

## SRM INSTITUTE OF SCIENCE & TECHNOLOGY

SRM Institute of Science and Technology (formerly known as SRM University) is one of the top ranking universities in India with over 38,000 students and more than 2600 faculty across all the campuses, offering a wide range of undergraduate, postgraduate and doctoral programs in Engineering, Management, Medicine and Health Sciences and Science and Humanities. SRMIST is placed in the highest category "A" by the Ministry of Human Resource Development, Department of Higher Education and Government of India, Accredited by NAAC with "A++" grade in 2018. Times B School has ranked SRM School of Business Management, Chennai at 17th place at all India level in the School Survey 2017.

## FACULTY OF MANAGEMENT

SRM School of Management (SOM), Ramapuram was founded in the year 2007 with a vision to create decision makers with a global outlook are its infrastructure, academic excellence, research and eminent faculties. The curriculum develops successful leaders, managers, entrepreneurs who create value for the society and organization. The curriculum has been developed with inputs from Corporate Advisory Board and International Advisory Board to keep pace with the emerging industrial practices. SRMSOM has collaborated with Times Pro for Master of Management Studies (MMS) programme and an MOU has been signed with E & Y for U.S. Taxation Studies. It has signed MOUs with foreign universities to bring in academic excellence. The leading recruits at SRMSOM include Amazon, Deloitte, MRF and Wipro. In 2018 school survey by Higher Education Review placed SRMSOM at No:1 in infrastructure and facilities across India.

## CONFERENCE OBJECTIVE:

The International conference will explore the interaction between innovative Business Strategies, Entrepreneurship and Management. The conference shall highlight how formal & informal institutions, evolve overtime, impact entrepreneurship development & entrepreneurial behaviour and ultimately contribute to sartorial, national & regional management effectiveness. The theme also reflects the increasing interest in and practice of innovation within industry and policy making. We believe these issues are relevant not only to institution with less experience is the entrepreneurship, Strategy & Management but also to a vast majority of these across industries. We invite academicians, researchers, policy makers, consultants, experts and management practitioners to contribute cases/research papers on any of the sub themes or related issues. The themes mentioned above are indicative and authors can submit papers that are in broad agreement with the theme of the conference.

## CALL FOR PAPERS

SRM School of Management, Chennai invites you to participate in the 'International Conference on Innovative Business Strategies, Entrepreneurship and Management' which would be held on March 21st, 2019 at SRM Institute of Science & Technology, Chennai campus. The details of the conference are provided as follows.

## PARTICIPANTS

This conference is ideal for Researchers, Professionals, Doctoral Students and Scholars, Academicians, Industry Practitioners, Entrepreneurs who are working / has an interest in and its allied field. We also encourage business researchers to participate to create an ideal connection between the research fraternity, academics and industry priorities.

## THEME OF THE CONFERENCE

The theme of the conference is "Innovative Business strategies, Entrepreneurship and Management".

**Track I:** Innovative general management strategies & entrepreneurship, Business performance management, Innovations in business intelligence & Entrepreneurship.

**Track II:** Innovative practices in international human resource management. Building high performance organizations Innovative organization change and effectiveness strategies Innovation in talent management practices. Innovative compensation practices and people management.

**Track III:** Innovative finance strategies International financial markets and financial Modeling Recent advances in corporate finance Asset pricing and risk diversification Mergers, acquisitions & corporate restructuring Financial reporting and corporate governance.

**Track IV:** Innovations in retail management Innovations in rural market Innovative approaches for market to the Bottom of Pyramid Innovative ways of measuring the success of relationship building strategies, Social media marketing, Service innovation.

**Track V:** Innovative operations strategies - Lean six sigma Innovations and technology, Operations and Supply Chain Management, Value Chain Planning and execution Innovations in logistics and supply chain, Project management, Management of international operations Enterprise Resource Planning

## PUBLICATION

Full-Papers of authors that are accepted having duly completed the registration process will be published as conference proceedings bearing an ISBN, and the selected papers based on quality and free of plagiarism efforts will be published in the UGC Listed journal and Scopus Indexed Journal.

## SPECIFICATION FOR THE PAPER

**Abstract :** 250 Words

**Full Paper :** srmintlconf2019@gmail.com.

**Length :** 8 pages excluding title/cover page and references

**Margins :** 2.5 cm or 1 inch

**Font :** Times New Roman, 12 point

**Spacing :** 1.5

**Title Page :** Title, Author(s), Affiliations, Contact details

**Keywords :** Four (Maximum)

## GUIDELINES FOR PAPER SUBMISSION AND PRESENTATION

Paper should be original and unpublished.

All papers will be subjected to scrutiny.

Author and Co-author should register separately.

Abstract and full paper should be submitted only by soft copy.

At least one of the author of the selected paper should present the paper in the conference.

Registration form is to be sent in the prescribed format by mail.

Skype presentation by foreign delegated may be arranged.

No TA/DA will be provided.

## BEST PAPER AWARD

One of the papers submitted for presentation in the conference would receive Best Paper Award in recognition of outstanding contribution in the area of the conference theme.

## IMPORTANT DATES:

Abstract submission last date: 20.02.2019

Acceptance of the Paper: 27.02.2019

Full paper submission: 06.03.2019

Conference dates: 21.03.2019

## REGISTRATION FEE

Registration forms are to be forwarded in format enclosed along with registration fee as DD drawn in favour of "SRMIST" payable at "Chennai" on or before 06.03.2019.

## Registration Fee:

Academicians	: Rs.750
Industry/Corporate	: Rs.1,000
Research Scholars/Students	: Rs.500
Foreign Delegates	: INR Rs.1000

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Ramapuram & Trichy Campus

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SRM School of Management, Chennai

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### REGISTRATION PRO FORMA

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(in Words) \_\_\_\_\_

### INTERNATIONAL CONFERENCE ON INNOVATIVE BUSINESS STRATEGIES, ENTREPRENEURSHIP AND MANAGEMENT (IBSEM)

21st March 2019

Call for Papers



**SRM**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)



Selected Papers will be published in UGC listed and  
Scopus Indexed Journal.

Organized By:

**SRM SCHOOL OF MANAGEMENT  
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
Ramapuram , Chennai-600089**

