



Suryadatta Education Foundation's

SURYADATTA INSTITUTE OF MANAGEMENT & MASS COMMUNICATION (SIMMC)



Affiliated to Savitribai Phule Pune University, approved by DTE & AICTE and recognized by Government of Maharashtra

Organizes

State Level Conference

On

“Managing in Digital Era”

Sponsored by Savitribai Phule Pune University

Under the Quality Improvement Programme of Savitribai Phule Pune University



15th January, 2018

● **Venue** ●

SIMMC Campus : Survey No.342, Patil Nagar, Bavdhan (Bk), Pune 411021, Maharashtra

Website : www.suryadatta.org

About Suryadatta Education Foundation

The Suryadatta Education Foundation, SEF, is a charitable trust registered with the Registrar of Societies, Government of Maharashtra. The Suryadatta Group of Institutes was incepted in the year 1999, under the aegis of the Suryadatta Foundation in Pune, the Oxford of the East.

The Suryadatta family has blossomed into a bouquet of academic institutions in various disciplines such as Information Technology, Management, Media & Mass Communication, Hospitality, Travel & Tourism, Bio-Informatics, Bio-Technology, Retail, FMCG, Telecommunication, Services; IT enabled services, Creative Arts, Vocational & Advanced Studies. Suryadatta has students from many countries and from all parts of India pursuing their education in different streams at various Suryadatta Institutions. Each Institute of the Group is strategically located in the heart of the city and has a dedicated campus providing an enlightening and inspiring, academic ambience.

Each Institute is spearheaded by well qualified, experienced Directors/ Principals. The faculty is a rich Academic – Industry mix, many having international exposure. The ethos of Suryadatta is 'Enlightening & Disseminating knowledge for Prosperity'. Over the years, Suryadatta has been ranked as overall 'A' Category, Top 50 B-School in India for 16 consecutive years, by the Leading National Surveys.

About the Conference

Management Knowledge and Technology becomes obsolete very fast. Thus, it is of utmost essence and significance for each and every person associated with the management to update himself with current trends in Digital Marketing and also with the application of its tools and techniques. Once these current trends are known, it would be easy to search for their additional and alternate practical utilities and applications. The Institute has attempted its all the best to invite the experts from Academics & Industry so that there would be a combination of theory & Practice. Industrial speakers would acquaint the participants with several solutions in practical situations which would not only act as an empirical evidence but also as a learning platform. After attending this conference the participants will be well acquainted with Current Trends in Digital Marketing with its applications.

Scope of the Conference

The scope of the conference is deliberately kept very wide and broad in the sense that almost all the fields of Management are covered within the ambit of the Conference sub themes. This would certainly facilitate all the Business Stakeholders to select any field of their choice and liking.

Objectives of the Conference

1. To develop acquaintance with latest digital means.
2. To study the application of existing digital techniques.

Call for Papers

SIMMC invites unpublished, empirical, high quality papers from practicing Managers, Academicians, Research Scholars and Entrepreneurs for presentation at the Conference. An indicative list of sub themes is given below. However, authors are free to correspond with the Conference Convener if they seek to present papers in areas other than those mentioned, but fitting into the overall Conference theme. The Selection and Editorial Committee is having full authority to select the papers for printing in the Journal bearing ISSN No. or Conference Proceedings bearing ISBN No. Abstract and full papers have to be submitted through email to: simmconference@gmail.com

Sub-Themes

- Digital Marketing
- Marketing Management
- Financial Management
- Human Resource Management
- Production and Operations Management
- Supply Chain Management
- International Business Management
- Rural and Agri Business Management
- Healthcare Management
- Travel, Tourism and Hospitality Management
- Defence Management
- Entrepreneurship
- Information Technology
- Any other relevant theme consistent with conference theme

Guidelines for Authors

Abstract: An abstract should be around 200 words inclusive of Objectives, Research Approach/Methodology, Findings and Conclusion with 5 key words. The full name, addresses and email addresses of all authors should be sent along with the abstract.

Manuscripts should be of up to 2,500 words (Font-Times New Roman, Regular, Paper Size- A-4, Line Space-1.5, Title of the Paper- 16 point font, Heading- 14 point font and Body Content- 12 point font, Sub-Heading- 12 bold). Manuscripts must be submitted with the cover page bearing only the title of the paper and authors' names, designations, official addresses and phone/fax numbers. Only original, unpublished work is sought. Full paper must have an Abstract with 5 Key Words, followed by Introduction, Review of Literature, Research Objectives, Methodology, Data Analysis & Interpretations, Findings, Recommendations, Conclusion and References. Abstract and full paper must be sent as a Word Document as attachment to simmconference@gmail.com

Any paper submitted to present identical or substantially similar work already published or under review for another

conference or publication will not be considered. The covering letter accompanying the manuscript, the contributor(s) should certify that the manuscript has neither been published anywhere nor is at present being considered anywhere for publication.

End notes: All notes should be indicated by serial numbers in the text and literature cited should be detailed under Notes at the end of the paper bearing corresponding numbers, before the references.

References: Arrange the reference list in alphabetical order of author's surnames, and chronologically for each author where more than one work by that author is cited. The author's surname is placed first, followed by initials, and then the year of publication is given followed by details of the publication. References should appear in the text as: "Apostolou et al. (2001) reported that ..." and the list of all the references must be placed at the end of the manuscript in Harvard Referencing Style (for example: Wharton, N. 1996. Health and safety in outdoor activity centres. Journal of Adventure Education and Outdoor Leadership, 12(4): 8-9.).

Articles: [1] "Setting the house in order: Challenges faced by management education providers in India", International Conference on Globalizing Management Education: Issues and challenges for industry and academia, ITS Institute of Management, New Delhi, pp. performance", Journal of Occupational Health Psychology, Vol. 5(1), pp. 84-94.

Books: Krandhi Chowk, Engineering Mechanics, Oxford University Press, New Delhi, Chapter 7, 2003.

Web Pages: "What is ethical hacking", www.wikipedia.org, accessed on 25 December 2017.

Tables/ annexure: It should be given after references. Figures can appear within the text.

Declaration: Author/s must declare the originality of their work. The paper should not have been published or submitted for publication elsewhere.

Review Criteria: All papers will be sent for double blind peer review. Based on comments of Reviews, convener of the Conference reserves the right to the final decision.

Presentation: All selected papers are to be presented formally by the authors. Each presentation would be restricted to 10 minutes, followed by question answer session for another 5 minutes. The article contributed by joint authors can be presented by any one of them.

In-Absentia: In-absentia, papers are accepted for publication if the author registers for the conference and paper meets earlier specified requirements.

Important Dates

Last Date for Abstract Submission	10 th Jan. 2018	The proceedings from this State Level Seminar will bear ISSN / ISBN Number in soft or hard copy format
Notification of Abstract Acceptance	12 th Jan. 2018	
Last Date for Paper Submission	13 th Jan. 2018	
Notification of Acceptance	14 th Jan. 2018	
Registration Last Date	15 th Jan. 2018	

Registration

All the participants are requested to register individually by filling up the registration form and sending the hard copy along with their research paper to us. In case of more than one author, all authors must register for inclusion in the paper. A single author presenting multiple entries should register for each paper. No TA-DA will be paid to any delegate who presents the paper in the conference.

Registration Fees

Delegate Type	Registration Fee
Academicians / Research Scholars	₹. 500/-
Corporate Delegates	₹. 500/-
Student Delegates	₹. 300/-

In case of multiple authors, Co-authors are also required to pay registration fees separately.

Corporate Delegates, Principals of Colleges and Directors of Management Institutes who will present the paper are exempted from registration fees.

Payment Mode and The Details of Online Transfer

Registration Fee should be paid by Demand Draft drawn in favor of "**Suryadatta Education Foundation**" payable at Pune. The DD should be sent along with the Registration Form as per the dates mentioned. Registration fees may be paid by cash also at the Registration Counter on the day of the seminar.

Bank- IDBI Bank, Bank Address- Tilak Road Branch, Pune 411 030

Account No. - 490104000011200, IFSC Code- IBKL0000490, MICR Code- 411259024

After successful transaction, please email the reference number, date & bank details at :

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SURYADATTA INSTITUTE OF MANAGEMENT & MASS COMMUNICATION (SIMMC)

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REGISTRATION FORM

Name: [Please write in capital letters only] _____

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Organization/Institute _____

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