

Chief Mentor

Padma Bhushan Prof. (Dr.) S.B. Mujumdar
Founder and President, SYMBIOSIS
Hon'ble Chancellor, Symbiosis International University (SIU)

Mentor

Dr. Vidya Yeravdekar
Hon'ble Principal Director, Symbiosis

Chief Advisor

Dr. Rajani Gupte, Hon'ble Vice Chancellor, Symbiosis International University, Pune

Advisory Committee

- Dr. Bham Venkataramani, Dean, Faculty of Management, Symbiosis International University, Pune
- Prof. Lalit Kathpalia, Director, Symbiosis Institute of Computer Studies and Research (SICSR), Pune
- Prof. (Dr.) Mona Khare, National University of Educational Planning and Administration (NUEPA), New Delhi
- Dr. B.K. Mohanty, Professor (Decision Sciences Group), Indian Institute of Management (IIM), Lucknow
- Dr. Madhu Jain, Department of Mathematics, Indian Institute of Technology (IIT), Roorkee
- Dr. Kanhaiya Singh, Professor, Fore School of Management, New Delhi
- Mr. Neville Lobo, Sr. Vice President & Head- Corporate HR, and Director, Management Development Center, Larsen and Toubro (L&T) Ltd.

Conference Chairman

Prof. Shirang Altekar
Director, Symbiosis Centre for Management Studies, NOIDA

Conveners

- Dr. Anubha Vashisht: dydirector@scmsnoida.ac.in
- Dr. Kriti Priya Gupta: kriti.gupta@scmsnoida.ac.in
- Dr. Bharti Wadhwa: bharti.wadhwa@scmsnoida.ac.in

Secretary

- Ms. Khushboo Tyagi: khushboo.tyagi@scmsnoida.ac.in

Conference Venue

SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES (SCMS), NOIDA

(Constituent of Symbiosis International University (SIU), Pune)

About Noida

One of the largest Industrial Townships of Asia, NOIDA is the fastest growing industrial and academic hub of India. NOIDA is a planned, integrated, modern Industrial City, well connected to the capital of India - New Delhi, through a network of roads, national highways and the ultra - modern DND flyover, offering inter - road linkages to all parts of the country. Spread over 20,316 hectares, with many sectors fully developed, NOIDA offers a pollution free high standard of living and highly supportive industrial environment with its unique infrastructure providing numerous, matchless facilities. Today, it stands as an enviable monument of the concept of integrated Industrial Township in the world, with greenery all around.



Block 'A', Plot No. 47-48, Sector-62, NOIDA-201301, INDIA.
Tel: +91-120-2405065/67. Fax: +91-120-2405066,

Website: www.scmsnoida.ac.in E-mail: conference@scmsnoida.ac.in



3rd International Conference

On

CREATING OPPORTUNITIES IN EMERGING MARKETS

- A GLOBAL APPROACH

February 13 - 14, 2015



**Symbiosis Centre for Management Studies, NOIDA
(Constituent of Symbiosis International University, Pune)**

About Symbiosis

Symbiosis was founded by visionary Padma Bhushan Prof. (Dr.) S. B Mujumdar in the year 1971, based on the principles of Vedic thought of 'Vasudhaiva Kutumbakam' - 'The World is one Family'. Symbiosis International University, Pune came into existence in 2002 and today is one of the leading educational institutions in India imparting quality education with an International flavor. The global family of Symbiosis International University epitomizes the motto, "**Promoting International Understanding through Quality Education.**" The University comprises of 27 constituent units, imparting training under 7 faculties. It has students who hail from all states of India and 80 different countries. Symbiosis is known to be a Multicultural, Multi lingual and Multinational institution.

An institution - where academic democracy prevails; where law is the religion and freedom of thought and expression is the spirit; where equality is not preached but practiced; where Innovation, Passion and Compassion is nurtured.

About Symbiosis Centre for Management Studies (SCMS), NOIDA

Symbiosis Centre for Management Studies (SCMS), NOIDA, an off campus institute of Symbiosis International University, Pune began its operations in 2010. Based in the National Capital Region, it is currently offering quality education at the graduate level. SCMS NOIDA aims at being an Integrated Management Education Provider and has in its short period of existence, established itself as a premier educational institution in the National Capital Region.

About The Conference

The emerging economies are becoming the new center of gravity for the world trade. The economies are rich in factors of production like natural resources, manpower and are also emerging out as biggest consumer markets. What is needed by them is guidance and support from the developed countries in extracting maximum values.. As emerging market consumers demand products and solutions tailored to their values and priorities, global companies are beginning to recognize the need to create strategies to respond to the more sophisticated Emerging Market Consumers (EMCs). This conference aims at initiating innovative management models and discussing business strategies for Emerging Markets. The conference will focus on fruitfully deliberating the issues and challenges of successfully competing in Emerging Markets through a global approach. The conference will bring together researchers and practitioners from the business community and engage them in proactive discussion.

Conference Benefits

Publication Opportunity

- All accepted abstracts will be published in the Conference Souvenir.
- Papers presented at the conference will be published in the e-Proceedings (ISBN 978-81-928678-1-6) of the conference.
- A few of the best papers will be published in the next issue of our Journal "**JOURNAL OF GENERAL MANAGEMENT RESEARCH**" (ISSN: 2348-2869) (e-ISSN:2348-5434)

Delegate Type	Registration Details			
	BEFORE JANUARY 13 th , 2015		AFTER JANUARY 13 th , 2015	
	Indian Delegates (INR)	Foreign Delegates (USD)	Indian Delegates (INR)	Foreign Delegates (USD)
Corporate Participants	5500	200	6000	250
Academicians	3000	150	4000	200
Doctoral Fellows/Students	1500	100	2000	150

Registration fee includes registration kit, conference souvenir, tea and lunch (on February 13-14, 2015). It does not include accommodation and transport charges. The fee also includes e-proceedings which will be provided after the conference.

Concessional Offers

Group concessions:

- 4 can register at the registration fee of 3 members
- 7 can register at the registration fee of 5 members
- 10 can register at the registration fee of 7 members

Concession for members of SCMS NOIDA Research Group (SRG):

All the participants of previous conferences organized by SCMS-NOIDA shall be eligible for the membership of the **SCMS NOIDA Research Group (SRG)**. They can avail a concession of 10% on the registration fees. To get this concession, the participants have to register with their SRG membership number.

Call For Papers

Empirical/Conceptual research papers and Case studies are invited on the following subthemes & combinations of the same:

Marketing Opportunities

- Marketing Strategies in Emerging Markets
- Marketing for Volatile Markets
- Global Ethical marketing practices
- Emerging Trends in Integrated Marketing Communication
- Customer Retention Strategies in Emerging Markets
- Branding Strategies in Emerging Markets
- Social Marketing
- E Marketing
- Recovery Market
- Consumer Behavioral Shift

Technology

- E- Governance and Security in Emerging Markets
- Cyber Laws for Emerging Markets
- E- Commerce in Emerging Markets
- Web Applications and Web Services for Emerging Markets
- Computing and Mobile System in Emerging Markets
- Decision Support System

General Management

- Role of Social Media in Emerging Markets
- CSR and Corporate Governance
- Growth of New Management System
- Environmental Complexity in Emerging Markets

Human Resources

- Talent Management in Emerging Markets
- Work life Balance in Highly Pressured Environment
- Quality Circles for Sustainable Development
- Global Approach for Intelligence Motivation
- Peer Capability Building
- Cross Cultural Diversity
- Labour Relations in Emerging Markets
- Spirituality in Workplace

Accounting, Finance, Banking and Economics

- Creating Investment Opportunities in Emerging Markets
- Finance Issues in Emerging Markets
- The Banking Industry in Emerging Markets
- Wealth Management in Emerging Markets
- Auditing and Accountability: Professional and Business Ethics
- Accounting and Management Planning and Control
- International Accounting and Globalization
- Emerging Economic and Political Conflicts as threats to prosperity
- Evolution of Financial Systems and their Regional and Global linkages
- Central Banks and Monetary and Exchange Rate Policy
- Study of Stock Markets

Operations

- Manufacturing Networks in Emerging Markets
- Operations Management for Competitive Advantage
- Global Supply Chains in Emerging Markets
- Balancing Supply Chains between Emerging and Developed Markets
- Transport Operations including Intermodal Transport
- Environmental Issues in Logistics and Supply Chain Management
- Procurement Management and Outsourcing in Emerging Markets
- Quality Management, Certification, Compliance, Strategies for Emerging Markets
- Distribution, Logistics, and Warehousing in Emerging Markets

Important Dates

Abstract submission	October 30, 2014
Notification of acceptance of the abstract	November 5, 2014
Submission of full length papers	January 01, 2015
Acceptance notification	January 10, 2015
Conference Dates	February 13-14, 2015

Submission Process

Please send the abstract of 150 - 200 words at conference@scmsnoida.ac.in

Accommodation

Accommodation can be arranged on payment basis to a limited number of participants on first come first serve basis. Depending on the availability of rooms, accommodation can be arranged on single /twin sharing basis. The details of the same will be forwarded on receipt of enquiry.