

## TECHNICAL SESSIONS:

The conference will be of two days duration and will have six sessions including Inaugural and Valedictory Session as detailed below:-

**Thursday, January 14, 2016**

**Registration of Delegates: 12.30 p.m. to 1.45 p.m.**

<b>I) INAUGURAL SESSION:</b> (2.00 p.m. to 4.00 p.m.) a) Inaugural Address b) Key Note Address c) Vote of Thanks TEA BREAK: (4.00 p.m. to 4.30 p.m.)	<b>II) TECHNICAL SESSION:</b> Panel Discussion on "New Paradigms in Restructuring of Business Management Strategies in Finance, Marketing, HR and IT in Global Scenario" (4.30 p.m. to 6.00 p.m.)
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**Friday, January 15, 2016**

TECHNICAL SESSIONS (9.00 a.m. to 2.00 p.m.)

TEA BREAK (11.30 a.m. to 11.40 a.m.)

LUNCH BREAK (2.00 p.m. to 3.00 p.m.)

<b>III) TECHNICAL SESSION:</b> Paper Presentation on "New Paradigms in Restructuring of Business Management Strategies"	<b>IV) TECHNICAL SESSION:</b> Paper Presentation on "New Paradigms in Restructuring of Business Management Strategies in Finance"
<b>V) TECHNICAL SESSION:</b> Paper Presentation on "New Paradigms in Restructuring of Business Management Strategies in Marketing"	<b>VI) TECHNICAL SESSION:</b> Paper Presentation on "New Paradigms in Restructuring of Business Management Strategies in Human Resource Management and Information Technology"
<b>VII) VALEDICTORY ADDRESS:</b> Distribution of Certificates (3.00 p.m. to 4.30 p.m.)	

## IMPORTANT DATES:

- Last date for submitting paper: Monday, December 14, 2015.  
Delegate fee: Rs. 2,000/- for each delegate.  
(Rs. 2,000/- each for every accompanying person including children)
- Late and Final Registration Date: Friday, January 8, 2016.  
Delegate fee: Rs. 2,500/- for each delegate.  
(Rs. 2,500/- each for every accompanying person including children)

## REGISTRATION AND TRAVELING ALLOWANCES:

Filled-in registration forms along-with a demand draft for Rs. 2,000/- (Rs. Two Thousand Only) per delegate should reach the Director of the Conference latest by Monday, December 14, 2015. (After Monday, December 14, 2015 Rs. 2,500/- for each delegate up to Friday, January 8, 2016). **The Demand Draft should be drawn in favour of Finance and Accounts Officer, University of Mumbai** from any Nationalized Bank payable at Mumbai. No Cheque or Money order will be accepted. T.A. and D.A. for outstation delegates to be provided by the University/Institutions/College where the delegate is working. **Note: For further and update information of the conference please check [www.mu.ac.in](http://www.mu.ac.in)**

**ACCOMODATION:** Accommodation will be provided at I.C.S.S.R. Hostel, Vidyanagari Campus to the Outstation registered delegates on their request. Since the accommodation is limited, advance information for the same would be highly appreciated. Accommodation will be provided on sharing and first come first serve basis.

**PARTICIPANTS:** The conference aims at providing interaction with cross-section of experts involving academicians, practitioners, administrators and policy makers. It also provides a platform to discuss the ongoing issues pertaining to WTO, IMF and globalization and its impact on global business. The objective of the conference is to foster close relationship of teaching institutions, Government and industry.

## Contact for Help

University Department of Commerce Conference Secretariat  
Dr. Vivek Deolankar 09821146108, Office: (91-022) 26543323,  
Ms. Nivedita Shreyans 09821056529, Dr. Lata Krishnan 09819930769  
Dr. Sangeeta Pawar, Mr. Yash Sardesai, Dr. Sudha Subramaniam 09920652523  
Email Address: [deptofcommerce@yahoo.co.in](mailto:deptofcommerce@yahoo.co.in)

# 13<sup>th</sup> International Commerce and Management Conference

On

"New Paradigms in Restructuring of Business Management Strategies in Finance, Marketing, HR and IT in Global Scenario"

On

Thursday, 14<sup>th</sup> and Friday, 15<sup>th</sup> January, 2016



Re-accredited  
by NAAC with 'A' grade

**Organized by**

The University Department of Commerce,  
University of Mumbai, Ranade Bhavan, 2nd Floor,  
Vidyanagari Campus, Kalina, Mumbai 400 098. (INDIA).

**In collaboration with**



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by NAAC

Mahatma Education Society's  
Pillai Group of Institutions,  
Dr. K.M. Vasudevan Pillai's Campus,  
New Panvel, Navi Mumbai - 410 206.



The Institute of Computer Accountants (ICA)  
27, Netaji Subhash Road, Kolkata – 700 001



**Government of Maharashtra**



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**Supported by**

## VENUE

"Kavivarya Kusumagraj", Marathi Bhasha and Sahitya Bhavan,  
University of Mumbai, Vidyanagari Campus, Kalina, Mumbai 400 098.

## CHIEF PATRON

**Dr. Sanjay Deshmukh**  
Vice-Chancellor, University of Mumbai.

## DIRECTOR OF THE CONFERENCE

**Dr. Vivek Deolankar**  
Professor and Head, University Department of Commerce,



### ABOUT UNIVERSITY OF MUMBAI

The University of Mumbai (known earlier as University of Bombay) is one of the oldest and Premier Universities in India. It was established in 1857 and it is one amongst the first three Universities in India. The profile of this University carved out of more than 159 years of its functioning attests to its manifold achievements as the intellectual and moral powerhouse of the society. The University has always given its best to the country in general and to the city of Mumbai in particular by enthusiastically shouldering an ever-growing load of social values and opportunities. It has two campuses of area of 264 acres and 13 acres, with 1.25 million square feet of built-up area, 22 thousand sq. feet of class-rooms and 84 thousand sq. feet of laboratory space. It has two post graduate centers, about 743 affiliated colleges and 75 Departments. It has established its name in industrial collaborations and runs various professional courses.

### ABOUT THE DEPARTMENT OF COMMERCE

The Department of Commerce, University of Mumbai was established on 1<sup>st</sup> December, 1980 to shoulder the responsibilities of post-graduate teaching, training and research in the Commerce Faculty. The Department is the most active one with tremendous potential for growth. At present, the Department admits students for the M.Com. and Ph.D. Degree Courses. The Department offers specialization in areas most relevant to the city of Mumbai, the Financial Capital of the country, viz. Business Management, Banking and Finance and Accountancy.

### ABOUT MAHATMA EDUCATION SOCIETY

The Mahatma Education Society is proof of a vision linked irrevocably to national goals. Established in 1970, at a time when education was deemed a service, it set about bringing social and economic change through the proactive personal development of every child that came into its fold. The vision of Dr. K. M. Vasudevan Pillai, Founder, Secretary, and CEO and Dr. Daphne Pillai, Joint Secretary and Rector, saw the trust grow from a single school into a multi-institution, multi-location group delivering quality education at all levels. Dr. Priam Pillai is the Chief operating officer of Mahatma Education Society. It comprises schools, international schools, degree colleges, night colleges, management institutions, engineering colleges, colleges of architecture, colleges of education and polytechnic institutions. The Pillai Group of Institutions has embarked into international schools in Gorai, New Panvel and Rasayani.

### ABOUT THE INSTITUTE OF COMPUTER ACCOUNTANTS (ICA)

The Institute of Computer Accountants (ICA) was established in 1999. Mr. N. K. Shyamsukha (FCA) is the founder Chairman of the institution. ICA has been working towards skill building in the field of Accounts, Finance, Banking, Taxation and Computer Applications. Under its flagship program Certified Industrial Accountant Plus (CIA+) ICA has successfully trained and placed over 3,00,000 students through its training centres spread over 100 cities across India. Approved by National Skill Development Corporation (NSDC), ICA partners with the Government in nation building through various state and central government programs in vocational training and skill building. Placement and practical training lies at the core of everything that ICA does. Students are given Any Time Job (ATJ) card which enables them to get placement through a network of 70,000+ employers and 50 placement offices anywhere in India.

### ABOUT THE CONFERENCE

New Paradigms in Restructuring is a catch –all term, used by companies in trouble who need to change or risk losing business as well as successful ones who want to keep their edge. The restructuring of a Bank/Financial Institutions / Marketing / HR and IT / Company / Industry / Organization involves a set of discrete decisive measures taken in order to increase the competitiveness of the enterprise and thereby to enhance its value. Strategy may be broadly described as a course of action for achieving an organization's purpose. Strategy is, the determination of the basic long-term objectives of an enterprises, the adoption of courses of action and allocation of resources to achieve these goals.

After the global financial crisis of 2008, the global investment scenario has witnessed some stark contrasts. On the one hand, it has seen the resurgence of the American Economy, the financial strength of France and Germany, improvement in the Chinese and the Japanese economy while on the other hand it has been faced with the Russian Ukraine war, Ebola outbreak in Africa, problems in Greece, devaluation of the Islamic State of Iraq and Syria (ISIS). Amidst such a turbulent environment, the world business scenario has seen a great deal of activity on the mergers and acquisitions front.

The value of worldwide mergers and acquisitions transactions reduced in 2013 to \$ 3.4 trillion compared to \$ 2.5 trillion in 2012 but it has skyrocketed in 2014 by 47% to \$ 3.4 trillion. This can be attributed primarily to the improvement in the US and Chinese Economy in 2014 - 2015, has witnessed restructuring transactions worth \$ 1.7 trillion, which was 29% higher than the comparable in 2014 - 2015, The Middle East, and Brazil, Russia India and China (the BRICs), with Asian markets of particular interest at the moment. By 2020, the BRICs are expected to account for nearly 50% of all global GDP growth.

The Indian market is now comparable to many developed markets, and the international comparison, with countries like U.S.A., U.K., Japan, Germany etc., in terms of a number of parameters.

### OBJECTIVE OF THE CONFERENCE:

- (i) To identify the New Paradigms of Restructuring of Business Management Strategies in Finance, Marketing, HR and It in Global Scenario; and to study their problems and to recommend suitable measures.
- (ii) To examine the literature from a Global Scenario perspective on this vast subject and to suggest the models and utility for the Global business restructuring strategies in management.
- (iii) To identify and critically examine different methods of business restructuring along with their considerations, financial, tax and legal implications, etc. and to suggest remedial measures for improvement therein.
- (iv) To evaluate the different methods and issues involved in Valuation for New Paradigms, Restructuring of Business Management Strategies in Finance, Marketing, HR and IT in Global Scenario; actual examples, etc., and to suggest a line of action for overcoming them.
- (v) To find out the strength, weaknesses, opportunities challenges and threats in the areas of New Paradigms in Restructuring of Business Management Strategies in Finance, Marketing, HR and IT in Global Scenario.

### BROAD AREAS OF THE CONFERENCE:

New Paradigms in Restructuring of business management Strategies	New Paradigms in Restructuring Finance	New Paradigms in Restructuring Marketing	New Paradigms in Restructuring Human Resource Management and IT
<ul style="list-style-type: none"><li>❖ Mergers</li><li>❖ Takeovers</li><li>❖ Demergers or Spin offs</li><li>❖ Slump sale/Asset sale</li><li>❖ Foreign Investment in India by Foreign Companies</li><li>❖ Overseas ventures by Indian Companies</li><li>❖ Balance sheet restructuring/Financial Engineering</li><li>❖ Corporate Debt restructuring/ Strategic Debt Restructuring</li><li>❖ Bonus Debentures, Special dividend, Reduction of capital, Buy-back of Shares</li><li>❖ Foreign collaborations and Joint Ventures have become an integral part of any business restructuring.</li><li>❖ Voluntary Liquidation</li></ul>	<ul style="list-style-type: none"><li>❖ Corporate Governance</li><li>❖ Capital Market</li><li>❖ Behavioral Finance</li><li>❖ Credit Rating</li><li>❖ Financial Crises</li><li>❖ Capital Structure and Dividend Policy</li><li>❖ Financial Econometrics</li><li>❖ Financial Innovation</li><li>❖ IFRS Reporting</li><li>❖ Financial Institutions</li><li>❖ Financial Inclusion and Exclusion</li><li>❖ Financial Risk and Investment Management</li><li>❖ Financial Risk Management</li><li>❖ Market Volatility</li><li>❖ Institutional Performance</li><li>❖ Market Efficiency</li></ul>	<ul style="list-style-type: none"><li>❖ Consumer (Mis) Behavior</li><li>❖ Customer Engagement</li><li>❖ Brand Management</li><li>❖ Business-to-Business Services</li><li>❖ Green Marketing</li><li>❖ Customer Experience</li><li>❖ Marketing Capability</li><li>❖ Public and Non-Profit Services</li><li>❖ New Analytical Approaches</li><li>❖ Service Competencies</li><li>❖ Operations Management and Supply Chains</li><li>❖ Service Design and Service Innovation</li><li>❖ Value Co-creation</li><li>❖ Strategic Orientation</li><li>❖ Social Media Engagement</li><li>❖ Service Dominant Logic</li></ul>	<ul style="list-style-type: none"><li>❖ Employee Retention</li><li>❖ Employee Motivation</li><li>❖ Flexible/Innovation Human Resource Practices</li><li>❖ Corporate Entrepreneurship</li><li>❖ Cross-culture Management</li><li>❖ High Involvement Human Resource Practices</li><li>❖ Knowledge Management</li><li>❖ Leadership Strategies</li><li>❖ Performance Management</li><li>❖ Learning Organization</li><li>❖ Strategic Entrepreneurship</li><li>❖ Strategic Human Resources Management Practices</li><li>❖ Talent Management</li><li>❖ Corporate Entrepreneurship</li></ul>

### CALL FOR PAPERS:

We invite quality research papers on any one of the above broad areas. The article must be accompanied by an abstract (not more than 150 words) neatly typed with a double space and wide margins. The article should be sent to the Director of the Conference in the form of CD MS-WORD along with one (01) hard copy. The decision about the acceptance or non-acceptance of the paper will be communicated to the authors in due process. The last date for submission of papers is Monday, December 14, 2015. Outstanding papers will be considered for publications in the Research Volume. All the submitted papers will be double blind reviewed and the best 21 papers will be published in ISBN No. book by the reputed national publisher.



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## **REGISTRATION FORM**

The University Department of Commerce,  
University of Mumbai, Ranade Bhavan, 2<sup>nd</sup> floor, Vidyanagari Campus,  
Kalina, Mumbai 400 098. (India)

Last Date of Submission Monday, December 14, 2015.

1. Name : \_\_\_\_\_

(In Block Letters)

2. Title of the Paper : \_\_\_\_\_

3. Designation : \_\_\_\_\_

5. Institution : \_\_\_\_\_

6. Postal Address : \_\_\_\_\_

7. Phone No. (M) \_\_\_\_\_ (O) \_\_\_\_\_

8. Email ID: \_\_\_\_\_

9. Accommodation Required : Yes / No

10. Delegate fee paid Rs. \_\_\_\_\_

11. Demand Draft No. \_\_\_\_\_ Dated \_\_\_\_\_

Name of the Bank and Branch \_\_\_\_\_

Signature of the Delegate

Signature of the Principal  
(Stamp)

Date:- \_\_\_\_\_

**Note** : The Paper and Registration form must reach latest by Monday, December 14, 2015. It should be sent to:  
**Professor Vivek Deolankar**, Head, University Department of Commerce, University of Mumbai, Ranade Bhavan,  
2<sup>nd</sup> floor, Vidyanagari Campus, Kalina, Mumbai –400 098, India.

**(Photocopies of Registration Form will be accepted)**

**INVITATION**  
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27, Netaji Subhash Road, Kolkata – 700 001

From,  
**Professor Vivek Deolankar**  
M.Com., M. Phill., Ph.D., D.Litt., D.Litt. (Mumbai),  
I.C.D.H.C.M. (U.S.A.)  
Director of The Conference,  
Head, University Department of Commerce,  
Ex-Dean, Faculty of Commerce,  
University of Mumbai,  
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