

NATIONAL CONFERENCE

Saturday 9th May, 2009

MAIMT Maharaja Agrasen

Institute of Management & Technology, Jagadhri

Invitation & Call for Papers

3rd National Conference on
Service Management

NCSM'09

THEME :
India-An Emerging Services
Economy : Issues & Perspectives



MAIMT Celebrating
13 years
of
Management & IT Education
Since 1997

Ranked 34th*
by
Business World
*on the basis of ROI

About MAIMT

Maharaja Agrasen Institute of Management & Technology (MAIMT), as one of the oldest, self financing (Established in Year 1997), distinguished Institute in Haryana, situated amidst scenic beauty at Jagadhri, 3 hrs. drive from Delhi & 1 ½ hrs. from Chandigarh, well connected by rail & road imparting value based education in the streams of MBA & MCA.

Our Institute has been Ranked 34th on the basis of Return on Investment & 62nd Overall Rank by Business World, 2007. Our curriculum, additional training, adventure/co-curricular activities have been structured to focus on:

- a. Processes of analytical and lateral thinking;
- b. A holistic approach to management; and
- c. Intensive research in management.

About NCSM '09 (National Conference on SERVICE MANAGEMENT)

MAIMT (Maharaja Agrasen Institute of Management & Technology) has been consistently organizing seminars, conferences, HR Summits, conclaves and host of other events with a view to facilitate meaningful interface between Industry and Academia and thus providing real life like exposure to the young graduates.

Economic indicators hint at the transformation of the Indian economy into a service denominated one. The growth of services has been broad based. The lead taken by services on the various sectors of the economy is likely to position India as one of the important global destination for various services in future; this feat has already been achieved by India in IT services.

Conference Objective

The conference aims to provide a platform for researchers, policy makers and practitioners in recognition of the increasing flow of ideas, resources and knowledge between businesses, institutes and policy makers.

Call for papers

Academicians and research scholars are invited to submit Research papers/Case studies on the theme or the following sub-themes :

Finance

- Financial Sectors Reforms
- Micro Finance
- Financial Services
- Transfer Pricing
- Mergers, Takeovers and Demergers
- Banking-Wholesale and Retail

- Investment Banking
- Insurance
- Corporate Finance
- Money, Capital and Commodity Markets
- Mutual Management
- Risk Management

Marketing

- Product Innovations
- Global Service Marketing
- Global Branding & Positioning
- Retailing & Globalize Economy
- Socio-Cultural Issues in Marketing
- Internet & Social Marketing
- Product Lifecycle Management
- Mobile Marketing
- Viral Marketing
- Mall Marketing
- Customer Relationship Management
- Customer Retention Management
- Gorilla Marketing
- Innovations in Marketing
- Organized Retailing
- Service Quality
- Relationship Marketing
- Innovative Marketing Strategies

Economics

- Globalization and Economic Growth
- Emerging Economics
- International Trade
- International Capital Flows
- Labour, Migration and Urbanization
- Poverty & Human Development
- Social and Economic Infrastructure

IT/Systems

- Mobile Data Management
- Security Access Control
- Data Life Cycle in Products and Processes
- Human Computer Interaction
- Information Visualization

Supply Chain Management

- RFID Enabled Supply Chain
- Logistic Management

- E-procurement
- Web-Based CRM
- 3rd Party Logistics (3pl/4pl)
- Global SCM

General Management and Human Resources

- Influence of Emotional Intelligence in Organizational Creativity
- Knowledge Management for Creativity and Innovation.
- New Management Practices
- Changing Nature of HR
- Performance Management
- Corporate Social Responsibility
- Talent Management
- Retention Management
- Training & Development
- Development of Innovation Teams
- Strategic HR
- Workforce Diversity & Work Culture
- Organization Culture & Motivation
- Outsourcing HR Functions
- Effectiveness of 360 degree Appraisal
- E-Creativity in HR

Operations

- Cross Functional Co-Ordinations
- Vehicle Routing
- Six Sigma Practices
- TQM
- Decision Analysis

Strategy

- Business Competitiveness
- Strategy in Global Integration
- Globalization vs Competition
- Strategies for Sustainable Performance

Guidelines for Paper Submission

Authors interested in getting their papers published in the conference proceedings are requested to follow the guidelines given below:

- The abstract (not exceeding 200 words) should be submitted via e-mail on or before April 16, 2009
- The abstract should clearly include the contribution made by the paper to the existing body of knowledge. Each abstract must have five keywords.
- Name(s) of the author(s), their postal address, email ID, landline telephone No. and Mobile No. should be written clearly in the abstract submission form.
- All abstract will be scrutinized by the conference committee. Abstract that is written in poor style with grammatical errors will not be accepted. All the authors must ensure that their complete paper has been thoroughly checked.
- The authors of the accepted abstracts will have to send their full paper before April 30, 2009 with registration form duly completed.
- All the authors of accepted papers will be eligible to present the paper in the conference.
- All the authors are required to pre-register by paying registration fee.
- Without pre-registration, papers will not be included in the conference proceedings.
- The text of the paper should be single spaced with 12 point New Times Roman Font in MS Word and limited to 3500-6000 words. An electronic version in MS word via email should be sent.
- A reference number will be given to all the accepted abstracts. This reference number must appear on the top of the paper.
- Only those references that are actually utilized should be included in the reference list and the same should be alphabetically arranged. References should be given in the APA format.
- Prizes will be awarded for Best Student Paper Presentation.
- Papers without hard and soft copy will not be entertained.
 - All correspondence (including submission of abstract and paper) should be at following address :

The Conference Co-ordinator - NCSM'09
Maharaja Agrasen Institute of Management & Technology (MAIMT)
Old Saharanpur Road, Near Agrasen Chowk,
Jagadhri (Yamuna Nagar) - 135003
Email : [maitncsm@gmail.com](mailto:maintncsm@gmail.com), [maitncsm@rediffmail.com](mailto:maintncsm@rediffmail.com)

Conference Schedule

Saturday May 9th, 2009

Registration	:	09:00 AM
Inauguration	:	10:00 AM
Keynote Address	:	10:30 AM
Technical Session I & II	:	11:30 AM
Lunch	:	01:30 PM
Technical Session III & IV	:	02:30 PM
Valedictory Session	:	04:00 PM
Tea	:	04:30 PM

CONFERENCE COMMITTEE

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Important dates

Submission of abstract	:	16th April, 2009
Intimation of acceptance of abstract	:	22nd April, 2009
Submission of Paper	:	30th April, 2009
Date of Event : 9th May, 2009		

Registration

All the interested participants are requested to get registered by filling the attached registration form. For multiple entries, photocopy of the registration form can be used

Registration Fees

Corporate Delegates	:	Rs. 400/-
Researchers & Academicians	:	Rs. 300/-
Students	:	Rs. 200/-
Delegates attending conference	:	Rs. 250/-
Without contributing paper	:	
Absentia (Not for Students)	:	Rs. 500/-

- * The registration fee includes the conference kit, lunch & tea.
- * Please send a demand draft, along with the registration form, favouring Maharaja Agrasen institute of Management & Technology, payable at Jagadhri (Haryana).
- * The registration fee is non-refundable / non-adjustable against any other program of MAIMT, but change in nomination (s) is accepted.

Publications

The accepted papers will be published as conference proceeding of MAIMT. The selected papers will be published in subsequent issues of "MAIMT Journal of IT & Management".

Sponsors

The organizing committee is inviting any interested organization to support financially the conference.



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT & TECHNOLOGY

Approved By AICTE & Affiliated to Kurukshetra University, Kurukshetra

Ranked 34th based on ROI by Business World

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