



IndSearch

Indian Institute of Cost and Management Studies & Research (IndSearch)

(Affiliated to Savitribai Phule Pune University formerly University of Pune with autonomous status)

National Inter Collegiate Research Paper Competition

On

Redefining Globalisation: Can Asia lead the world?

19th & 20th January, 2018

Venue

IndSearch Bavdhan Campus

37/2/2/4 Bavdhan Khurd, Pirangut Road, Pune 411021



About IndSearch:

Pioneering Management Education in Pune, IndSearch, established in 1973 has completed an eventful 44 years of contribution to value based Management Education and research. It provides young management professionals a supportive environment in which they can assume responsibility for continuous self-development. IndSearch alumni are working in well-known Indian Companies and MNC's. IndSearch is permanently affiliated to Savitribai Phule Pune University, formerly University of Pune, with autonomous status. It is the oldest management institute under the university.

In recognition of high standards in providing quality education, IndSearch has been conferred "Autonomous Status" in July 2007 by UGC and Savitribai Phule Pune University in concurrence with Government of Maharashtra and has also earned permanent recognition from the Savitribai Phule Pune University as an Institute for Teaching and Research. The Institute is proud of its spacious classrooms, seminar halls, huge library with the latest volumes and auditorium equipped with audio-visual aids.

IndSearch is headed by Director General Dr. Ashok Joshi, who is the founding Dean of the Faculty of Management, Savitribai Phule Pune University.

IndSearch conducts two year full time post graduate M.B.A. course affiliated to Savitribai Phule Pune University and recognized by AICTE, New Delhi and the Government of Maharashtra having intake capacity of 180 students having specialization in Finance, Marketing, Human Resource Management and Information Technology and Operations & Supply Chain Management.

From the academic year 2016-17, under Savitribai Phule Pune University, IndSearch started BACHELOR OF MANAGEMENT STUDIES (BMS) Degree Course at its Law College Road campus Pune – 411004. BMS degree will be awarded by Savitribai Phule Pune University to the students after successful completion of the course.

About the Research Paper Competition:

Predictions that the 21st century will be the Asian century appear to have been borne out already. There is a talk about the 21st century being an Asian century, featuring China, Japan and India. From the 1990s there has been a decisive shift in global economic activity. These countries certainly seek an enhanced role in world affairs, including a greater share of decision-making authority in the governance of global bodies. But are they doing enough?

Many questions arise in mind, such as:

- Can Asia Step-up to 21st Century leadership?
- Will technological advancements enable South-Asian countries to overpower the West?
- Can Asian enterprises catch-up with global quality expectations?

We are inviting papers with an in-depth analysis on the subject.

Theme: Redefining Globalization - Can Asia lead the World?

Sub-themes:

1. Human Resource Management -

- a. Labour employment laws: need for an inclusive approach
- b. Nature of labour law for women
- c. Ineffective regulation for child labour, safety and working hours
- d. Gender equality and leadership scenario

2. Operations & Supply Chain Management -

- a. Is lean manufacturing an impetus or a hindrance to growth engine for global leadership?
- b. Can Asian enterprises catch up with global quality expectations?
- c. Recent technology adaptations in logistics for customer delight

3. Marketing Management -

- a. Think Global act Local – is GLOCAL the new marketing mantra?
- b. Are three tier cities and rural consumers the new target markets for global players?
- c. Online marketing – excellent vehicle to reach a younger target market
- d. Use of Gamification for enhancing customer engagement

4. IT & Analytics -

- a. Cyber security : new approach to Globalization
- b. Cybercrime: barrier in redefining globalization?
- c. Data Analytics in business environment

5. Financial Management -

- a. Merger and Acquisitions of banks and non-performing assets
- b. Evolution of financial instruments
- c. Relevance of priority sector lending in current economic conditions
- d. Inclusive growth through financial inclusion

Objectives:

To provide a platform for academicians, research scholars and students to share and exchange their views on Asia and Globalization.

Call for Papers:

Research papers are invited from undergraduate and post graduate students, academicians and researcher scholars from educational institutions.

Guidelines for Paper Submission:

The authors whose extracts get selected are required to submit a full paper which shall include introduction, objectives, need, research methodology, data collection, data analysis, findings keywords and bibliography.

Guidelines for Paper Writing:

1. Abstract word limit: 300 words
2. Full paper not exceeding 2500 words
3. Font size for Title: 14 point
4. Font size for other matter: 12 point
5. Font: Times New Roman
6. Line Spacing: 1.5
7. Cover Page: Title, Author/s, affiliation, contact details
8. Keywords: not less than 5
9. Email ID for submission of above: **aparnatembulkar@indsearch.org**

Selected papers will be published in the Institute Research Journal with ISSN No.

Fees:

- Academicians – Rs. 1000/-
- Research Scholars – Rs. 750/-
- Students – Rs. 300/-

Above fees includes tea, snacks and lunch for the seminar days.

Mode of Payment:

NEFT Details:

Beneficiary Name: Indian Institute of Cost and Management Studies and Research

Beneficiary Bank & Branch Name: Syndicate Bank, Karve Road, Pune 411004

Beneficiary Account Number: 53322010038534

Beneficiary IFSC Code / NEFT Code: SYNB0005332

MICR Code Number: 411025008

OR

Cheque payment in favour of 'Indian Institute of Cost and Management Studies and Research, Pune'

Mark on envelope: Attn: Dr. Aparna Tembulkar, Director IndSearch

Address: IndSearch Bavdhan Campus, Survey No. 37/2/2/4 Bavdhan Khurd, Pirangut Road Bavdhan Khurd, Pune 411021

Prizes for Best Research Paper:

- 1st Prize: Rs. 10000/-
- 2nd Prize: Rs. 7500/-
- 3rd Prize: Rs. 5000/-

Important Dates:

- Abstract Submission: 25th December, 2017
- Full Paper Submission: 5th January, 2018
- Confirmation of acceptance of full paper: 12th January, 2018

Contact Details:

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