

MANAGEMENT CONCLAVE-2017

INTERNATIONAL CONFERENCE

PANEL DISCUSSION



STRATEGIES FOR GLOBAL COMPETITIVENESS AND ECONOMIC GROWTH

March 17-18, 2017



LPU

MITTAL
SCHOOL OF BUSINESS

(ACCREDITED BY THE PRESTIGIOUS ACBSP, USA)



LOVELY PROFESSIONAL UNIVERSITY



Lovely Professional University (LPU) is India's largest single Campus University with more than 25000 students from 28 Indian states and 26 countries. LPU offers dynamic and inspiring multicultural learning environment with its faculty too drawn from 25 different states of the country. The University has worked relentlessly to benchmark against top institutions of the world, further innovating its curriculum and pedagogy to improve student learning and support ecosystem. The University has tie-ups with more than 35 Universities and institutions of USA, Australia, Canada, UK, Singapore, Brazil, Poland etc. LPU has an enviable track record of launching its students into successful careers and our alumni are working in 300+ Global and Indian Super Brands. Known for its mammoth efforts to transform Indian education to bring it at par with Global standards, LPU has been rated as the best private University by ASSOCHAM in 2013.



MITTAL SCHOOL OF BUSINESS, LPU

Mittal School of Business (MSB) has international accreditation by Accreditation Council of Business Schools and Programs (ACBSP), is among the prime business schools of the region. School is known for its innovative courses, application oriented teaching, entrepreneurship orientation and pedagogy which contributes to holistic development of its students. This School has always demonstrated professional dynamism and adopted the latest international practices like experiential learning, simulation and entrepreneurial exposure for grooming its graduates for global careers. It has forged close ties with the industry by offering consultancy, training and research based problem solving support. The School attracts a large number of satisfied corporate houses for campus recruitment with its alumni regularly excelling in performance on the strength of their professional competencies and business ethics.



VISION

To be among the top 20 National and Top 200 Global Business Schools by 2025.

MISSION

Enabling application oriented learning, cultivating capacity for research, analytical decision making, building entrepreneurial orientation and holistic development of students for professional as well as social leadership roles.



PREAMBLE AND OBJECTIVE

The world economy is going through a difficult phase marked by sluggish growth in the developed economies, conflict of interests between developing and the developed world, further marred by regional economic strains and armed conflicts, challenging international economic cooperation. While the markets in the developing world including Africa, Asia and South America are waiting to be unlocked and tapped by the MNCs, the competition is getting more intense in the existing markets. Policymakers are struggling to find ways to cooperate and manage the current economic challenges while preparing their economies to perform well in an increasingly difficult and unpredictable global landscape. Amid the short-term crisis management, it remains critical for countries to establish the fundamentals that underpin economic growth and development for the longer term. The complexity of today's global economic environment has been further confounded by concerns of social and environmental sustainability, diversity and inclusiveness. In the marketplace, e-commerce and the new market entrants are becoming exceedingly aggressive and destabilization of the established players is making frequent headlines. The resultant dynamics call for a relook at the pertinent strategies for Global Competitiveness as well as Economic Growth in developing and developed economies. The conclave aims at bringing together academicians, corporate professionals, policy makers, practitioners and experts working in the field of business management, in order to exchange information and to discuss diverse challenges and strategies related to global competitiveness and economic growth.

The objectives of the conclave are :

1. Examining and exploring the business practices and challenges confronted by corporate leaders, practitioners and researchers in different functional areas for sharpening competitive advantage.
2. Sharing insights and evaluating issues, experiences, challenges and initiatives related to economic growth.
3. An opportunity to deliberate on and set the research agenda for competitive advantage and economic growth.

The Management Conclave 2017 will include International Conference and Panel Discussion on the theme 'Strategies for Global Competitiveness and Economic Growth'.



INTERNATIONAL CONERENCE

CALL FOR PAPERS

Mittal School of Business (SOB), Lovely Professional University invites researchers, practitioners and professionals to submit papers for the conference in the Management Conclave with theme Strategies for Global Competitiveness and Economic Growth. The conclave shall provide a forum for dissemination of contemporary research in a wide range of issues and strategies, both academic and practice oriented. We welcome manuscripts/ papers from multiple disciplines and different domains in economics and management. The special focus of the conclave will be on, but not necessarily restricted to :

Track A

21st century challenges of Business and Strategies for Global Competitiveness

- A1 Balancing National Interest and Global Trade
- A2 Globalization and Protectionism
- A3 Optimizing Family Business Management
- A4 Global Politico-economic Dynamics
- A5 Strategic Alliances for Competitiveness and Economic Growth
- A6 Evolving Business Model and Corporate Restructuring for Efficiency
- A7 Role and Challenges of MSMEs and Unorganized Sector
- A8 Corporate Governance Practices and Challenges
- A9 Dynamics of Corporate Social Responsibility
- A10 Knowledge Management and Competitiveness
- A11 Growth opportunities and Challenges in e-commerce
- A12 Issues and Challenges in Business Analytics
- A13 Public Sector and Economic Growth

Track B

Global Challenges and Opportunities for Economic Growth

- B1 Economic Development and Inclusive Growth
- B2 Social Sector and Governance
- B3 Multilateralism vs. Bilateralism
- B4 Emerging Sectors for Economic Growth
- B5 FDI and Competitiveness
- B6 Labour Migration and Regional Disparities
- B7 Structural Changes for Growth and Global Competitiveness
- B8 Fiscal and Monetary Policies for Economic Growth
- B9 Role of International Bodies and Financial Institutions in Economic Growth

**Track C****Innovative Marketing Strategies
for Global Competitiveness**

- C1 Building and Managing Global Brands
- C2 Innovations in Marketing Strategies
- C3 Global Competition and Evolving Consumer Needs
- C4 Competitive pressures and CRM
- C5 Strategies for Tapping Global Markets
- C6 Technology Innovation and Marketing Strategies for Global Competitiveness
- C7 Sustainable & Societal Marketing
- C8 Leveraging Digital Marketing for Global Competitiveness
- C9 Strategic Marketing Initiatives in MSMEs for Global Competitiveness
- C10 Innovation in Public Sector Management

Track E**Developments in Financial Management
for Strategic Advantage**

- E1 Strategic Risk Management and Global Competitiveness
- E2 Strategic Issues and Initiatives in Banking Sector
- E3 Global Capital Market Dynamics
- E4 Financial Inclusion and Economic Growth
- E5 Global trends in Corporate Finance
- E6 Financial Planning for Growth and Competitiveness
- E7 Strategic Issues in Financial Reporting and Accounting Standards
- E8 Global Valuation Models for Competitive Advantage
- E9 Strategic Issues in Finance

Track D**Human Resource Challenges and
Strategies in the 21st Century**

- D1 Workforce Diversity and Global Competitiveness
- D2 Strategic Role of HRM in Alliances and Economic Growth
- D3 Strategic Leadership Issues and Challenges
- D4 Performance Management System and Global Competitiveness
- D5 Employee Engagement Strategies and Talent Management Practices
- D6 Contribution of ICT in HRM
- D7 Strategic Compensation and Reward Systems
- D8 Changing Paradigm in National and International Industrial Relations
- D9 Contemporary Issues in HRM and OB
- D10 Performance Management and Performance Reward Issues

Track F**Operations Management Challenges and
Initiatives in achieving Competitive Advantage**

- F1 Strategic Issues in Operations Management
- F2 Innovation in Logistics and Supply Chain Management
- F3 Emerging Applications of Operations Research
- F4 Challenges and Strategic issues in Quality Management
- F5 Innovative Project Management Strategies
- F6 Strategic MIS
- F7 Technology for Strategic Advantage in Operations (IT and Manufacturing)



PANEL DISCUSSION

1. Role and Challenges of Micro, Small and Medium Enterprise in the Economy
2. Export Strategies and Challenges for different regions/product/services for Developing Competitive Advantage
3. Frugal Innovation: Way Forward for International Competitiveness

THE CONFERENCE TIMELINES:

Last date of submission of Abstracts	12th January, 2017
Notification of Acceptance of Abstracts	15th January, 2017
Last Date for Submission of Full Papers	1st February, 2017
Notification of Acceptance of Full Papers	25th February, 2017
Last date for online registration	1st March, 2017

REGISTRATION FEE

Delegate	For Indian delegate
Academicians	Rs. 2500
Researchers	Rs. 2500
Corporate Professionals	Rs. 2500
MSB-LPU Faculty	Rs. 1000
MSB-LPU Students	Rs. 750
Foreign delegate	US \$120

Registration fees should be submitted online directly through the link provided on the website.



GUIDELINES FOR AUTHORS

Article Preparation

- An original article would normally consist of 5000-7000 words (excluding figures, tables and references), although high-quality articles which exceed 7000 words will also be considered.
- All articles must be written in UK English.
- Submissions may be formatted in double spacing, preferably in Times New Roman size 12 font.
- The text of the article should include the following:
 - title
 - abstract
 - text
 - references and notes
 - tables, figure captions and figures
 - keywords

References and Notes

- Author must use the Harvard (name and date) short reference system for citations in the text with a detailed alphabetical list at the end of the article. For example 'Hamel (2000) suggests ...' or 'Nonaka and Takeuchi (1995) found that ...' or 'A study of economic change (Nelson and Winter, 1982) has shown that ...'
- It is imperative to ensure that all works cited in the text are included in the References section. Footnotes should be avoided, but any short, succinct notes making a specific point may be placed in number order following the alphabetical list of references.
- References should be made only to works that are published, accepted for publication (not merely 'submitted'), or available through libraries or institutions.
- Full reference should include all authors' names and initials, date of publication, title of article, title of publication (italics), volume and issue number (of a journal), publisher and form (books, conference proceedings) and page numbers.

Figures

- All illustrations, whether diagrams or photographs, are referred to as Figures. If any figures appear in colour, please note that they will only appear in colour in the online version; in the printed version they will be in black and white. If the quality of the colour figure supplied is not suitable to be produced in colour, it will also be shown in black and white in the online version. Figures should ideally be black and white, not colour, and numbered sequentially. However, if colour is essential to the figure please send a good quality colour image. Please place them at the end of the article, rather than interspersed in text. Please prepare all figures, especially line diagrams, to the highest possible standards.

International Context

- It should not be assumed that the reader is familiar with specific national institutions or corporations. Authors are encouraged to approach their chosen topic with an international perspective.
- Countries and groupings of countries should be referred to by their full title (for example, 'Europe' and 'America' are ambiguous).
- Special attention should be paid to identifying units of currency by nationality.
- Acronyms should be translated in full into English. (See also 'Translated works' below.)

ETHICAL GUIDELINES FOR AUTHORS

CONTENT

All authors must declare they have read and agreed to the content of the submitted manuscript.

ETHICS

Manuscripts may be rejected by the editorial office if it is felt that the work was not carried out within an ethical framework.

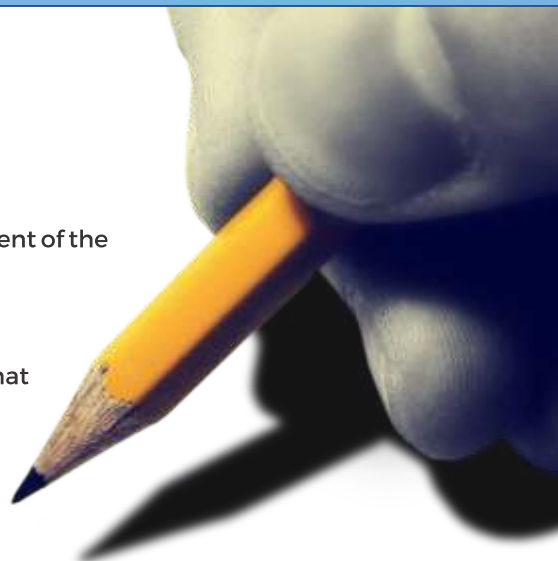
COMPETING INTERESTS

Authors must declare all potential competing interests involving people or organisations that might reasonably be perceived as relevant.

PLAGIARISM

Plagiarism in any form constitutes a serious violation of the most basic principles of scholarship and cannot be tolerated. Examples of plagiarism include:

1. Word-for-word copying of portions of another's writing without enclosing the copied passage in quotation marks and acknowledging the source in the appropriate scholarly convention.
2. The use of a particularly unique term or concept that one has come across in reading without acknowledging the author or source.
3. The paraphrasing or abbreviated restatement of someone else's ideas without acknowledging that another person's text has been the basis for the paraphrasing.
4. False citation: material should not be attributed to a source from which it has not been obtained.
5. False data: data that has been fabricated or altered in a laboratory or experiment; although not literally plagiarism, this is clearly a form of academic fraud.
6. Unacknowledged multiple submission of an article for several purposes without prior approval from the parties involved.
7. Unacknowledged multiple authors or collaboration: the contributions of each author or collaborator should be made clear.
8. Self-plagiarism/double submission: the submission of the same or a very similar article to two or more publications at the same time





Paper Presentation and Publication

Accepted papers would be called for the presentation. Out of the presented papers, best papers will be published in a Scopus listed Journal. Rest papers will be published in the conference proceeding book bearing an ISBN/ISSN number.

Accommodation on Request

Accommodation facility will be provided to outstation participants on nominal charges i.e. Rs.300 per person (Twin Occupancy) or Rs.600 per person (Single Occupancy) in the University's Guest House. Hotel Accommodation inside the campus is also available for the participants and delegates at Rs. 1500 (exclusive service tax) on twin occupancy and Rs. 2000 (exclusive service tax) on single occupancy.

For further details on the conclave and registration, please visit:
www.conferences.lpu.in/sgceg

Weather Conditions

Weather during March month is moderate. Temperature during day time is between 27°C to 12°C.

Chief Patron

Shri Ashok Mittal, Chancellor, LPU

Patrons

Smt. Rashmi Mittal, Pro Chancellor, LPU

Dr. Ramesh Kanwar, Vice Chancellor, LPU

Conclave Director

Dr. Sanjay Modi, Executive Dean

Faculty of Business and Arts, LPU

Organizing Secretaries

Dr. Rajesh Verma, Additional Dean, LPU

Mr. Suresh Kashyap, Deputy Dean, LPU

Conclave Convenor

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Conclave Co-convenor

Mr. Varinder Singh (M)+91-7347000925

Steering Committee Members

Dr. Sunil Budhiraja, Dr. Tushinder Preet Kaur,

Dr. Pawan Kumar, Dr. Hari Babu, Dr. Anish Yousaf

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Mr. Prince Edison, Director- People & Organisation, Wrigley

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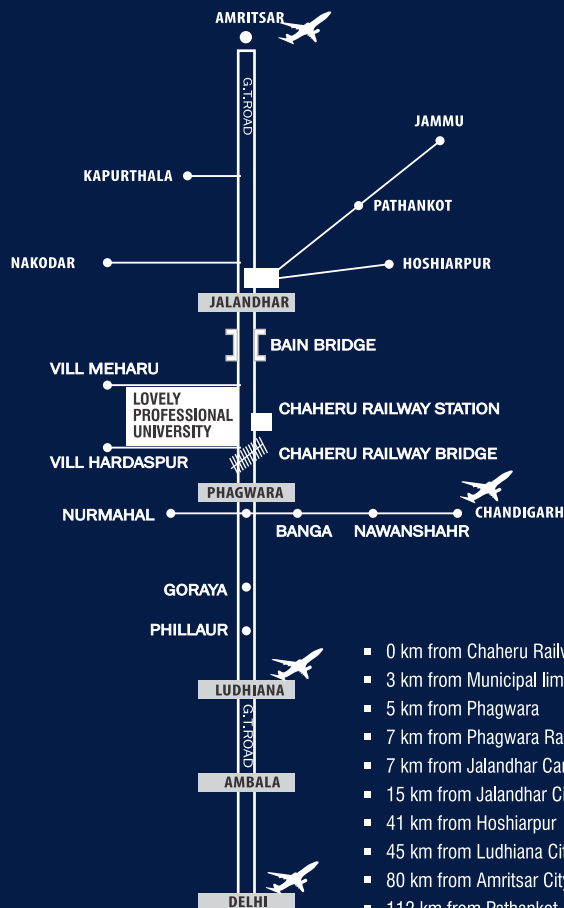
Mr. S.S. Bhogal, Ex-Chairman, CII, Punjab State Council

Mr. Prem Ojha, Chief Operating Officer, Videocon Telecommunications

Mr. Rajender Guleria, Chairman, CII, Northern Region Committee on Skills and Education

Mr. Abhijit Natoo, VP Manufacturing & IR, Kansai Nerolac Paints Ltd.

LOCATION MAP



NATIONAL AIRPORTS

Sahnawal Airport, Ludhiana,
Chandigarh Airport, Chandigarh



INTERNATIONAL AIRPORTS

Raja Sansi International Airport, Amritsar
Indira Gandhi International Airport, Delhi



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