

ICSSR
sponsored

TWO-DAYS NATIONAL SEMINAR

ON

**INNOVATIVE MANAGEMENT PRACTICES
FOR SUSTAINABLE DEVELOPMENT AND
GLOBAL COMPETITIVENESS**



Indian Council of
Social Science Research

IMPETUS'15



Organized by

Department of Management Studies
School of Management
Pondicherry University

Date

8th & 9th October, 2015



About the University

Pondicherry University, established under an Act of Parliament in the year 1985, 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 & Technology and Social Sciences. It has already got visibility with respect to Science and Social Sciences with MHRD, DST 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.

About the Department

The Department of Management Studies (DMS) has the unique position of establishing the first MBA program of the university in 1986 and for the past 28 years it has been catering to the needs of academic, research and industrial fraternity in India and abroad. It is one of the major departments, fully funded and supported by the University Grants Commission (UGC) and the All India Council for Technical Education (AICTE) of the government of India.

Seminar Overview

The seminar is aiming to align with the concept of "Make in India". Innovative management practices are vital to bring in the concept into practice. Innovations are around us and companies are constantly looking at ways to innovate in order to increase competitive advantage and ultimately to thrive and survive. Management innovation is the only key to sustain long-run growth of the company. It requires creativity, market knowledge, profitability, efficiency and vision. It is postulated that organisational creativity will enhance creative excellence and organizational innovation will enhance innovation excellence. Creativity and innovation together will enhance competitive excellence of the organization. The spirit of innovation must be imbibed at all levels of organisational hierarchy. The practice of strategic innovation management shall ensure the global competitiveness, overall productivity and value maximization of the company. The corporate professionals need to be educated and informed of the latest developments taking place globally and helped to acquire skills necessary to keep pace with the global developments.

The main objectives of the seminar are

- ✓ To provide a suitable platform to policy makers, corporate professionals, academicians, researchers and other stakeholders to discuss, exchange, present the ideas and thoughts by covering the themes of the seminar.
- ✓ To give an opportunity to generate ideas and practical suggestions to improve strategies of innovation in the key areas of management
- ✓ To identify challenges faced by Indian companies with regard to innovation in the key areas of management and to streamline the ideas to overcome those challenges.

Sub-themes for Research Papers

Human Resource Management

- Innovations in HR practices
- Creative problem solving
- Workplace spirituality
- Human capital management
- Knowledge management
- Retention strategies
- Emerging innovation in training and development methods/techniques
- Cross-cultural management
- Organizational citizenship behaviour

Marketing

- Innovations in marketing practices
- E-marketing
- Social marketing
- Brand building
- Customer relationship management
- Tourism marketing
- Green marketing

Finance

- Cost of innovation
- Innovative financial products
- Financial econometrics
- Financial inclusion
- Financial derivatives
- Capital and security market
- Corporate restructuring
- Micro-finance and rural development
- Innovations in insurance management

Operations and Systems

- Advanced production management
- Computer simulation
- Six sigma
- Innovation and product development
- Service operations management
- Supply chain management
- Database management systems
- E-commerce
- Technology and innovation
- Business process reengineering
- Business intelligence techniques

Others

- Aviation management
- Corporate governance
- Mall management
- Social entrepreneurship
- New organizational structures
- E-tailing

Note: the sub-themes are not exhaustive

Accommodation

Outstation participants will be provided accommodation on request, expenditure to be borne by the delegates.

Manuscript Submission

- Length : Max. 5000 words including title, cover page & references
- Margin : 2.5 cm or 1 inch
- Font : Times New Roman, 12 point
- Spacing : 1.5
- Title page : Title, Author(s) affiliation and Contact details
- Abstract : Not more than 150 words
- Keywords : Maximum 5

Registration Fee (Per Author)

Students and Scholars	: ₹ 500
Academic and Corporate delegates	: ₹ 1000
Spot Registration	: ₹ 500

Payment should be made by Demand Draft in favour of IMPETUS' 15, Department of Management Studies, Pondicherry University, payable at Puducherry or Payment can be made through NEFT and the details for online transfer are as follows

Name	: IMPETUS' 15
Bank	: Indian Bank
A/C No	: 6362733421
IFSC Code	: IDIB000P152
Branch	: Pondicherry University

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

dms.impetus@gmail.com

A hard / Scanned soft copy of the registration form along with DD has to be sent to the address mentioned for communication.

Key Dates

Submission of abstracts	: 31.08.2015
Submission of full paper	: 20.09.2015
Intimation of full paper acceptance	: 22.09.2015
Registration	: 25.09.2015

Publication

Full length papers of accepted abstracts will undergo a double blind peer review process. Selected papers will be published in the Edited Volume with an ISBN No. The author and co-author of the selected papers have to pay an extra ₹500 as publication fee. Only original research contributions will be entertained after carrying out plagiarism check through TURNITIN*

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