



University of Mumbai's
Alkesh Dinesh Mody Institute
for Financial & Management Studies

ADMIFMS MRC 2016-2017

MANAGEMENT RESEARCH CONFERENCE 2017

on

**Entrepreneurship, Institutions & Competitiveness:
Challenges for Emerging Market Companies**

&

ECONOMIC CONCLAVE

on

**Integration of World Economy,
its Challenges & its Impact on India**

3rd & 4th March 2017

Venue: Joravar Bhavan, Opp. New Boys Hostel, Tagore Link Road, Vidya Nagari, Kalina,
Santacruz East, Mumbai, Maharashtra 400098



ABOUT UNIVERSITY OF MUMBAI

The University of Mumbai is one of the oldest and premier universities in India. It was established on 18th July 1857 along with the University of Calcutta and the University of Madras. University of Mumbai has two campuses. First campus which is spread over an area of 230 acre, is located at Kalina, Santracruz (East). This campus is also near to Bandra-Kurla Complex which is the Financial Center of Mumbai. The other campus is located at Fort and has over 13 acres of land. University of Mumbai has subcenters at Thane, Kalyan & Ratnagiri.

The University of Mumbai has been accredited with 'A' Grade by NAAC. UGC has recognized University of Mumbai as university with 'Potential for Excellence'.

ABOUT ADMIFMS

Alkesh Dinesh Mody Institute for Financial & Management Studies was established in the year 1994, as a Department of the University of Mumbai, offering management education with a focus of financial services. ADMI later initiated its prestigious Masters in Management Studies Program in 2002-2003 to live up to the increasing demand for Management professionals.

The institute is awarded with two prestigious awards, that are "B School with Best Academic Input Syllabus in Finance by Dewang Mehta B-School Award" and ABP News B-School Award for "Best B-School with Excellent Industry Interface". Institute has been ranked among top two-fifty Business Schools in the Country by Business Today in their BT-MDRA Best Schools Survey 2016.

ABOUT CONFERENCE THEME

Entrepreneurship, Institutions and Competitiveness: Challenges for Emerging Market Companies

In an increasing complex and integrated global economy, a significant challenge for organisations is navigating institutionally diverse context each posing as different set of opportunities and challenges. Global marketplace will reward companies that value entrepreneurial risk-taking, invest heavily in developing their intellectual capital, promote individual growth, and adopt policies that are environmentally friendly. Successful competitiveness will demand the use of visionary and dedicated leadership, a balanced scorecard that enhances corporate accountability, and sustained investment in creating dynamic capabilities. It will also require the effective management of intangible resources and assets to achieve growth.

CONFERENCE SUB THEMES



CONFERENCE SUB THEMES

FINANCE

Risk in Financial Markets and Institutions: New Challenges and New Solutions

Papers are invited on the main theme, the sub-theme and their related impact on Money Markets, Capital Markets, Foreign Exchange Markets, Commodity Markets, Banking and Insurance, Risk Management, Asset and Liability Management, Mergers and Acquisitions, Mutual Funds, Private Equity Investments, Taxation Inflation and other related topics.

MARKETING

Disruptive Marketing: A Growth Driver

Papers are invited on the main theme, the sub-theme and their related impact on Global Marketing, Retail Marketing, Customer Relationship Management, Branding and Re-Branding, Green Marketing, Marketing of Services, Advertising, Sales Promotion and other related topics.

ECONOMICS

Integration of World Economy, its challenges and its Impact on India

Papers are invited on the main theme, the sub-theme and their related impact on Money Markets, Capital Markets, Derivatives, and other related topics.

CONFERENCE SUB THEMES

GENERAL MANAGEMENT

Start-ups, Entrepreneurs for Services and Manufacturing Businesses with focus on Innovation and Creativity.

Papers are being invited on the main theme, sub-theme and their related impact on Start-up business areas of MSME, services, supply chain management, on Innovation and Creativity.

HUMAN RESOURCE

HR Strategic Competencies for Employee Performance in Businesses

Papers are invited on the main theme, the sub-theme and their related impact on Manpower Planning, Recruitment, Employee Engagement, Talent Management, Performance Appraisal, Compensation and Benefits, Leadership, Industrial Relations, Labour Welfare, Training and other related topics.

ECONOMICS

Using Information Technology to enhance the quality and the accessibility of Education

Papers are being invited on the main theme, sub-theme and their related impact on ERP, MIS, IT Governance, IT Risk and Management, E-Commerce, Cloud Network and Computing, Information Security and Audit and other related topics.

IMPORTANT DEADLINES



15th February 2017

Submission of Complete Paper



20th February 2017

Communication of Acceptance



28th February 2017

Completion of Registration

GUIDELINES FOR PAPER

- ✓ **WORD LIMIT:** 4000 words maximum
- ✓ **FONT:** Times New Roman
- ✓ **TITLES & SUBTITLES FONT SIZE:** 14pt
- ✓ **PAPER BODY FONT SIZE:** 14pt
- ✓ **SPACING:** Single
- ✓ **MARGIN:** 1inch (All sides)

STRUCTURE OF PAPER

Heading 1: Introduction

The introduction should set the context of the paper, clearly develop the purpose of the investigation & develop the research question asked.

Heading 2: Review of Literature

The review of literature should contain adequate understanding of the relevant literature in the field & cite an appropriate range of literature source. The review of literature can also contain the hypothesis developed, at the end.

Heading 3: Body of Paper

The paper can be qualitative or quantitative. However, it has to emerge from a scientific and systematic study. This section should contain the appropriate methodological process used for scientific & objective assessment, variable/constructs under investigation & their selection process along with the steps taken for scientific rigour in the analysis.

Heading 4: Results

The results have to be presented clearly & analysed appropriately. The results should also be captured in a table format as much as possible for both conceptual/qualitative & quantitative analysis.

Heading 5: Conclusions

The conclusions should adequately tie together all the elements of the paper. It should summarize the results & provide clear implications for the field investigated in the paper.

Note:

Paper/Cases on Innovative Organizations, Industrial Experiences & Unique Organization Designs, that have substantial academic value are also encouraged even if they do not completely fit in the above stated structure of the paper.

REGISTRATION CHARGES

CORPORATE DELEGATE: INR 3500

ACADEMICIANS: INR 2500

STUDENTS: INR 1000

PAPER IN ABSENTIA: INR 1500

REGISTRATION INFORMATION

The registration charges are to be paid through
Demand Draft Payable at Mumbai & prepared in
favour of:

**“UOM, Alkesh Dinesh Mody Institute for Financial
and Management Studies”**

Note: Accepted Papers as decided by Conference Committee will be published in Journal with ISSN.

Plagiarism will be conducted by Institute. Papers qualifying after check only will be shortlisted for Publication. Copyright of published papers will belong to the Institute.

Authors submitting papers in-absentia will be issued 'Presentation In-Absentia' certificate.
However such papers may not be considered for publication in the Journal with ISSN.
The decision of the conference committee will be final in this regard.

ACCOMODATION IN MUMBAI

ADMI will extend support to all outside delegates in arranging for accomodation within Unviersity Premises at very nominal charges at Unviersity facilities like ICSSR Guest House & WRIC Guest House. However, the outside delegates need to provide intimation for the same to the institute by 28th February 2017. They will also be required to complete their registration formality by same date. for helping the institute in arranging the accomodation facilities for them.



ABOUT ECONOMIC CONCLAVE

"Integration of World Economy, its Challenges & its Impact on India"

India, the World's largest democracy, has yet to realize its full potential as a leading global economy. The rapid economic growth that India has witnessed since the mid-1990s was ushered in through much-needed reforms. After being criticized by economists for low growth, India has finally earned a place among the World's leading emerging markets. Further reform could lead India to further success among the BRICS – Brazil, Russia, India, China and South Africa – and beyond.

The Indian Economy today is more integrated and more dependent on the global economy than ever before. The country has come a long way from decades of stalled economic growth, exchange rate fluctuations, a severely negative balance of payments and intermittent crises. An insulated and largely socialist economy was liberalized, rescuing the country from the brink of default and initiating a period of sustained economic growth.

Given the criticality of its external engagements, India needs to renew its commitment to reforms and better exploit the benefits of global integration. A number of sectors are still governed by rules and norms of the past that need to be liberalized, rationalized and strengthened to allow for resilient and sustainable growth. Some sectors offer immediate benefits and need to be prioritized while others need long-term and far-sighted reforms. The election of a new government led by Prime Minister Shri. Narendra Modi and his Bharatiya Janata Party (BJP), presents an opportunity to advance India's agenda of reform. Shri. Modi has a demonstrated commitment to free market ideals. His election reflects the Indian People's embrace of an open, modern economy that allows individuals to realize their potential unencumbered by an over-weening State.

To spur economic growth, India increased focus on exports, non-factor and labour services. This translated into increased capital inflows and foreign direct investment (FDI). Foreign investment in India increased from a meager \$132 million in 1991 to a peak of \$43 billion in 2008. The country was lauded internationally for its reduction and rationalization of tariffs and removal of non-tariff barriers. The average tariff on consumer goods was reduced from 153 percent in 1990 to 25 percent in 1997.

These reforms led to deeper integration of the Indian Economy with the Global Economy. Now, we are at the centre stage to understand that the integration has impacted Indian Economy on a positive scale. Hence, the theme of the conclave is "Integration of World Economy, its Challenges and its Impact on India." The Key note speaker is Dr. Aditya Srinivas, Chief Operating Officer & Chief Economist, Bombay Stock Exchange Broker's Forum.

All the participants who attend this session will be issued a certificate in addition to the certificate for Management Conference.

CONFERENCE PATRONS

DR. SANJAY DESHMUKH
Hon' Vice-Chancellor, University of Mumbai

DR. ANIL PATIL
Director BCUD, University of Mumbai

DR. M. A. KHAN
Registrar, University of Mumbai

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