



national conference on
management of innovation in
business and technology: new strides



School of Management Sciences
Varanasi



**SCHOOL OF MANAGEMENT SCIENCES
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Important Dates

Last Date for Abstract Submission : 5th February, 2011
Date of Notification of the Accepted Papers: 10th February, 2011
Last Date for Full Paper Submission : 15th February, 2011

Registration Details

Registration fees for the Conference:

- **Corporate Participant: Rs. 2000/-**
- **Faculties of Academic Institutions: Rs. 1500/-**
- **Students/Research Scholars: Rs. 750/-**

All the researchers interested in participating to the conference are required to get registered by filling the attached registration form or else may download from www.smsvaranasi.com. For multiple entries, photocopies are also valid.

No TA/DA will be paid to any delegate who presents the paper in the conference Demand Draft / cheque should be drawn in Favour of "Convener, academic and cultural programme, SMS" payable at Varanasi.

Registration fee includes Conference Kit, Lunch and Tea for both the days of conference. The registration form should be sent along with DD/ Cheque.

Note:

All the participants are requested to make their own stay arrangements.

Venue:

Conference Hall, SMS campus, Varanasi.



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Date: 19 & 20 Feb, 2011

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about SMS

With a modest beginning in 1995, the SMS Group has never looked back. It has made consistent endeavors over the years to prove its national character as a Centre of Excellence in Management, Computer and Technical Education. It is because of its proactive approach and immense commitment that SMS, Varanasi has had been rated as an A+ Business School. Apart from it, SMS Varanasi has equally been recognized as one of the Topmost Business Schools in the country. Aware of its mission of producing highly competent management and technology graduates, the SMS Society has further established two other centers of excellence at Lucknow. The Society is sure of repeating the success story of SMS, Varanasi at the SMS Institute of Technology, Lucknow and the School of Management Sciences, Lucknow which have already started their operations from the academic session 2008-09.

Overview

The contemporary Management and Information Technology practices are being subjected to incessant evaluation on a very stiff parameter due to the challenges posed in the light of current economic conditions under the recent trend of internationalization. These innovative practices need to be compatible to the strategic intents of corporate sectors. It is therefore imperative that the pertinent issues relating to the innovative business and technology strategies be synergized with the organization's focus areas. An outstanding organization is one which never compromises on its values even challenging hours in terms of all the facets of Business and Information Technology practices. At this critical juncture, this conference intends to give an opportune time to industry representatives, academicians, research scholars and students to disseminate their ideas and contributions that focus on the current issues precipitated in relation to the management of innovation in Business and Technology, and thus looks toward to evolve innovative strategies at the corporate level to combat the ill effects of fluctuating global economy.

Theme:

The main theme of the conference is 'Management of Innovation In Business and Technology: New Strides'

Sub Themes:

Modern Day Management Practices
IT Enabled Business Practices
Role of IT in Business
Current developments in Information Technology Industry
Value Based Organizations
Ethical Issues in Business
Change Management
Information Technology for Business Convergence
Entrepreneurial Practices
Development of Modern Technologies in Management
E Business Practices
Corporate Governance Issues and Development

Corporate Risk Management
Global economic crisis
International Trade Practices
Insurance & Risk Management
Creativity, Innovation and Technology
Knowledge Management and Human Resources
Economy, Finance and Law
Tourism Management
Corporate Restructuring
Liquidity Management
Social Issues in Management
Marketing & Retail Management



Participants

The conference provides a common platform for all those who are directly or indirectly associated with the field of Management and Information Technology. In particular this includes:

- Business Practitioners
- Academicians
- Budding Managers (Students and Research Scholars)



Call for Papers

Original papers on the various aforesaid sub themes are cordially invited. These are however only indicative and not comprehensive in nature. The author can include any topic in the domain of the main theme. The abstract or full paper should be sent through e-mail to: conference@smsvaranasi.com.

Guidelines for Papers

- Manuscripts should not exceed 5000 words including tables and figures. The text should be double space in 12 point Times New Roman on A4 sheet with 1.5 inches margin all round.
- The cover page should contain the title of the paper, author's name and brief profile along with the e-mail and the contact numbers.
- Authors should send two copies of manuscript. Author's name should not appear any where in the paper except the cover page. It facilitates the blind review process.
- Authors should send one separate sheet with abstract, summary of the paper and key words, along with the paper.
- References should be cited at the end of the manuscript. This list should mention only those sources cited in the text of the manuscript.
- The following format should be used for referring books/articles in the research paper.
 - (a) Tawhney, R.H.:1984, Religion and Rise of Capitalism, New York: Penguin Books
 - (b) Kumar, J.D.:1998, 'Responding to Green Concerns: The Role for Government and Business', Journal of Environment, Vol. 27, No. 1, pp 3-19.
- All the tables and figures must be serially numbered.
- Author should certify on the cover page of the manuscript that the material is unpublished, as well as original. It is the responsibility of the author to obtain permission to reprint previously published matter with copyright restrictions.
- Paper accepted or rejected would not be sent back to author.
- Correspondence and proofs for correction will be sent to first named author.
- All manuscripts must be sent by e-mail/CD along with the hardcopy.
- The selected papers will be published in the form of a book.

Conference Organizers:

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