



National Conference on Emerging Trends in Quality Management and IT Education

(Sponsored by National Assessment and
Accreditation Council, Bangalore*)

*Approval Aviated

25 March, 2017

Shri VaishnavSM Institute of Management, Indore

UGC-NAAC Accredited 'A' Grade Institute,

ISO 9001:2008 Certified

(Approved by AICTE, Affiliated to
DAVV, Indore & RGPV, Bhopal)

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Vision

"An Institute of Choice in Higher Education"

Mission

"Excellence through Involvement"

ABOUT THE INSTITUTE

Shri Vaishnav Institute of Management Indore is UGC- NAAC Accredited "A" Grade Institute and ISO 9001: 2008 certified, established in 1987. It has the credit of being first self-financed institution of Madhya Pradesh and is conferred with the award of 'Oldest Self-Financed institute in Madhya Pradesh' by CMAI. The institute is affiliated to Devi Ahilya Vishwavidyalaya, Indore and Rajiv Gandhi Praudyogiki Vishwavidyalaya, Bhopal and approved by AICTE and UGC. The campus is spread over an area of seven acres in the heart of Indore city. It is run by Shri Vaishnav Shaikshank Evam Parmarthik Nyas Indore. Another feather in the cap of the Trust is a private State University Shri Vaishnav Vidyapeeth Vishwavidyalaya.

Objectives of the Conference

- To bring together researchers & policy-makers in the domain of Management and Information Technology Applications.
- To focus on examining the multifarious aspects theoretically or empirically by the intellectuals towards quality education in Management in IT.
- To encourage research orientation by providing a platform for new ideas to intellectuals.

ABOUT THE CONFERENCE

During the recent years there have been emerging trends in the professional and technical education which have endeavored quality education in the country. All global and local organizations demand better quality from educators. Thus, looking to the need Shri Vaishnav Institute of Management takes a step to provide a common platform to the academicians, research scholars, students and industry professionals to meet and share their intellectual property & ideas.

Call for Papers

Original empirical, conceptual and descriptive research papers from Academicians, Doctoral Scholars, Industry Professionals, and Students on the below topics of different tracks are invited. Apart from the topics suggested below, any Inter-disciplinary topic allied to these areas will also be considered.

Track-I : Finance

- Financial Markets in pre-post liberalized era
- Behavioral Finance
- NPA Management
- Demonetization
- Cashless Economy
- Financial Reporting in India
- Market Volatility

Track-II : Human Resource Management

- Talent Acquisition & Management
- Employee Satisfaction
- Employee Retention and Career Progression
- Ethical issues in performance appraisal
- Building high performance organizations
- Innovative practices in human resource management

Track-III : Marketing

- Social media marketing
- Innovative approaches towards understanding consumer psychology
- Product and corporate branding
- Marketing Strategies for rural market
- Measuring the success of relationship building strategies

Track-IV : Information Technology

- Digitalization
- Cyber Security
- Brain- Computer Interaction
- Big Data Analytics
- Mobile Computing
- Ethical Issues in Information Technology

Track-V : Entrepreneurship

- Cross cultural issues in entrepreneurship
- Facilitation of women-owned business
- International entrepreneurship
- Entrepreneur as innovators
- Socio-economic factors affecting entrepreneurship development

Registration Fee (in INR)	
Academicians and research scholars	750
Corporate Members	1,000
Students	500

Conference Venue: Shri Vaishnav Institute of Management, Indore

Guidelines for Paper Submission

- Empirical and Conceptual research papers are invited.
- Abstract of not more than 300 words should be added at the beginning of the paper (along with key- words) in Times New Roman font, 12 points with 1.5 spacing.
- A cover -page mentioning title of the paper, track and theme, name of the author/s and affiliation is required.
- Once the abstract is accepted, full length final paper in MS-Word is to be submitted to the Conference secretary at svimconference2017@gmail.com latest by 08/03/17.
- The research paper should comply with the formats:
 1. Fonts-Times New Roman
 2. Font size -12point
 3. Spacing-1.5
 4. References- APA guidelines
 5. Tables and Figures, should be added in the exact position as and where they are to appear
- The research paper should comply strictly with the guidelines.

Accepted papers shall be published in Edited Book with ISBN.

Selected papers may be published in ISSN journal.

E-Mail for Submission:
svimconference2017@gmail.com

Important Dates	
Last date for abstract submission	20/02/2017
Last date for full paper submission	05/03/2017
Acceptance Notification	08/03/2017
Last date of Registration	20/03/2017

PATRONS

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Vishwavidyalaya

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Shri Kailashchandra Agar

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National Conference
On
Emerging Trends in Quality Management
and IT Education
25 March 2017, Saturday

Registration Form

Name (in Block letters): _____

Designation: _____

Institute: _____

Address for correspondence: _____

Phone No.: _____

Mob: _____

Email id: _____

DETAILS OF PAYMENT : For Online Payment :

Shri Vaishnav Institute of Management, Indore
 Bank Name : Bank of Maharashtra
 Branch: M.G. Road, Indore
 Account Number : 60072163849
 IFS Code : MAHB0000106

Payment through demand draft drawn in favour of
Shri Vaishnav Institute of Management, Indore
payable at Indore.

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