

Call for Papers: 'KIMR' welcomes Original, Unpublished Research Paper/Working Paper/Case Study/Article on the above-mentioned theme or related sub-themes.

Guidelines for Author: The total number of authors for each paper should not be more than three. Each author should be registered separately.

The soft copy of the full length paper should include the following

Author Information: The following information should be included on the first page of the manuscript: Title, Author(s) name, Institutional Affiliation, Address, E-mail and Contact Number.

Abstract: Include a one-paragraph abstract not be more than 200 words. Do not use references, footnotes or abbreviations in the abstract.

Key Words: Three to five keywords

Full Paper: It should be Minimum of 1500 words and maximum of 2500 words including references and title page.

Typing Format: Times New Roman, 1.5 line spacing with minimum 12 pt. font. Margins of at least 1 inch.

Soft-Copy Format: Word Document (.docx)

Referencing: APA form of referencing.

E- Mail for Submission: The full-length research paper/working paper/case study/article should be submitted to: seminar.kimr@gmail.com

The Submission of the Research Paper/Working Paper/Case Study/Article will be treated as transfer of copyright to Kautilya Institute of Management & Research.

Important Dates

Last date of Full Paper Submission	15 th February 2019
Intimation of Acceptance	18 th February 2019
Date of Seminar	22 nd & 23 rd February 2019



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Organizes

Two-days National Seminar
on
'Competitive Strategies & it's Excellence in Diversified Sectors'
22nd & 23rd February 2019



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SAVITRIBAI PHULE PUNE UNIVERSITY,
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About Jayawant Shikshan Prasarak Mandal

JSPM group of institutes is a renowned group which has pioneered in the field of education in Maharashtra. Jayawant Shikshan Prasarak Mandal (JSPM) was established in 1998 with the objective of creating centers of excellence for education in the field of Management, Engineering, Medical, Pharmacy, Computer Application and others. Our focus is on student centric curriculum & innovative pedagogy. We take pride in creating a healthy and competitive atmosphere which helps to stimulate our students to think beyond the realms of ordinary. JSPM institutes are committed to provide value based quality education, maintaining pace with changing technology to produce competent and skilled professionals ready to accept global challenges. All JSPM institutes have well equipped infrastructure with state of art facilities to support students in their studies and give access to learning resources, equipments and information.

About Kautilya Institute of Management & Research

JSPM's KIMR is part of a multi-campus institute that offers postgraduate degree in Management Education. The institute endeavors to infuse a global perspective into Management Education. The curriculum is more contextual and research-oriented and imparts sustainable and student-centric managerial education. The Institute offers value-added courses other than those designed by Savitribai Phule Pune University which have wider social implications and help in pursuit for excellence. Attempts are made to retain and attract quality academicians, researchers, and professionals as faculty members, thus demonstrating the institute's intellectual engagement with the latest in thought leadership.

KIMR is located in Wagholi on the Pune-Nagar highway. The campus is a pollution free space spread over 25 acres of land and provides a congenial environment for all round development of the students. KIMR is approved by the All India Council for Technical Education, New Delhi and Directorate of Technical Education Maharashtra, the course is affiliated to the Savitribai Phule Pune University.

About the Seminar

"The theme has contemporary relevance as the world of business is constantly growing, changing, adapting and modifying. As organizations respond to changes in their markets and develop new business models, their definitions of excellence also change. The seminar will help to understand the various competitive strategies adopted by businesses to respond to the changes in the markets and uncover unique strategies to take their organizations to the next level.

This seminar is being jointly organized under the aegis of Quality Improvement Programme of Savitribai Phule Pune University and by JSPM's Kautilya Institute of Management & Research, Wagholi, Pune. This Seminar spans for two days. The seminar will focus on discussions by the experts from industry and academicians on competitive business strategies and their relevance in the current changing business scenario as well as presentation of research papers by the participants.

Who Should Attend

Faculty Members, Industry Professionals, Research Scholars and Students from PG & UG Departments of Business Administration, Economics, Social Sciences and other related streams.



Objectives of the Seminar

1. To provide forum for discussion and exchange of ideas among the students, researchers, faculty members and corporate professionals from various disciplines.
2. To get insight on the competitive strategies and it's implications in diversified sectors.

Theme

Competitive Strategies & it's Excellence in Diversified Sectors

Sub-Themes

- Blue/Red Ocean Strategy
- Strategic Alliances
- Market Development Strategy
- Market Penetration Strategy
- Product Development Strategy
- Diversification Strategy
- Vertical Integration Strategy
- Turn-around Strategy
- Out-sourcing Strategy

Note: It may kindly be noted that above mentioned themes are only indicative, we also welcome papers on other related themes.

Selected Research Papers will be published in UGC Approved International Journal of Advance & Innovative Research (2394-7780) with SJ Impact Factor (2018) 7.36 & UGC Journal No: 63571

Registration Fees

- Students - Rs. 300/-
- Academicians & Research Scholars - Rs. 500/-
- Industry Professionals - Rs. 700/-