



NATIONAL CONFERENCE
MANAGEMENT CHALLENGES IN THE NEW ERA: STRATEGIES FOR SUCCESS
20th February, Thursday, 2014

ORGANIZED BY
CENTRE FOR MANAGEMENT STUDIES
JAMIA MILLIA ISLAMIA
(CENTRAL UNIVERSITY)
NEW DELHI- 110025

National Conference on
MANAGEMENT CHALLENGES IN THE NEW ERA: STRATEGIES FOR SUCCESS

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CALL FOR PAPERS

“The best way to predict the future is to create it.” Peter Drucker

Peter Drucker, considered to be the most profound management thinkers of today states that the period we're living in as one of "PROFOUND TRANSITION--and the changes are more radical perhaps than even those that ushered in the 'Second Industrial Revolution' of the middle of the 19th century, or the structural changes triggered by the Great Depression and the Second World War." In the midst of all this change, he contends, there are five social and political certainties that will shape business strategy in the not-too-distant future: the collapsing birthrate in the developed world; shifts in distribution of disposable income; a redefinition of corporate performance; global competitiveness; and the growing incongruence between economic and political reality. Drucker then looks at requirements for leadership ("One cannot manage change. One can only be ahead of it"), the characteristics of the "new information revolution, productivity of the knowledge worker and finally the responsibilities that knowledge workers must assume in managing themselves and their careers.

The business environment worldwide is undergoing unpredictable changes. A variety of driving forces provoke this change. Internet and telecommunication has shrunk the world substantially. New business models are emerging due to continuous developments in the IT sector. International boundaries are fading and the entire world has become a single global marketplace. Public consciousness has become much more sensitive and demanding that the organizations be more socially responsible. All this is posing newer and newer challenges for management in organizations world over.

The marketers face challenge of more demanding consumers who have greater product variety than ever, yet they are less satisfied. On the other hand, advances in digitization, biotechnology and smart materials are creating opportunities for new products and services that transform business. Competition is intensifying and profit margins are diminishing. Managers can no longer focus solely on costs, product quality, speed and efficiency. For profitable growth, managers must strive for new sources of innovation and creativity. Faster economic growth, growing population, rising income level and standard of living provides proliferation of product

categories and brands in Indian market. Today, the Indian consumer is economically far better off than his earlier generations. A highly competitive environment, knowledgeable and digitally conscious consumers coupled with the fast paced technology enforces business enterprises to be on their toes. Traditional models of marketing are being redesigned in the wake of modern challenges faced by the firms. The unique cultural characteristics, tradition and dynamics of consumer behaviour, demand an innovative marketing strategy to achieve success.

Today, the role of a marketer has changed from merely selling products and services to transforming lives and nurturing lifestyles. The Indian consumer is changing and so is the Increasing market complexity.

The financial sector faces challenge of Financial markets have recovered substantially but vulnerabilities remain significant. Ample liquidity may lead to new bubbles, particularly in some emerging markets, and uncertainties about government exit strategies and regulatory changes threaten a fledgling upswing. At the same time, expectations of future write downs and more stringent capital rules put pressure on bank lending more generally. Restarting securitisation to support lending would be important and could be fostered by government initiatives focussing on standardisation, transparency and due diligence to restore investor confidence.

Regulatory reforms currently being proposed concern accounting rules, capital requirements and compensation issues. The other challenges are how to come to a new level of growth and sustainable profitability in an environment of low interest rates ,-- rebuilding asset quality and strengthening their capital adequacy,-- where to develop new and reliable sources of revenue,-- enriching and increasing the business value of customer relationships, at a time when customer behaviors and expectations are more demanding,-- restoring public confidence in the industry,-- how to deal with aggressive and innovative non-bank competitors -- embedding a risk management culture into the fabric and habit of daily operations. A third dimension concerns the ever more critical need for financial institutions to transition their technology architectures to next-generation capabilities, putting in place the enablers for all the issues listed above.

Banks, thrifts and credit unions now need to approach technology no longer as an expense to be managed down, but more as an investment for future growth. By focusing less on specific systems and applications, and more on enterprise-wide capabilities, they need to address such challenges such as: -- implementing fully digital banking, -- filling manual gaps and delivering straight-through, efficient business processes,-- enterprise-level integration and

management of data -- interactive customization of products and services to meet customer demands-- transparency in costs, compliance and prices.

The HR managers are faced with the challenges of managing the knowledge worker. Organisations recognise the critical importance that human capital means for competitiveness, and ultimately survival in the modern era. No longer are leading edge products, cost effective processes, or in-demand services thought to be the key ingredient of success, but rather having and being able to keep the people who will come up with these ingredients time and time again.

This recognition has meant human resources management has become integral to strategic decision-making at the highest level in many leading organisations. But joining the major players at the organisation's cardinal business table requires that the HR management function comes to grip with the key HR issues as well as key business issues facing their organisations. These new challenges raise questions about the nature of HR practices and the role of HR professionals, and imply new approaches for the HR function in product and service delivery. David Ulrich, a renowned HR expert and author, has identified certain issues that are key if the HR function is to add measurable value, deliver business results, enact professionalism, and demonstrate new competencies. According to him the challenges faced by the management are globalisation, managing the value chain for business competitiveness, focus on capability, organisational change, technology and attracting and retaining intellectual capital.

All these factors and forces are giving rise to lot of thinking and rethinking in every sector of management. Addressing these challenges calls for deliberations and hence the theme of the conference, '**Management Challenges in the new Era: Strategies for Success**', calls upon corporate and academia to discuss upon the emerging issues, dimensions and ideas related to challenges in the various functional areas of management and also suggest strategies for creating a future and not just predicting it.

CRITERION FOR EVALUATION OF ABSRACT AND PAPER

- ✓ Does the subject of the paper appeal to the interests of the academia or the industry?
- ✓ Does the paper use an appropriate methodology?
- ✓ Does the paper bring new insights or knowledge to the body of literature?
- ✓ Are the abstract and the paper submitted as per the guidelines?

BROAD AREAS

Papers should broadly address the conference theme and issues related to functional areas of management. Participants are encouraged to contribute new ideas, concepts and opinions in the form of papers containing original empirical or theoretical. Papers based on the following themes, but not limited to them, are invited.

- Marketing Strategy and Management
- E-marketing
- Relationship Marketing
- Green Marketing
- International Marketing
- Retailing
- Social Marketing
- Non profit Marketing
- Rural Marketing
- Branding
- Innovations in Marketing
- Supply Chain Management
- Advertising
- Transportation Systems & Logistics
- Human Resource Management
- Leadership
- Organizational Behavior
- Employee Affairs and Human Development,
- Knowledge Management,
- International Business
- E-Commerce/M-Commerce
- Reporting
- Business Education
- Entrepreneurship & Innovation
- Corporate Governance
- Finance & Accounting
- Banking
- Security Analysis
- Portfolio Management
- Financial Econometrics
- Risk Management
- Derivative
- Corporate Finance
- International Finance

GUIDELINES FOR SUBMISSION OF ABSTRACTS AND FULL PAPER

Soft copy in MS- Word of the abstract/ paper selected for presentation at the conference should be sent to the conference committee as per the schedule. The electronic copy should be mailed to cmsmc2014@jmi.ac.in

The abstract/papers must specify the purpose of research, methodology used, major findings, discussion & implications and references. The following guidelines must be adhered to:

Maximum Length (Abstract)	200 words
Maximum Length (Full Paper)	3500 words excluding title/cover page and references
Margins	2.5 cm or 1 inch
Font	Times New Roman, 11 point
Spacing	1.5
Title Page	Title, author (s), affiliation (s) contact details
Key Words	Maximum four
Style for Writing References	APA Format

Abstract/Papers will be reviewed and only those papers that qualify will be approved for presentation in the conference. Selected papers may also be published in the form of an edited book after due review process.

REGISTRATION

The Registration fee per participant including tea & lunch, seminar kit and study material for the various categories is as follows:

CATEGORY	REGISTRATION FEE
Corporate	Rs. 2500
Academicians/Research Scholars	Rs. 2000
Students	Rs. 1000

Drafts should be drawn in favour of **The Registrar, Jamia Millia Islamia** payable at **New Delhi**, and should be sent with the duly filled registration form by registered post/courier to:

**The Organizing Secretary,
National Conference on Management Challenges in the New Era:
Strategies for Success,
Centre for Management Studies,
Jamia Millia Islamia, Jamia Nagar, New Delhi – 110025.**

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THE INSTITUTION

Jamia Millia Islamia: Jamia Millia Islamia came into existence during the freedom movement in 1920 and, as called by Rabindranath, is “one of the most progressive educational institutions of India”. Jamia Millia Islamia, a Central University, renowned for its highly glorious past and an equally promising future, has more than 15,000 students, 700 full time faculty members, 8 faculty of studies, 45 departments and offers more than 200 courses of study.

Centre for Management Studies (CMS): The Centre for Management Studies (CMS) was established in 2003 and has a very rigorous process of selecting students for its different programmes. CMS has been well accepted by the market with students placed in top reputed national and multinational companies.

CMS conducts the following programmes:

- Ph.D. in Management

- Two-Years MBA
- Two years MBA (Executive)
- Two-Years MIB (Master of International Business)

IMPORTANT DATES

Last Date for Abstract Submission	31 st October, 2013
Notification of Acceptance of the Abstract	15 th November, 2013
Last date for submission of Complete Papers	6 th January, 2014
Notification of Acceptance of the Paper	12 th January, 2014
Last Date for Registration	15 th January, 2014
Date of Conference	20 th February, 2014

Important Note:

No papers will be accepted after the due date and only those accepted papers will be considered for publication, who will deposit the registration fee on time.

If there is more than one author, they need to be registered separately for getting the copy of the published proceedings.

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Registration Form

Name of First Author (in capital letters): _____

Designation: _____

Name of the University/Institution/Organisation: _____

Official Address:

Residential Address:

Phone Number (office): _____ Mobile: _____

E-mail ID: _____

Title of the paper:

Presenting Paper (please tick): Yes/No

Name(s) of Author(s):

1. _____

2. _____

3. _____

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