sole pride of establishing the first management program 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. DMS serves as a boom to the ardent students who have the striving thrust to learn and practice management. 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 the Conference

Businesses are facing the challenge of how to respond to the ever changing competitive business environment. Accordingly, many companies are forced to look beyond their traditional measures of performance such as company's core capabilities and the structure of the industry in which the company competes. The success in the current global business environment is significantly affected by the external factors and the management of the companies or business enterprises is forced to gain a deeper understanding of the external forces and trends that affect the business operations. In this context 3i's viz., Intelligence (Business intelligence), Innovation and Inclusion has become the buzz word and plays a vital role for an organization's success and sustained growth.

Call for Papers

Original unpublished papers are invited from researchers, academicians and practitioners to be presented in the 3i conference. The papers will be selected after plagiarism check (15%) using Turnitin. The abstract and full paper will undergo double blind Review Process by the Expert Reviewers committee before selection. The selected papers will be published in the edited volume with an ISBN Number. Exceptional papers will be published in reputed journals with ISSN Number at extra cost subject to the publishers.

Sub Themes

Intelligence

- Business Analytics
- Market Intelligence
- Forecasting
- ERP
- Business Intelligence
- Data Mining
- Data Warehousing
- Data Security

Innovation

- Market Innovation
- Product Innovation
- Process Innovation
- Service Innovation
- Technology Innovations
- Startup Enterprises
- Venture Capital
- Green Initiatives

Inclusion

- Financial Inclusion
- Micro Finance
- Rural Marketing
- Bottom of the Pyramid
- Market Penetration
- E Commerce
- Micro Entrepreneurship
- Rural Banking
- Logistics & Supply chain Management
- Education, Training & Development of Rural Manpower
- CSR
- Government Policies & Initiatives

(The sub-themes are not exhaustive. Interdisciplinary papers related to the overall theme of the conference may also be submitted)

Guidelines for submission of Manuscripts:

- Paper Title
- Author particulars – Name in one line and Affiliation with email and phone No.
- Abstract within 200 words, in italics.
- 3 to 5 keywords.
- Body of the paper - six pages.
- Reference is must and it should be in Harvard system.
- MS Office Word 2003 format.
- Font name "Times New Roman", Font size "12 pt" Margin "1 inch".

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

Cash prize for best papers:

One best paper in every stream (minimum 10 streams) will be awarded a cash prize of Rs.2000. The authors of selected papers will be allowed to present the paper before the panel comprising Academic & Industry experts. Finally, "the best paper" will be selected from among the selected papers as a Golden paper with a cash price of Rs.10000/-.

Registration Fee:

For Academicians – Rs.2500
For Research Scholars – Rs.2000
For every additional author – Rs.1500
For additional paper – Rs.1500/- per author
Foreign Delegates – \$100
Faculty Members of PU – Rs.1500
Full Time Scholars of PU – Rs.1500

The Payment will be collected in the form of DD in favour of "DMS Conference" Payable at Pondicherry. Registration form along with DD or Online payment details either UTR No. or Transaction Ref. No. should be sent to the coordinators.

Account No.: 6376924067 Account Name: DMS Conference
Bank Name: Indian Bank, PU Branch Branch Code: 00P152
IFSC Code: IDIB000P152 MICR Code: 605019011

Last date for:

Submission of Abstracts: 30-11-2015
Acceptance of Abstracts: 10-12-2015
Submission of Full paper: 31-12-2015
Revision & Acceptance of full paper: 15-01-2016
Registration for Participation: 31-01-2016

Kit and ISBN book will be given to the participants on the day of conference. For outstation participants accommodation will be provided in the University Guest House on prior request with additional payment.