



# Jamnalal Bajaj Institute of Management Studies

Department of Management Studies

University of Mumbai

Presents

## *International Research Conference 2016*



Theme

## *Revitalizing Economies Pioneering Innovation*



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Dates : March 2<sup>nd</sup> & 3<sup>rd</sup> , 2016

Venue : Hotel Trident, Mumbai



## ABOUT UNIVERSITY OF MUMBAI

The profile of this University carved out in 150 years of its functioning attests to its manifold achievements as the intellectual and moral powerhouse of the society. The University has always given its best to the country in general and to the city of Mumbai in particular by enthusiastically shouldering an ever-growing load of social values and opportunities. It is now granted a Five Star status by the National Assessment and Accreditation Council (NAAC). It has two campuses of area 230 acres and 13 acres, with 1.25 million square feet of built-up area. With two post-graduate centers, more than 700 affiliated colleges and 57 Departments, it has established its name in industrial collaborations and runs various professional courses. The students have also excelled in sports, cultural, media, politics and out-reach activities.

## ABOUT JBIMS

Jamnalal Bajaj Institute of Management Studies which has gained autonomy since 2014 was founded in 1965. It is one of the oldest management institutes in India based in the heart of the country's financial center. It has also been consistently ranked among the top 10 business schools in India across numerous B-School rankings.

JBIMS is known for its industry synced, practical application of knowledge. It believes in innovation and exploring the rarest possibilities that can result into dynamic growth. Its mission and central theme has always been to promote and launch various educational, research and development activities for advancement of management education.

The institute has the best Faculty Members with a brilliant blend of stalwarts from the industry and the academia. The student fraternity at JBIMS consists of the brightest minds of the country from varying academic backgrounds like Engineering, Commerce, Chartered Accountancy, Law and Medicine with work experience spectrum ranging from 0 to 5 years.

## JBIMS ALUMNI

JBIMS is renowned for being a nurturing ground for today's top business leaders. Few of our notable alumni include:

Mr. Sam Balsara	Chairman & Managing Director, Madison World	Batch of 1972
Mr. Harish Manwani	Global Executive Advisor, Blackstone	Batch of 1976
Mr. Ajay Piramal	Chairman and Managing Director, Piramal India	Batch of 1977
Mr. Mani Ratnam	Cine Director	Batch of 1977
Ms. Vinita Bali	Ex-MD, Britannia	Batch of 1977
Mr. Uday Kotak	Chairman, Kotak Mahindra Bank, India	Batch of 1982
Ms. Chanda Kochhar	Managing Director and CEO, ICICI Bank, India	Batch of 1984
Mr. Nitin Paranjpe	President, Home Care Division, Unilever PLC	Batch of 1987
Mr. Noshir Kaka	Managing Director, McKinsey and Company, India	Batch of 1994
Mr. Siddharth Roy Kapur	CEO, UTV Motion Pictures	Batch of 1997

## REWIND... IRC 2015

International Research Conference 2015, organised by JBIMS on March 4<sup>th</sup> and 5<sup>th</sup>, 2015 was based on the theme **"Revolutionizing Business, Fuelling Growth"**. The conference posted grand success and attracted some of the brightest academicians and researchers who presented their research papers in the field of Finance, Marketing and General Management.

## IRC 2016

*With democracy reigning supreme in most parts of the world, our society is very different from what it was a few decades ago, allowing people to explore and innovate. However, the world hangs in a delicate balance today with the weights of economic uncertainty and environmental concerns debilitating the delicate equilibrium. We are witnessing one of the fastest moving revolutions of all times. Our theme for IRC 2016 is “**Revitalizing Economies, Pioneering Innovation**” resonating our pursuit, as a community, to be at the forefront of every discipline, as it is innovation alone that can help us reach the next milestone in human ingenuity.*

## REVIEW PROCESS

Abstracts are invited for all functional areas of management related to the conference theme. All submissions will be reviewed on the basis of relevance, originality, significance, soundness and clarity. At least two referees will review each paper under a double-blind peer-review process. Academicians and research professionals are encouraged to contribute new ideas, concepts and paradigms. Kindly submit papers for following areas -

FINANCE (FN)      MARKETING (MT)      HUMAN RESOURCES (HR)      IT & SYSTEMS (IT)      GENERAL MANAGEMENT (GM)

## ABSTRACT SUBMISSION GUIDELINES

Abstract should be of **maximum 300 words**

These papers should be mailed to email id: **conf2016@jbims.edu**

File name: **<First Name>\_<Last Name>\_<Topic>**

Subject line for the email: **< First Name>\_<Last Name>\_IRC 2016**

Format: **MS Word 2007.docx, Font - Times New Roman; 12 pt., margin 1” and line spacing 1**

Top papers will be published in our International Research Conference Journal. Other papers shall be published in the Institute Journal and/or the Conference proceedings at the discretion of the Institute.

## KEY DATES

PARTICULARS	DEADLINE
Submission of Abstract (conf2016@jbims.edu)	December 27, 2015
Intimation of Abstract Acceptance	January 15, 2016
Full Paper Submission	January 30, 2016
Intimation of Full Paper Selection	February 05, 2016
Registration for paper presentation	February 10, 2016

## REGISTRATION

Registration is necessary for every participant. For joint papers, every author must register and pay fees separately. Once the paper is accepted, the registration fees should be paid through a Demand Draft (D.D.) in favour of “**The Director, JBIMS**”, payable at Mumbai and sent to The Director, JBIMS, 164, Dadabhai Naoroji House, H. T. Parekh Marg, Churchgate, Mumbai-400020.

Indian	Student	International
Rs. 5,000/-	Rs. 3,000/-	US \$ 100

## ORGANIZING COMMITTEE

### PATRONS

Dr. Sanjay Deshmukh	Vice Chancellor, University of Mumbai
Dr. M. A. Khan	Registrar, University of Mumbai
Dr. Anil Patil	BCUD Director, University of Mumbai

### CONFERENCE CONVENOR

Dr. Chandrahauns R. Chavan, Director, JBIMS	crcchavan@jbims.edu	+91 98193 61848
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### CONFERENCE COORDINATORS

Dr. Stephen D'Silva, Professor, JBIMS	drstephendsilva@jbims.edu	+91 98201 32791
Dr. Kavita Laghate, Professor, JBIMS	kavitalaghate@jbims.edu	+91 99696 24426
Dr. Srinivasan, Associate Professor, JBIMS	rsrini@jbims.edu	+91 88980 11457
Dr. Anil Pande, Assistant Professor, JBIMS	anilpande@jbims.edu	+91 93239 98181
Mr. Balkrishna Parab, Assistant Professor, JBIMS	balkrishnaparab@jbims.edu	+91 98335 28351
Dr. Sarika Mahajan, Assistant Professor, JBIMS	sarikamahajan@jbims.edu	+91 97695 22733
Ms. Dur Khan, Assistant Professor, JBIMS	durkhan@jbims.edu	+91 96190 96163

### PROGRAMME, REGISTRATION OF RESEARCH PAPER & ACCOMMODATION RELATED QUERIES

### STUDENT COORDINATORS

Mr. Koustubh Bhawe, JBIMS	koustubhbhave16@jbims.edu	+91 98338 33731
Mr. Mukul Kothari, JBIMS	mukulkothari16@jbims.edu	+91 94214 27417
Ms. Aakriti Agarwal, JBIMS	aakritiagarwal16@jbims.edu	+91 98676 91476



Organized by

**Jamnalal Bajaj Institute of Management Studies**

164, Dadabhai Naorji House, H.T. Parekh Marg, Backbay Reclamation, Mumbai – 400 020