



D Y PATIL GROUP

Dr D Y PATIL SCHOOL OF MANAGEMENT

Dr D Y Patil School of MCA

D Y Patil Knowledge City, Charholi Bk. via Lohegaon,
Pune – 412105

In Association with



Organizing

"INCUBATION"-III

International Conference on “Contemporary Corporate Strategies: Global Perspectives”

on

14th and 15th February, 2018.

About the Institution

Dr D Y Patil School of Management and Dr D Y Patil School of MCA, Pune, Maharashtra, India are one of the most prestigious and reputed management institutes in Pune, Maharashtra, India and preferred by many of the local as well as the students all over the country.

In fact, considering its growth statistics, it is one of the fastest growing management institutes in Pune, Maharashtra. As the name suggests, **Dr D Y Patil School of Management and Dr D Y Patil School of MCA** were initiated and established by **Dr Ajeenkya D Y Patil, President of Ajeenkya D Y Patil University**, Pune, Maharashtra, India. Following the success of the education society, the visionary Dr Ajeenkya D Y Patil went ahead to start the D Y Patil Knowledge City in Pune in 2005. Since then, there was no looking back for the DY Patil Group, as they went on achieving new milestones and reaching new horizons year after year.

We offer two years full time **Masters in Business Management** course and three years full time **MCA** course, approved by **A.I.C.T.E., Govt. of Maharashtra** and affiliated to **Savitribai Phule Pune University**, Pune, Maharashtra, India with other courses in its own. The Campus is spread over 110 acres of land. We inculcate the values of character, competence and commitment in our students.

About the Conference

All Incubation begins as creative solutions. If a creative solution has broad use, it may be referred to as an innovative solution or an innovation. It is a new idea, device or process and accomplished through more effective products, processes, services, technologies, or ideas in management and Technology.

Incubation is an understanding and simulating the existing or new systems and process or certain aspects of it, such as the startup the system, Corporate Venturing, innovation in policy of Management Technology. It creates strategy and simulating the games in which the players have to start their own Startup, be an Innovation Manager, Analyst, Programmer or creator in the corporate world.

Global Corporate Strategy is covering corporate strategies to enable an organisation to achieve its objective of international expansion. It is useful to distinguish between three forms of international expansion depends on company's resources, capabilities and current international position. In practice, the business case for a global strategy will vary with the product category.

In today's world of cut throat competition, every step ahead in the business world is a challenge and competitive. The melting of barriers among nations and their increasing interconnectedness, accelerated by modern management thoughts and technology, has led to a change in the world order leading to a profound impact on global business.

The real issue for many Business corporations is what decisions are treated globally and it is required to explore various strategies to face the challenges to advance the development of new Management Practices.

The ultimate aim is to tap the great talent available which can deliberate and come out with dynamic ideas for incubating things and views through their research. This research can be a valuable contribution to the ongoing practices adopting various Strategies.

Call for papers Research papers are invited from **Entrepreneurs, Industry Professional and Practitioners, Academicians, Research scholars, Consultants, Faculty members and Students** on the following sub -themes related to Business Management and Technology.

Main theme of the International Conference is "**INCUBATION-III,**" "**Contemporary Corporate Strategies: Global Perspectives**" with sub themes are as follows:

Sub Theme: in Global scenario-

1. Demographical, Socio-economical and Modern technological strategies on management system and practices in business globally.
2. MSME practices and effective startup growth strategies globally.
3. Contemporary growth strategies for the developing countries and emerging markets.
4. Business Process Reengineering and worldwide integration.
5. Impact of Social Media and Cyber Wellness on business process globally.
6. Recent Changes in Global environment in business.
7. Corporate strategies for multinational cultural diversity.
8. Digital governance strategies with their local needs.
9. Driving and restraining forces for global integration and trade practices.
10. Growth strategies for the developing countries and emerging markets.
11. Managing technology & innovation globally.
12. Strategies for women's independence and empowerment.
13. Retail innovation in Management
14. Application of Innovation in Management

15. Performance Innovation through Applied Knowledge Management
16. Application of Innovation in Computer Science (Software and Hardware both) in the corporate world
17. The most important different topics regarding Global Strategies and challenges in all fields of Management are:
 - Innovation processes in management globally
 - Global Marketing Strategies
 - Business Model Innovation and its application
 - Global Branding and its Impact in Modern Market
 - Managing innovation in the supply chain and its impact globally
 - Idea Generation and Idea management, Standardization Internationally
 - Global Leadership and its impact and challenges in all Corporate areas
 - Social Innovation & HRM and the are in Process, Procedure and Documentation System in International Business
 - Global challenges in Family Business Management
 - Production / Operation Management
 - Hotel Management
 - Event, Health care and Hospitality Management
 - Startup and New Venture Management
 - Spiritual Management
 - Technology Management
 - IT Management
 - Digital Media and Communication Management
 - Logistic and supply chain Management
 - Product and Brand Management
 - CRM and Customer relationship Management
 - Retail Management
 - Sales and Distribution Management
 - Risk and Disasters Management
 - Time Management and Performance Management
 - Family Business Management
 - Rural and Agree Business Management
 - Banking and Insurance Management
 - Defense Management
 - Tourism Management and others.
18. Global Resources management & sustainable development
19. Social entrepreneurship, Corporate responsibility, ethics & accountability
20. Governance and Risk Management challenges and opportunities Internationally
21. Global challenges in Venture capital and high tech young firms
22. Workplace equality / diversity in business world
23. Events management and economic development
24. New Generation of Management and Technology Implementation
25. Collaborative Systems Approaches in Knowledge-Based Environments
26. Talent Management in Knowledge-Intensive Organizations
27. Exploring the Risks of Knowledge Leakage: An Information Systems Approach
28. Knowledge-Based Enterprise Framework: A Management Control View
29. Entrepreneur's idea for a profit making business with social impact
30. Management culture and practices in the organisation globally
31. Research Methodology / Techniques improvement and application of different tools

32. Innovation in Computer Application on Cloud computing, ANDROID System and its application, Mobile computing, Operating System, Language and programme, and others

Guidelines for Submission of Full Paper: -

- Format - A4 size, **MS Word only (Not in PDF or other form)**
- Word Limit in between - 3000 to 4000 words
- Font - Times New Roman
- Font Size - Heading 14, Text 12
- Margin –left 1.5” and Top, Bottom and Right -1” on all four sides
- Line Spacing -1.5
- Abstract will be 150 to 400 words with Keywords - At least four

Format of the Paper

- ❖ **Title** - Title should be within 15 to 20 words only.
- ❖ **Definitions**- Paper should be clear and concise with proper definitions for specialized terms
- ❖ **Abbreviations**- Any abbreviations used should be written in full at first followed by the abbreviations in the alphabetical order.
- ❖ **References**- the Harvard system should be used in referencing (Example- Smith, J. (2005a). Dutch Citing Practices. The Hague: Holland Research Foundation.....)
- ❖ **Foot Notes**- As required.
- ❖ **Self-Declaration**- Author must declare originality of work. The article should not have been published or be submitted for publication elsewhere.
- ❖ **Consent** -After sending the paper to our conference you will not be able to withdraw your paper by any means till you are intimated the rejection of your paper by the authority. After receiving the paper it will go for review by the peer review committee.
- ❖ **Decision and Copyright** - Editorial Board's decision will be final editing and publishing the paper. The copyright of all accepted papers will be reserved with **Dr. D Y Patil School of Management**.
- ❖ Email ID for submission and Correspondence: dypcon@dypic.in and dr.ophaldar@dypic.in

Registration Fee for the conference – Each Individual Authors and Co-Authors of a research paper to pay as follows (**Accommodation and Transportation Expenditure is Authors own expenditure**):

Category	Amount in Rupees Per Author
a) Corporate Professionals, Academician/Faculty member (from India)	Indian Rs.- 1000/-
b) Corporate Professionals, Academician/Faculty member (outside India)	USD.- 30
c) PhD Scholar / Student (from India)	Indian Rs.- 800/-
d) Student (outside India)	USD.- 20

- ❖ Fees can be paid by **Demand draft / Cheque. DD and cheque can be drawn on any Nationalized Bank** in the name of "**Dr D Y Patil School of Management**" Payable at **Pune**.
- ❖ The selected research papers after peer reviewed by the review committee is entitled to publish in the proceedings having **ISBN**.
- ❖ **Best selected Research Papers will be published in Research Journal having ISSN**.

- ❖ Best Paper Award- The Best Paper Award will be rewarded which includes certificate, cash prize & memento

Important Dates:

✚ Last Date of Online Full Paper Submission (Including Abstract with 4 Key words)	:	10 th Jan, 2018
✚ Communication of Acceptance	:	15 th Jan, 2018
✚ Last date of Registration	:	25 th Jan, 2018
✚ Conference Date	:	14 th and 15 th Feb, 2018

Revised Dates:

✚ Last Date of Online Full Paper Submission (Including Abstract with 4 Key words)	:	31 st Jan, 2018
✚ Communication of Acceptance	:	5 th Feb, 2018
✚ Last date of Registration	:	10 th Feb, 2018
✚ Conference Date	:	14 th and 15 th Feb, 2018

Best Regards,

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