National Conference on
EMERGING TRENDS IN
MANAGEMENT RESEARCH
November 27th & 28th, 2015
**NMIMS** is one of the reputed universities known for quality education and strong corporate linkages. It is known for its learning culture, academic excellence, enhancement of employability among its graduates and, encouragement for innovative ideas in research. The faculty constitutes a blend of academic and industry experience. They are proficient in their domain knowledge, industry interaction, research work and consultancy. In the fast changing socio-economic and technology-driven environment, NMIMS has withstood the test of times and is forging ahead.

**NMIMS - Hyderabad**: has commenced its academic activities in November 2010. Since then, it has grown as a reputed business school in the region. The programs offered are **full-time PGDM**, 20-month week-end **Management Program for Executives (MPE)**, leading to PGDBM; and a 9-month Certificate Program in Business Analytics in collaboration with **SAS**. Till date, the school has successfully produced three batches of PGDM, five batches of PGDBM and one batch of CBA students.

The mission of NMIMS is: ‘Nurturing talent with Mutual respect by Igniting Multifaceted, Socially relevant individuals’.

**Objective of the conference**: NMIMS-Hyderabad is organizing a two-day National level Conference on ‘Emerging Trends in Management Research’ on Friday, 27th & Saturday, 28th November 2015. It is a knowledge sharing research endeavor between the academic and corporate sectors for mutual benefit.

**Conference Details**: Besides the keynote address in the thrust area, the salient features of the conference include Invited Talks by eminent experts from academic and corporate world, Panel Discussions, and sessions on Contributed paper presentations by faculty members, researchers, practitioners, policy makers, and entrepreneurs.

**Call for Papers**: Research contributions in the form of theoretical and application oriented papers, and case studies are invited to be presented in the following areas. This list is only indicative, not exhaustive.
Marketing
- Digital Marketing Trends and Issues
- CRM-Metrics
- Consumer Profiling & E-consumers
- Product Development Innovations- PLC
- Survival of Traditional Advertising
- Rural Consumers & Marketing Strategies
- Pricing Strategies for E-consumers
- Retailing Strategies & E-Tailing Issues

Finance
- Corporate Finance
- Asset Pricing & Portfolio models
- Alternative Investment Markets
- Valuations in New Business Models
- Socially Responsible Investing
- Green Investing & Carbon Markets
- Corporate Governance
- Financial Regulation and Compliance

Human Resource
- Aligning HR with Business Strategy
- HR scorecards - Business Effectiveness
- HR Consultancy - Growing Importance
- Leadership in Uncertain Times
- Change Management
- Managing A players in an organization
- Developing High Performance Work
- Systems & Culture Innovation

General Management
- Shifts in Approach to Strategy
- CSR as a Business Strategy
- Strategic Alliances & Cross Border deals
- Opportunities and threats for SMEs
- Opportunities and Threats for Start ups
- Innovation and Growth
- Mergers and Acquisitions

Operations and I.T.
- Total Quality Management
- Supply Chain Management
- Strategic Sourcing and E-Procurement

Analytics
- Marketing Analytics
- Financial Analytics
- Big Data & Application

Submission of the Papers:
Nature of papers: Conceptual Papers / Empirical Papers / Theoretical Papers / Working papers/ Case studies (Maximum 25 pages)
Format: MS-Word, Times New Roman (TNR), size 12, line spacing 1.5
Cover page: Title, Author(s), Affiliation(s), Contact Details (e-mail ID & phone No.),
Abstract & Key Words: 1000 words
Referencing : APA Style

Review Process:
All the submissions received as per the guidelines given above will be double-blind reviewed. All papers must contain an abstract of maximum 1000 words, which should include: Purpose of the research, Methodology, Major results, Implications, and Key references. However, papers from practitioners may include business context, analytical problem, proposed solution & insights. The authors should clearly indicate the sub-theme under which they want their paper to be considered. All submissions should be done to the below mentioned email address. The acceptance of the paper for presentation in the conference will be conveyed to the author(s).

Conference Office:
Ms.Smita Rao +91-9676999561
Email: researchconfhyd@nmims.edu

Who should attend: Faculty members, researchers, practitioners, policy makers, and entrepreneurs.
Important dates:
Submission of Abstract: Saturday, 10th October 2015
Intimation of Acceptance: Thursday, 15th October 2015
Submission of full text & registration: Monday, 26th October 2015

Conference Dates: Friday, 27th & Saturday, 28th November 2015

Patron
Dr. Rajan Saxena
Vice-Chancellor, NMIMS University

Chairperson
Dr. B. Karunakar
Director, NMIMS-Hyderabad

Conference Team:
Dr. RJR Swamy
Prof. SPR Vittal

Dr. G. Radha Krishna
Prof. Kavita Kulkarni

Dr. Sasmita Mishra
Dr. Srinivas Akella

Registration Fees:

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<tr>
<th>Corporate Delegates</th>
<th>Faculty</th>
<th>Research Scholars</th>
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<td>₹6000</td>
<td>₹3000</td>
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1) The above fee covers the conference kit, refreshments, breakfast, lunch for the two days of conference.
2) The registration fee has to be paid either a DD/crossed cheque in favor of SVKM's NMIMS University or Electronic transfer RTGS/NEFT to A/c no. 027010100725446, Axis Bank Ltd, Tarnaka, Secunderabad, IFSC code: UTIB0000027.
3) The Networking Dinner will be hosted on 27th November, 2015.