

Submission Guidelines

1. Manuscript submitted for publication should be in English and typed in 'Times New Roman' font size 12 with 1.5-line spacing and with margins of one inch on all sides.
2. Normal size of paper is A4 and typed text only on one side of the paper.
3. The desired length of a paper is about 8000-10000 words.
4. Paper should be presented in following format.
 - a. Cover page : Manuscript of a paper should have a cover page and should contain title of the paper, the name, address (es), phones, fax numbers and e-mail id, of all authors. The said information is restricted only to the cover page .
 - b. Second page : Declaration-mentioning originality of paper that it has not been published elsewhere or in pipeline for publication.
 - c. Abstract : This third page which should contains title of the article and abstract in not more than 300 words and a list of key words in the article (at least five).
 - d. Text of the Article :The page of abstract should be followed by the text.
 - e. References : References should be cited on separate page in the style of APA sorted alphabetically with 1.5 line spacing.
5. Footnotes should be listed consecutively in the text with superscript Arabic numerals. All footnotes should be given separately at the end of the text. Authors are responsible for obtaining permission from original sources for longer quotations and any other material they wish to cite in their texts.
6. All tables must be numbered using Arabic numerals with titles and sources at the bottom of the table.
7. One soft copy through e-mail on : kbpimsrconference@gmail.com & two hard copies of paper should be sent to mailing address.

Conference Proceeding :

The Proceeding Publication would be in the form of edited book bearing ISBN number.

Resource Persons for Technical Sessions :

1. Mr. Yatrik Vin, Executive Vice President, National Stock Exchange, Mumbai.
2. Prof. (Dr.) Girish Jakhotiya, Management Consultant, Mumbai.
3. Dr. D.K.Lal Das Director, Research Center, Hyderabad
4. Dr. Shailesh Kasande, Director, Vishwakarma Institute of Management ,Pune.
5. Prof. (Dr.) Bhimaraya Metri, Dean, Strathclyde Skill Business School, Greater Noida, UP.

Registration Details :

Type of Delegates	Fees (Per Individual)
Academicians	₹ 500
Research Scholars	₹ 300
Industrial Executive	₹ 1000
Students	₹ 200
Foreign Delegates	50\$

The Registration form duly filled in along with Demand Draft, in favour of 'Director, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.' should be sent on correspondent address.

Note : Research scholars whose papers are accepted for printing in conference proceeding are exempted from registration fees

Registration Fee Includes :

- Individual Conference Participation Certificate
- Individual Conference Kit
- Individual Conference Proceedings
- Breakfast, Lunch and Tea for two days

Accommodation Assistance :

Free accommodation is arranged in hostel of adjunct colleges. Wide variety of hotels are available in Satara. We have listed certain excellent hotels. The list of Hotels, contact details, tariffs can be made available on request.

Conference Committee

Chief Patrons

- Hon. Adv. Raosaheb Shinde**, Chairman, Rayat Shikshan Sanstha, Satara
Hon. Dr. Anil Patil, Vice Chairman, Rayat Shikshan Sanstha, Satara
Hon. Prin. Dr. Arvind Burungale, Secretary, Rayat Shikshan Sanstha, Satara
Hon. Prin. Dr. Nanasaheb Gaikwad, Joint Secretary, Rayat Shikshan Sanstha, Satara
Hon. Prin. Dr. Laxman Bhor, Auditor, Rayat Shikshan Sanstha, Satara

Conference Chairman

Dr. B.S. Sawant
 Director,
 Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara.
 (M) : +91-9422404853 email : drbssawant@rediffmail.com

Conference Convener

Dr. S.S.Bhola
 Associate Professor,
 (M) : +91-9822124414

Co Convener

Dr. R.D.Kumbhar
 Assistant Professor,
 (M) : +91-9422613603

Organizing Committee

- | | | |
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| Mr.M.B.Bhosale | Ms.V.B.Shah | Mr.S.R.Nikam |
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For Conference details visit institutes website : www.kbpimsr.ac.in
 Conference email : kbpimsrconference@gmail.com



Rayat Shikshan Sanstha's

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara

(Affiliated to Shivaji University, Kolhapur & Approved by A.I.C.T.E., New Delhi)

Post Box No. 67, Survey No. 467 / 2, 468, Varye,
 Tal. & Dist - Satara - 415015. Maharashtra. Ph.: (02162) 261088.

Website : www.kbpimsr.ac.in Email : mba.kbp@gmail.com



National Conference

'ALIVE'

Adaptable Learning and Innovation for Visionary Execution
 In Association with AMMI

(Association of Management of MBA/MMS Institute)

4th & 5th May 2012

About Sanstha

Rayat Shikshan Sanstha is one of the leading educational institutions in Asia. The value of its contribution to education in general is enormously great as it has, from the very beginning, tried all its best to lay emphasis on the education of the down-trodden, the poor and the ignorant who really form the major bulk of society. The founder of the institution, Late Padmabhushan Dr. Karmaveer Bhaurao Patil, was a man of the masses, who devoted all his mind and heart to the cause of their education. He had an incisive understanding of the social ills that beset his times and fully realized the dire need of the spread of education. Rayat Shikshan Sanstha, stands for, strives for and has accomplished to a great extent what the founder father had in his mind. Rayat Shikshan Sanstha made astounding progress in the field of education reflecting fully the ideals cherished by the founder. Betterment of the under -privileged achieved through the Sanstha is the outcome of Padmabhushan Dr. Karmaveer Bhaurao Patil's perfect vision and foresight.

About KBPIMSR

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara(KBPIMSR) has perceived growing needs of ever changing business environment and the corporate world. The MBA course is being run from 1981. This is recognized management institute in Satara District, which conducts Management Programs. Shivaji University, Kolhapur has recognized this institute as a Research Center in Commerce and Management. The Institute has modern amenities and facilities keeping in tune with changing scenarios. Academic excellence has been a prominent feature of these courses.

The Venue of the Conference

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Survey No. 467 / 2, 468, old Satara-Pune Highway, At. Varye, Tal. & Dist. :- Satara - 415015, Maharashtra. Ph.: (02162) 261088.

Theme of Conference

In modern scenario every manager has to keep pace with transforming surroundings. The conference aims at familiarizing participants with these new concepts and harnessing their skills to face the challenges posed by changing environment. Conference will focus on such issues that will definitely contribute to academic and corporate sector. Adaptability is one of the ways, you can stay relevant on many levels and hence theme for conference is '**ALIVE.....Adaptable Learning and Innovation for Visionary Execution**'.

Objectives of Conference

This conference aims at providing platform for empirical research to Managers, Faculty Members, Research Scholars & Students to present and discuss their outcomes. The subject lineup ensures that participants would get a vision, proper direction for marching ahead and to take on challenges.

Call for Papers

KBPIMSR invites submission of unpublished, empirical, high quality research papers from practicing Managers, Academicians, Faculty Members, Research Scholars, Entrepreneurs and Students for presentation in the conference (having ISBN proceedings). An indicative list of sub themes as research topics has been provided.

The Selection and Editorial committee has full authority for selection and printing of paper in the proceedings.

Areas of Sub Themes

General Management :

1. Changing Business Models
2. Women Entrepreneurship
3. Trends in Strategic Management
4. Ethical Practices in Current Era
5. Economic Environment in Business

Marketing Management :

1. Changing Customer Behaviour
2. Contemporary CRM Model
3. Paradigm Shift in Advertising Management (Role of Children, Gender, Philanthropy)
4. Trends in Tourism Management
5. Rural Marketing
6. Retail Marketing Formats

Financial Management :

1. Microfinance
2. Financial Supermarkets – Myth or Reality
3. Future of DTAA and Tax Heaven Countries
4. Innovative Means of Financing
5. Banking at Root Level
6. Taxation Reforms - Are they heading in right direction?
7. SME Stock Exchange - Pros & Cons

Human Resource Management :

1. Strategic HR
2. Employer Brand
3. HR Outsourcing
4. Talent Management
5. Employee Behaviour in Virtual Organization

Production Management :

1. Six Sigma for Business Excellence
2. SCM for Competitive advantage
3. Lean Manufacturing
4. Reverse Logistics
5. Operations strategies for 21st Century

System Management :

1. Business Intelligence
2. Social Networking
3. Cloud Computing
4. IT Governance
5. Cyber Crimes
6. ERP
7. Data Mining and Data Warehousing

Agriculture Management :

1. Agripreneurship
2. Role of agriculture inputs in economic development
3. Reclamation and Development of Alkali and Acid Soils.
4. Agri Tourism
5. Watershade Developments for Rain Fade Areas
6. Food processing and Training Centers for Development of Farmers

Important Dates

Last Date of Submission of Abstract	20 th Dec. 2011
Provisional acceptance of Abstract	30 th Dec. 2011
Last Date of Submission of Full paper	28 th Feb. 2012
Conformation of the full paper	15 th Mar. 2012
Last Date of Registration (DD conformation by e-mail)	15 th Apr. 2012
DD with filled registration form to reach in KBPIMSR by post	20 th Apr. 2012
Date of Paper Presentation (as per Schedule)	4 th & 5 th May 2012

Paper Review & Submission

The abstract and paper received would be reviewed by the pool of referee dealing in respective functional area of management. The papers would be reviewed on the basis of following parameters :

1. Appropriateness of Title
2. Research Problem
3. Abstract
4. Appropriateness of key words (At least five)
5. Introduction to paper
6. Review of Literature
7. Methodology Section
8. Data Presentation
9. Discussion
10. Results
11. References

Every paper would be reviewed on the basis of each of above parameter on five point scale; The average would be calculated to determine the qualitative grades of paper.

Average Score	Qualitative Grades
4 to 5	A
3 to 4	B
2 to 3	C
Below 2	D

Papers having **A grade** would be published in conference proceeding.

For **B Grade** papers only abstracts would be included in proceeding and these papers would be permitted for the presentation in the conference and the discussion would be facilitated.

For **C Grade** papers, presentation would be in form of posters. The posters would be a card sheet paper of 1x1 mt on which researcher has to present the paper. The card sheet would be displayed in display hall and would be open to all conference delegates and experts for discussion.

D Grade papers would be rejected with due referee comments.

After submission of abstract the same would be referred and Expert views would communicated to research scholar latest by 30th Dec. 2011