

## About Seminar Theme

Today the success, competitiveness and prosperity of an organisation rely on technological innovation. Many successful innovative organisations from start-ups to large established firms often have one thing in common - they are good at managing change to achieve sustainable competitive advantages in the form of new products and services or the way the organisation operates. Integration of technological innovation and management practices play a key role in development and growth of firms.

## About Institute

SRMS College of Engineering & Technology Bareilly (SRMSCET) was established by Shri Ram Murti Smarak Trust to cherish and commemorate the memory of veteran freedom fighter, Ex-Minister, U.P. Govt., Ex-Parliamentarian and true Gandhian Late Shri Ram Murti Ji. SRMS Group is a pioneer private education groups of Uttar Pradesh offering professional education in fields of Management, Engineering, Pharmacy Medical, Paramedical, Cancer Research and Nursing. SRMSCET, Bareilly is offering B.Tech, M.Tech, MBA, MCA, B.Pharm and M.Pharm programs.

## Objective of The Seminar

This seminar is intended to offer an interactive platform to equip the leaders of current generation with the knowledge and skills to manage the innovation in today's dynamic global marketplace and coming up with creativity of the millennial. The seminar also aims to bring out various insights about the recent trends related to the theme by bringing together industry experts & practitioners, academicians, researchers and students. It would be instrumental in having constructive deliberations about aligning recent trends in the industry with current practices in management.

## Call For Papers

Faculty of Management Science SRMSCET and Dr. A.P.J.A.K.T.U. welcomes participants from industry a research scholars and students from esteemed institutions and different disciplines to submit their original papers and articles to explore the innovative management, practices & directions in accordance to the theme of this seminar.

## Sub Themes For Research Paper

Original research papers / articles are invited on current innovation and technology in any of the Management, Engineering, Medical, etc :

- ◆ Entrepreneurship and Innovation
- ◆ Technology and Re-engineering
- ◆ Corporate Governance/ E-Governance
- ◆ Corporate Sustainability /Corporate Strategy
- ◆ E-Business/ Economics
- ◆ Innovative Practices in Hospital Management
- ◆ Marketing /Financial Management / Human Resource Management / Operations and Supply Chain Management (any area of management)

## Paper Submission Guidelines

- ◆ Seminar proceedings shall be published in our management journal Bizcraft bearing an ISSN number.
- ◆ Best three papers will be awarded.
- ◆ The paper should not exceed 5000 words.
- ◆ Format: Times New Roman, Size-12, Spacing 1.5, Paper Size A4.
- ◆ The registration fee is non-refundable.
- ◆ Proof of payment must be emailed with registration form to E-mail: mamta.gaur@srmscet.edu, fms@srmscet.edu
- ◆ Support will be provided for publication of research paper in scopus indexed Journals on voluntary basis and standard charges as applicable.

## Important Dates

Abstract Submission	September 7, 2017
Notification of Acceptance	September 10, 2017
Full Paper Submission	September 20, 2017

## Registration Fees

I. Student	₹ 250/-
II. Research Scholar/Academician	₹ 1000/-
III. Industrial Delegate	₹ 1500/-

### Note :

- ◆ 1 day excursion tour to Nainital (No Extra Charge)
- ◆ Registration is per Author for paper/ article.
- ◆ Accommodation in campus available on prior intimation.

## Faculty of Management Science, SRMSCET, Bareilly :

FMS SRMSCET is known for its prestigious management programme. FMS with its glorious legacy of 22 years in Management Education has successfully contributed in the multidimensional development of future professionals, focusing on positive thinking & self-confidence to cope with the transformation, challenge, and qualms of corporate life.

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#### Contact

Prof.(Dr.) Mamta Gaur  
Seminar Coordinator  
Mo: 9458701129  
mamtagaur@srmscet.edu

Dr. Deepesh Tiwari  
Organizing Secretary  
Mo-9458702639  
deepesh.tiwari@srmscet.edu

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Venue :

NEW SEMINAR HALL

**Shri Ram Murti Smarak College of Engg. & Tech., Bareilly**

Ram Murti Puram, 13 KM. Bareilly - Nainital Highway, Bareilly - 243 202 (U.P.)

Phone : (0581) 2582246-49, 2582331-32

Fax : (0581) 2582330, Website : www.srms.ac.in

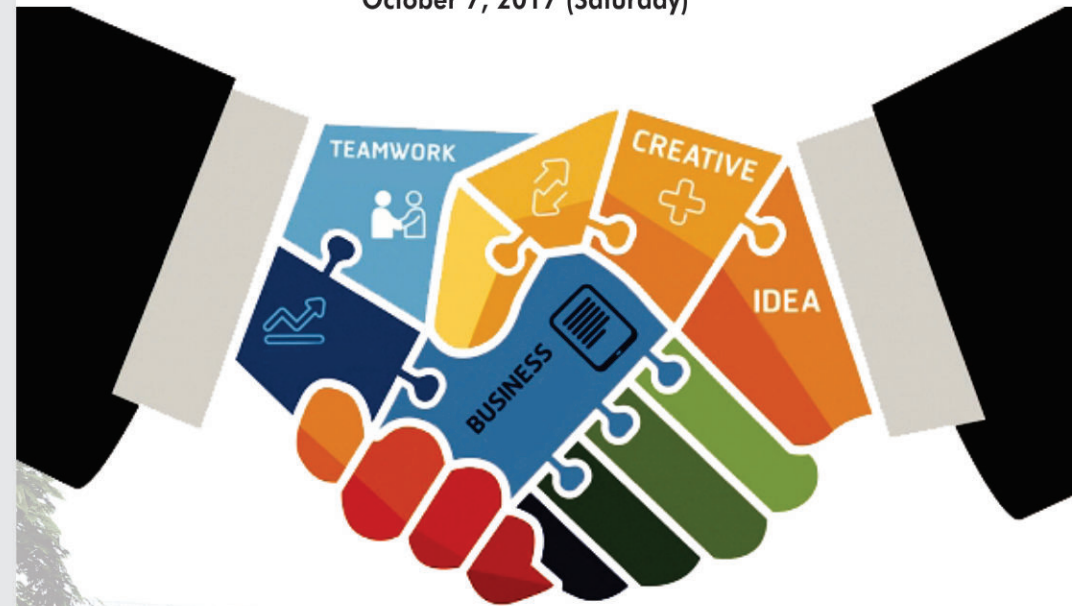


**SRMS**  
College of  
Engineering &  
Technology, Bareilly

**22<sup>nd</sup> NATIONAL  
SEMINAR**

## New Frontiers in Indian Management - Innovation and Integration of Management Practices & Technology for Global Competitiveness

October 7, 2017 (Saturday)



In Collaboration with



**Dr. A.P.J. Abdul Kalam Technical University, Lucknow**  
(Under Seminar Grant Scheme)

Organized by :

Faculty of Management Science

**Shri Ram Murti Smarak College of Engg. & Tech., Bareilly**