

#### MEDIA MANAGEMENT

- Television Journalism
- Creative Advertising
- Strategic Media Relations
- Television Management
- Writing for Media
- Social Story
- Visual Story
- Transmedia
- Digital Environment
- Content Writing
- Fiction Film Production

#### BUSINESS ANALYTICS

- Supply Chain Analytics
- Logistic and Multinomial Regression
- Big Data Technologies
- Machine Learning Algorithm
- Marketing Analytics for Smart Organizations
- HR Analytics for Business Excellence
- Data Visualization
- Sentiment Analysis
- Web Analytics
- Supply Chain Analytics
- Healthcare Analytics

This is an indicative topics. Areas not listed above but related to the themes/ sub themes will also be considered. Selected research papers will be published in conference proceeding/ book. Research Paper Can be Mailed to [directorsvsm@svvv.edu.in](mailto:directorsvsm@svvv.edu.in).

#### Accommodation:

Limited accommodation is available in the university guest house on payment basis.

#### Important Dates.

Last date for abstract submission	Sept 22, 2018
Information about accepted abstracts	Sept 27, 2018
Last date for submission of full paper	Oct 06, 2018
Review report of full paper	Oct 12, 2018
Last date for Registration	Oct 26, 2018

#### REGISTRATION FEES

- Students: Rs. 600
- Research Scholars: Rs. 1000
- Academicians: Rs. 1200
- Executives: Rs. 1500

#### PAYMENT DETAILS

Payments can be made by Demand Draft in favour of Shri Vaishnav Vidyapeeth Vishwavidyalaya payable at Indore or online payment can be made through NEFT. (Detail: A/c No. 60325029458, Bank of Maharashtra, IFC: MAHB0000106)

#### PATRONS

##### Shri Purushottamdas Parsari

Chancellor

Shri Vaishnav Vidyapeeth Vishwavidyalaya

Conference Advisor

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Faculty of Doctoral Studies & Research, SVVV

##### Prof. (Dr.) Upinder Dhar

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Shri Vaishnav Vidyapeeth Vishwavidyalaya

Convener

##### Dr. Rajeev K Shukla

Director

Shri Vaishnav School of Management, SVVV

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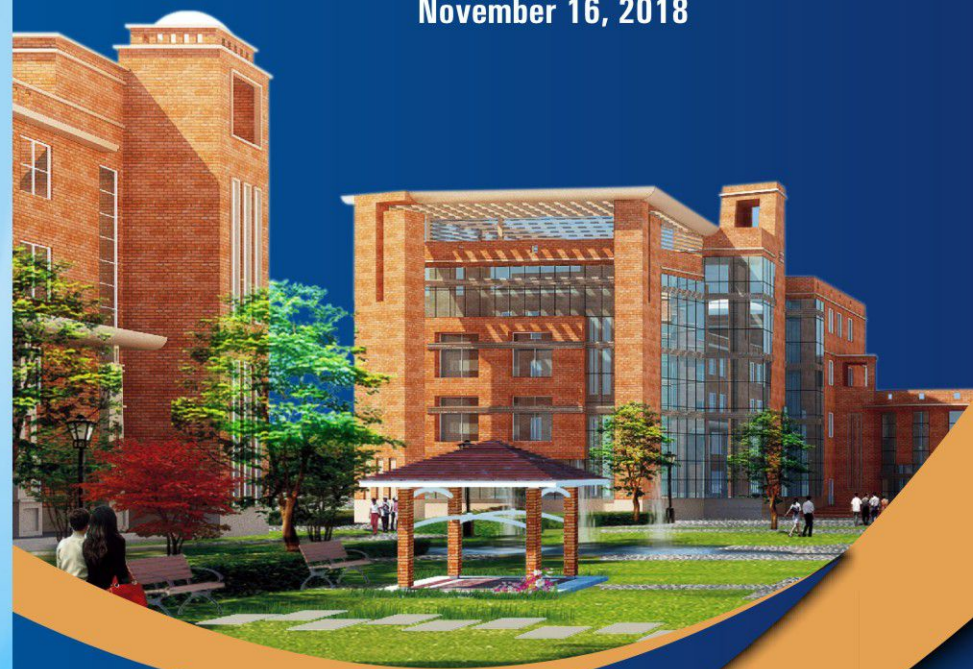
# NAV-PRABANDHAN

One Day Management Conference

On

Future of Management: Industry-2030

November 16, 2018



Organized by

**SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA**

**SHRI VAISHNAV SCHOOL OF MANAGEMENT**

**Ujjain Road, Indore-453111**

[www.svvv.edu.in](http://www.svvv.edu.in)



## ABOUT INDORE

Indore is a historical city which used to be the capital of erstwhile Holkar State with a population of around 40 lac. Devi Ahilya Bai Holkar was a great custodian of religion who constructed a number of temples across the country. Indore is well known for all Arts, Sculpture and its unique culture. World renowned artists like Bharat Ratna Ms. Lata Mangeshkar was born in Indore and Late Shri Kishore Kumar studied here. There are number of artistic sculptors in and around the city worth-seeing such as Rajwada, Lal Bagh Palace, Kaanch Mandir etc. to name a few.

Indore is now recognized as the best educational hub in central India that can boast of having both IIM and IIT within its precincts. The city of Indore shares its border with well-developed industrial towns like Dewas and Pithampur. A number of well-known industry houses are pursuing business here like Kirloskar, Eicher, Tata International Leather Products, L&T, Mahindra, Man Force Trucks, Volvo, Cipla, Ranbaxy, Ruchi Soya, Bridgestone and many multinational Companies like TCS, Infosys, Reliance and Sahara etc. In view of its immense industrial potential and profuse techno-based infrastructure, Indore is recognized as “Mini Mumbai”. There are some famous tourist spots at an average distance of 50 to 80 kms. Two of the twelve JYOTIRLINGAS of our country, the Mahakaleshwar Jyotirlinga and the Omkaleshwara Jyotirlinga are situated 50 and 85 kilo meters respectively from Indore. The historical Mandu Fort (of Rani Rupamati) is also worth seeing.

## ABOUT SVVV

Shri Vaishnav Vidyapeeth Vishwavidyalaya is a private university established under Madhya Pradesh Niji Vishwavidyalaya (Sthapana Avam Sanchalan) Adhiniyam in 2015 at Indore (India). The University has been established with a vision to be leader in shaping better future for mankind through quality education, training and research. It shall pursue the mission to make a difference in sustaining the growth of global societies by developing socially responsible citizens. Value based education being at the helm, the University promotes endurance, excellence, fairness, honesty and transparency as its core values. Some of the objectives of the University are as under:

1. To provide teaching and training in higher education and make provision for research as well as advancement and dissemination of knowledge.
2. To ensure world class quality in its offerings and create higher levels of intellectual abilities.
3. To create centres of excellence for research and development for sharing knowledge and its applications.

Shri Vaishnav Vidyapeeth Vishwavidyalaya at Indore is a multi-faculty University focusing on the needs of various segments of the society. The university has following constituent institutions:

- Shri Vaishnav Institute of Technology and Science
- Shri Vaishnav Institute of Information Technology
- Shri Vaishnav Institute of Textile Technology
- Shri Vaishnav Institute of Forensic Science
- Shri Vaishnav Institute of Architecture
- Shri Vaishnav School of Management
- Shri Vaishnav Institute of Journalism and Mass Communication
- Shri Vaishnav Institute of Sciences
- Shri Vaishnav Institute of Social Sciences, Humanities and Arts
- Shri Vaishnav Institute of Computer Applications
- Shri Vaishnav Institute of Fine Arts
- Shri Vaishnav Institute of Commerce
- Shri Vaishnav School of Law
- Faculty of Doctoral Studies & Research

## ABOUT SVSM

Shri Vaishnav School of Management was established with a view to promote excellence in management education and to prepare future managers to meet the challenges of the corporate world. Shri Vaishnav School of Management is committed to quality education as first priority, thus, ensuring the academic rigor. Along with academic endeavor institute-industry interface is also promoted, guest lecturers is the regular feature and overall personality development of the students is the foremost priority of SVSM. Consistent efforts are made for bringing in refinement in everything that concerns the Institution. Research is one of the top-most priorities, because it is believed that generation of knowledge enriches us with freshness and empowers each individual to overcome obsolescence. Faculty has a mix of academics and industrial experience for providing practical exposure to the students. SVSM programs courses at UG, PG and Doctoral levels.

### Programs offered are:

- BBA+MBA
- MBA+PhD
- MBA(Engineering Management)
- MBA (Family Business) & Entrepreneurship
- MBA(Media Management)
- MBA(International Business)
- MBA(Agribusiness)
- MBA (Business Analytics)
- MBA (Advertising and public relations)
- MBA (Tourism Management)
- Executive MBA

## ABOUT NAV-PRABANDHAN

Digital technologies in the past decade have permeated manufacturing processes in virtually all industries across the world. There has been unprecedented proliferation of robotics, artificial intelligence, augmented reality, big data analytics, Internet of Things, block chain and rapid prototyping technologies. The fourth industrial revolution (or Industry 4.0) has gained considerable momentum and will fundamentally transform human lives in years to come. Automation and ‘thinking machines’ are replacing human tasks and jobs, and changing the skills that organizations are looking for in their people. These momentous changes raise huge organizational, talent and management challenges and galvanize development of new business models, services and behaviors.

The economic shifts that are redistributing power, wealth, competition and opportunity around the globe; the disruptive innovations, radical thinking, new business models and resource scarcity are impacting every sector of business. Businesses need a clear and meaningful purpose and mandate to attract and retain employees, customers and partners in the decade ahead. How humans respond to the challenges and opportunities which the automation and thinking machines bring will determine the future of management in industry 2030.

Technological breakthroughs and shifting demography is shaping the workforce of future. Social responsibility and sustainability are becoming key drivers of business. Rapid transformation of industries into digitization and urbanization is mounting the expectations of urbanization is mounting the expectations of industries from academia. Forecasting the needs of Industry 2030, the education sector is transforming itself from traditional and narrow based functional subjects to industry ready curriculum. The students are being geared up to take up leadership roles where they have to understand and operate with specialists in several subject areas.

This conference is an endeavor to develop an understanding the future of management in Industry 2030. The conference is open for both academicians (researchers, doctoral students, professors, academic and research associates and other members of student’s community) and industry delegates. Original research papers, articles and case studies are invited on the conference themes and in all areas of management. Researchers, academicians and practitioners to submit research-based as well as practical papers linked with the theme of the conference. The broad areas / sub-themes that will be of interest for the conference are given below.

### Broad Sub -Themes

#### MARKETING

- Digital Marketing for Business Excellence
- Innovative Marketing Strategies
- Sustainable Development through Green Marketing
- Emerging Customer Expectations
- Marketing Strategies for Sustainable Business
- Customer Loyalty in Buyer's Market
- Challenge for Marketers
- Advertising and Brand Management
- Rural Marketing for Redefining Business Excellence
- Brand Management in the Globalizing Market
- Smart Advertising for Creating and Sustaining
- B-to-B and industrial marketing

#### HUMAN RESOURCE MANAGEMENT

- Talent Management in VUCA Environment
- Managing Performance for Business Excellence
- Workforce of the future
- Towards Sustainability through Green HR
- Managing Smart Workers for Business Excellence
- Training for Creating and Sustaining Smart Business
- Strategic HR – Effectiveness Vs. Efficiency
- Corporate Governance and Social Responsibility
- Value Addition through Human Research Accounting
- Quality Initiatives through Six Sigma
- Work Life Balance and Business Excellence

#### FINANCE

- Theories of Capital Structure
- Capital Budgeting
- Dividend Decisions

- Working Capital Management
- Sustainable Practices in Capital Market
- Financial Management Practices of Micro-Finance Institutions
- Redefining Innovative Practices in Financial Service Sector
- Trends in FII and FDI Investments
- Innovation and Derivatives
- Crypto Currency: Ethical Issues
- Financial Market: Innovative Practices for Business Excellence

#### OPERATION MANAGEMENT/ENGINEERING MANAGEMENT

- Supply Chain Management: Effectiveness Versus Efficiency
- Innovations in Logistics and Supply Chain
- Business Model Re-engineering and Innovations
- Excelling through Efficient Supply Chain Management
- Project Management
- Lean Six Sigma
- Leveraging Supply Chain for Comparative Advantage

#### AGRIBUSINESS MANAGEMENT

- ICT Adoption and Use by Smallholder Farmers and Rural Communities
- Capacity Development for ICT in Agriculture and Rural Development
- Agri-business Policies
- Marketing, Distribution and Retailing in Agribusiness
- Globalization and Agribusiness
- Farm and Dairy Business Management
- Effect of Demonetization in Agribusiness Management