

○ Guidelines for Authors

Cover Page : Title of the Paper, Author's Name, Designation, Organization Name and Address, Correspondence Address, E-mail ID, Mobile Number.

Abstract : Word limit: 250 - 300 words, Keywords: 5-6

Full Paper : • Manuscripts should be in A-4 size, MS-Word format, word limit up to 2,500 – 3,000 words, Font : Time New Roman, Font size: Heading-14 Regular Bold, Text-12, Line Spacing: 1.5 with left and right margin justified.

- All research papers should contain: Cover page, Abstract, Key words, Introduction, Review of Literature, Research Methodology, Data Interpretation/Analysis, Results, Conclusion, Scope for Further Research, and References in APA pattern.
- Tables, Chart, Graphs should be numbered, cited and referenced properly.

Registration Charges

Delegate Type	Registration Fee
Academicians / Research Scholars	Rs. 2500/-
In Absentia	Rs. 1800/-
Corporate Delegates	Rs. 3000/-
Foreigners/ Overseas Delegates	USD. 35/-
Post Graduates Student Delegates	Rs. 1000/-

Note

- In case research paper has more than one author, each author must register herself/himself for the conference.
- Presence of at least one author of the selected paper is compulsory.
- Only registered guests / participants will be issued a certificate .
- Only Ph.D. Research Scholar's Guide is exempted

Payment Mode

○ Draft /Cheque

Registration Fee should be paid by Demand Draft/Cheque drawn in favor of **NCRD's Sterling Institute of Management Studies (MMS)** payable at Navi Mumbai. The DD/Cheque/NEFT should be sent along with the Registration Form as per the dates mentioned.

○ The details of online transfer :

Bank Name : Bank of Maharashtra
Address : 00976 Nerul Township SHPG Centre, Sect. 9 (CIDCO LTD)
Nerul, Navi Mumbai, Nerul Township 400706
A/c Name : NCRD's Sterling Institute of Management Studies (MMS)
A/c No. : 60025011520
IFS CODE : MAHB0000976
MICR CODE : 400014090

Note: It is mandatory to share the Account Number, Name of Account Holder, Name of Participant, Date of online transaction, Amount etc. on the day of payment transfer on the Email Id- ncrdconference@gmail.com

○ Accommodation

The institute has a tie-up with nearby hotels/guesthouse where accommodation could be ranged from Rs. 2000 –2500/- per day per head, will be made available on request forwarded 5 days before the conference date.

Kindly visit our website for further updates and complete information of the international conference (www.ncrdsims.edu.in)

Conference Chair

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Conference Conveners

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NCRD's
Sterling Institute of Management Studies

In Association with
University of Mumbai



Organizes

Two Days International Conference

On

"Redesigning Business Strategies for Inclusive Growth"

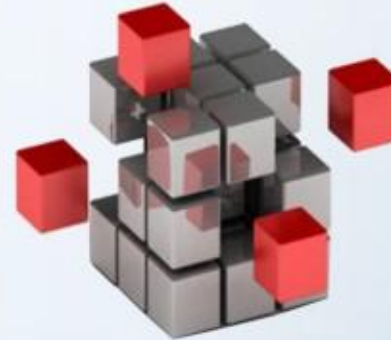
Friday, 6th & Saturday, 7th March 2020

VENUE

NCRD's Sterling Institute of Management Studies
Plot No.93/93A, Sector 19, Near Seawoods Railway Station,
Nerul (East), Navi Mumbai - 400706, Maharashtra, India.

| Website: www.ncrdsims.edu.in |

| E-mail: ncrdconference@gmail.com |



○ About NCRD's Sterling Institute of Management Studies

NCRD's Sterling Institute of Management Studies is one of the best B-Schools in Navi Mumbai region incepted in the year 2004. It is approved by AICTE, DTE and Government of Maharashtra and affiliated to the University of Mumbai. With its mission of grooming budding Managers and Technocrats, Sterling Institute of Management Studies offers 2 years full time Masters in Management Studies (MMS) and 3 years full time Masters of Computer Applications (MCA) of the University of Mumbai. It is ranked as "A" grade B-School by Competition Success Review-GHRDC B-school survey 2019. NCRD's SIMS also received the Asia Africa Development Council's Award of Excellence in Management Education 2018.

○ About the Conference

Each strategy consists of a coherent set of best practices and it represents a unique way of going ahead of your competitor. Redesigning of strategy specifies the best practices that are to be used in priority and the ones that are to be avoided in order to realize the objectives of the redesigning efforts. The international conference at the Sterling Institute of Management Studies set out to identify the configurations of redesign practices that work best in a particular business context.

Inclusive growth means to strike a balance between economic and sustainable development by creating employment opportunities, reducing poverty, empowering people through education and skill development. Redesigning business strategies for inclusive growth will facilitate the stability and development of the global economy.

○ Conference Objectives

Due to continuous pressure for innovations, increased competitiveness, scarcity of resources, international implications, fast changing environment, digitalization; economic growth and environmental sustainability across the world has become a challenge. Today organizations need to rethink and redesign strategies for inclusive growth in the emerging global economy. Organizations have no other choice but to act proactively in redesigning their business strategies under continuously changing business scenario. This conference is an open platform for industry professionals and academicians to bridge the gap between theory and practice.

○ Call for Papers

The papers can address any aspect of Redesigning Business Strategies. The conference welcomes submission of research papers, articles from research scholars, academicians, industry professionals, entrepreneurs, technology experts, policy makers, and other practitioners of Management and Technology.

○ Sub Themes ○

General Management

- ❖ Cross-Cultural Management
- ❖ Sustainability Management
- ❖ Innovative Strategies for Global Expansion
- ❖ Economic Integrations
- ❖ Values & Ethics for Global Leadership
- ❖ Foreign Trade Policy

Marketing

- ❖ Digital & Data Driven Marketing
- ❖ Social Media Marketing
- ❖ Green marketing
- ❖ Relationship Marketing
- ❖ Neuro Marketing
- ❖ E-Pricing & Online Shopping Behavior
- ❖ Marketing Analytics
- ❖ Marketing for Generation Z
- ❖ Sustainability & Green Marketing

Human Resource

- ❖ Redesigning Talent Management Strategies
- ❖ HRIS/e-HRM
- ❖ Contemporary HR Practices
- ❖ Innovations in Training & Development
- ❖ Employee Engagement & Human Capital Creation
- ❖ Green HRM and Green Jobs
- ❖ Industrial Relation and Technology

Information Technology

- ❖ Capacity Building with IOT
- ❖ Cloud Computing
- ❖ Artificial Intelligence
- ❖ Machine Learning
- ❖ Robotics and Automation System
- ❖ Information & Communication Technology
- ❖ Soft Computing Techniques
- ❖ Green Technology
- ❖ E-Commerce
- ❖ Information Security

Finance

- ❖ Financial Inclusions in Global Scenario
- ❖ Emerging Trends in Behavioral Finance
- ❖ Innovative Financial Management Strategies
- ❖ Strategic Financial and Innovative Decisions
- ❖ e- Currency
- ❖ Financial Reengineering/ Reforms
- ❖ Digital Finance and Financial Inclusion
- ❖ Venture Funding
- ❖ Green Banking for Sustainable Development

Operations

- ❖ ERP & BPR
- ❖ Green Logistics
- ❖ Innovations in Operations
- ❖ Redesigning Supply Chain Strategies
- ❖ Global Trends in Quality Management
- ❖ Applications of Nanotechnology

Note : These Sub themes are only indicative and the authors may also submit papers on other relevant and contemporary topics exclusively in relation with Redesigning Business Strategies.

Publication : **Attractions**

- ❖ All papers will go through a double review process.
- ❖ Selected high quality research papers will be published in "UGC Care Listed Journal" with high Impact Factor.
- ❖ Book: "Redesigning Business Strategies for Inclusive Growth" with ISBN will be published and released on the day of conference.
- ❖ Remaining selected papers will be published in our Annual Online Peer Reviewed Journals-NCRD's Business Review (NBR, ISSN: 2455-0264) or NCRD's Technical Review (NTR, ISSN: 2455-166X).
- ❖ Best Papers of the Conference will be awarded with cash prizes

Important Dates

Last Date for Full Length Paper Submission	:	10 th February 2020
Notification for Acceptance of Paper	:	14 th February 2020
Final Camera Ready Paper with Author Registration	:	20 th February 2020
Last Date of Registration	:	24 th February 2020
Conference Dates	:	6 th & 7 th March 2020

Full papers are required to be submitted on Email ID: ncrdconference@gmail.com