



SRMS

**International Business School, Lucknow
College of Engg & Tech., Bareilly
(Faculty of Management Sciences)**

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Lucknow

Conference Convener

Prof (Dr.) Ekta Rastogi

(9458705094)

Conference Co-ordinator

Ms. Bhawana Pant

(9458701209 & 7054542996)

Conference Co-ordinator

Prof.(Dr.) Mamta Gaur

(9458701129)

All conference related queries
can be sent to:

conference@ibs.srms.ac.in

ekta.rastogi@ibs.srms.ac.in

About SRMS Trust

SRMS Trust, a public charitable Trust, established in the year 1990, is a living tribute to the memory of veteran freedom fighter, true Gandhian, ex-parliamentarian, ex-minister U.P., Late Shri Ram Murti Ji, The primary objective of the Trust is to provide and promote education and research in the field of Science and management, Engineering and Technology, Medicine and Humanities. The aim of SRMS Trust is the upliftment of masses by:

- promoting social values
- promoting technical and professional education
- promoting health and medical education

SRMS Trust has strived to provide the best facilities, faculty and resources to its students and the larger community. The Institutions of the trust have consistently been ranked among the top colleges in the State of Uttar Pradesh and Northern India.

Institutions run by SRMS Trust

- ❖ SRMS College of Engineering and Technology, Bareilly
- ❖ SRMS Institute of Medical Sciences, Bareilly
 - Hospital
 - Medical College
 - R.R. Cancer Institute and Research Center
- ❖ SRMS Women's College of Engineering & Technology, Bareilly
- ❖ SRMS School of Nursing, Bareilly
- ❖ SRMS College of Engineering and Technology, Lucknow
- ❖ SRMS Institute of Paramedical Sciences, Bareilly
- ❖ SRMS International Business School, Lucknow
- ❖ SRMS Functional Imaging and Medical Centre, Lucknow



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3rd National Conference

on

"Managing the Next Generation Organisation"

November 19, 2016

Contact Person: Prof (Dr.) Ekta Rastogi, Convener (National Conference-2016), Mob: 9458705094, 9984264657
CAMPUS: 34 Kms on NH-24 (Lucknow-Kanpur Highway), Asha Khera, Unnao, Uttar Pradesh
Email: conference@ibs.srms.ac.in, Website: www.srms.ac.in

3rd National Conference on "Managing the Next Generation Organisation"

Perspective

Today the success of an organisation relies on innovation. Innovation lies in the heart of the organisation's culture. A culture valuing people along with their creativity and passion will lead to the generation of leaders. Leaders mentoring relationships acculturate, guide, direct and motivate the creativity of the millennial. Hence, it will be appropriate to say that the thriving organisations of the future will value "Millennovators" – Millennial Innovations.

The conference aims to better understand the recent trends related to the theme by bringing together industry experts, practitioners, academicians, researchers and students. The conference would be instrumental in having constructive conversation about aligning recent trends in the industry with current practices in management education.

Call for Paper and Cases

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 conference proposes to address the following key issues:

Tracks

- Track 1 : Entrepreneurship and Innovation
- Track 2 : Financial Management
- Track 3 : Human Resource Management
- Track 4 : Corporate Strategy
- Track 5 : Economics
- Track 6 : Marketing
- Track 7 : Corporate Governance
- Track 8 : E-Governance
- Track 9 : E-Business
- Track 10 : Operations and Supply Chain Management
- Track 11 : Corporate Sustainability

The themes mentioned above are indicative and authors can submit papers that are in broad agreement with the theme of the conference. Conference proceeding shall be published in a book bearing an International Standard Book Number (ISBN)

Important Dates:

Receipt of abstract of the paper	September 10, 2016
Confirmation of abstract	September 16, 2016
Receipt of full paper/Cheque	October 29, 2016

Conference Schedule:

Registration	: 09:00 - 10:00am	Tech. Session II	: 01:30 - 03:00pm
Inaugural Session	: 10:00 - 11:00am	Valedictory Session	: 03:00 - 04:00pm
Tech. Session I	: 11:30 - 01:00pm	High-Tea	: 04:00 - 04:30pm
Lunch Break	: 01:00 - 01:30pm		

Guidelines for Submission of Abstract and Paper

An abstract should not be more than 250 words and the papers should be in the form of empirical research, theoretical models based on extensive research, reports, case studies or analysis of best practices. The full paper should not be more than 6000 words and both the abstract and paper should be in MS Word format, Times New Roman, 12 Font with 1.5 line spacing.

All papers will be reviewed; and selected papers will be published in conference proceedings.

Please send all abstracts and papers to: conference@ibs.srms.ac.in

Local pick up and drop facilities from / to Airport / Railway Station / Bus Stop; and boarding and lodging facility will be provided for out station delegates.

Delegate Fee

Research Scholars	₹ 750/-
Academicians & Industry Delegates	₹ 1000/-
Academicians & Industry Delegates (Paper Presentation in Absentia)	₹ 1500/-

Please return the enclosed registration form, duly completed, along with a **D.D./par cheque drawn in favor of SRMS IBS, payable at Lucknow** to the Institute's city office by October 29, 2016.

City office: CP 2/3, Vishwas Khand -2, Near Flyover, Gomti Nagar, Lucknow - 226010

Sponsorship

Industries/Organizations are invited to sponsor the conference and take part in it. All queries should be addressed to the conference convener and co-ordinators.

Date & Venue

Date : Saturday, November 19, 2016
Venue : SRMS IBS Campus, 34 Km on NH-25 (Lucknow-Kanpur Highway) Unnao-209859, U.P., India

About Shri Ram Murti Smarak International Business School

Shri Ram Murti Smarak International Business School (SRMS IBS) is a knowledge centre for industry and academia and is the one and only International B - School in the central eastern region of Uttar Pradesh. The school is promoted by Shri Ram Murti Smarak (SRMS) Trust, Bareilly; a prestigious and renowned name in the field of technical and professional education since 1996. SRMS IBS offers a Post Graduate Diploma in Management (PGDM) a two-year, full time residential course. The course is duly approved by All India Council of Technical Education (AICTE), Ministry of HRD, Govt. of India. The core focus of the course is development of global leaders with strong technical business knowledge and to foster innovation. Team based learning and international exposure forms the core of the teaching methodology of the course.

SRMS IBS provides a world-class teaching and learning environment in its state-of-the-art campus in Lucknow. Its innovative academic program is delivered by distinctive faculty members from Kellogg School of Management (Chicago, USA) - #1 Ranked B-school in the world, Washington University (St. Louis, USA), Indian School of Business (Hyderabad, India), World Trade Organization (Geneva, Switzerland) World Bank (Washington DC, USA), Indian Institute of Management (IIM), Indian Institute of Technology (IIT) and Symbiosis (Pune), among others. The faculty are well known subject matter experts with their years of continuous interaction with Global and Indian industry. Their experience is reflected in their research papers, books, consulting projects and editorials in leading newspapers and magazines.