



# Jamnalal Bajaj Institute of Management Studies

Department of Management Studies  
University of Mumbai

Presents

## *International Research Conference*

2017



## *Disrupting Businesses, Transforming Markets*



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Event Details :

Dates: March 7<sup>th</sup> & 8<sup>th</sup>, 2017

Venue: The Taj Mahal Palace  
Hotel, Mumbai



## ABOUT UNIVERSITY OF MUMBAI

The profile of this University carved out in 150 years of its functioning attests to its manifold achievements as the intellectual and moral powerhouse of the society. It is now granted a 5 Star status by the National Assessment and Accreditation Council (NAAC). It has two campuses of area 230 acres and 13 acres, with 1.25 million square feet of built-up area. With 2 post-graduate centers, more than 700 affiliated colleges and 50 Departments, it has established its name in industrial collaborations and runs various professional courses. The students have also excelled in sports, cultural, media, politics and out-reach activities.

## ABOUT JBIMS

JBIMS is one of the oldest management institutes in India based in the heart of the country's financial centre. It has also been consistently ranked among the top 10 business schools in India across numerous B-School rankings.

JBIMS is known for its industry synced, practical application of knowledge. Its mission and central theme has always been to promote and launch various educational, research and development activities for advancement of management education.

The institute has the best Faculty Members with a brilliant blend of stalwarts from the industry and the academia. The student fraternity at JBIMS consists of the brightest minds of the country from varying academic backgrounds like Engineering, Commerce, Chartered Accountancy, Law and Medicine with work experience spectrum ranging from 0 to 5 years.

## JBIMS ALUMNI

JBIMS is renowned for being a nurturing ground for today's top business leaders. Few of our notable alumni include:

Mr. Sam Balsara	Chairman & Managing Director, Madison World	Batch of 1972
Mr. Harish Manwani	Global Executive Advisor, Blackstone	Batch of 1976
Mr. Ajay Piramal	Chairman and Managing Director, Piramal India	Batch of 1977
Mr. Mani Ratnam	Cine Director	Batch of 1977
Ms. Vinita Bali	Ex- MD, Britannia	Batch of 1977
Mr. Uday Kotak	Chairman, Kotak Mahindra Bank, India	Batch of 1982
Ms. Chanda Kochhar	Managing Director and CEO, ICICI Bank, India	Batch of 1984
Mr. Noshir Kaka	Managing Director, McKinsey & Company, India	Batch of 1994
Mr. Siddharth Roy Kapur	Chairman & Managing Director, Disney, India	Batch of 1997

## REWIND... IRC 2016

International Research Conference 2016, organised by JBIMS on March 2<sup>nd</sup> and 3<sup>rd</sup>, 2016 was based on the theme ***“Revitalizing Economies, Pioneering Innovation”***. The scope of the papers was broadened this year to the areas of finance, marketing, human resources, IT and general management.

## IRC 2017

Disruptive innovation has led its way through global markets and has changed the way we perceive different services, products and commodities. This transformation is resulting in an overtly dynamic market scenario flagged by unprecedented creation of breakthrough technology. We are witnessing one of the fastest moving revolutions of all times. Our theme for IRC 2017 is “**Disrupting Businesses, Transforming Markets**” resonating our pursuit, as a community, to be at the forefront of every discipline, as it is innovation alone that can help us reach the next milestone in human ingenuity.

## REVIEW PROCESS

Abstracts are invited for all functional areas of management related to the theme. All submissions will be reviewed on the basis of relevance, originality, significance, soundness and clarity. At least 2 referees will review each paper under a double-blind peer-review process. Academicians and professionals are encouraged to contribute new ideas, concepts and paradigms. Kindly submit papers for following areas -

**FINANCE (FIN) MARKETING (MKT) HUMAN RESOURCES (HR) IT & SYSTEMS (IT) GENERAL MANAGEMENT (GM)**

## ABSTRACT SUBMISSION GUIDELINES

Abstract should be of **maximum 300 words**.

These papers should be mailed to email id: **conf2017@jbims.edu**

File name: **<First Name>\_<Last Name>\_<Topic>**

Subject line for the email: **< First Name>\_<Last Name>\_IRC 2017**

Format: **MS Word 2007.docx, Font-Times New Roman, 12 pt., margin 1” & line spacing 1**

Top papers will be published in our International Research Conference Journal. Other papers shall be published in the Institute Journal and/or the Conference proceedings at the discretion of the Institute.

## KEY DATES

PARTICULARS	DEADLINE
Submission of Abstract (conf2017@jbims.edu)	December 20, 2016
Intimation of Abstract Acceptance	December 23, 2016
Full Paper Submission	January 20, 2017
Intimation of Full Paper Selection	February 10, 2017
Registration for paper presentation	February 25, 2017

## REGISTRATION

Registration is necessary for every participant. For joint papers, every author must register and pay fees separately. Once the paper is accepted, the registration fees should be paid through a Demand Draft (D.D.) in favour of “**The Director, JBIMS**”, payable at Mumbai and sent to The Director, JBIMS, 164, Dadabhai Naoroji House, H. T. Parekh Marg, Churchgate, Mumbai-400020.

Indian	Students	International
Rs. 6,000/-	Rs. 4,000/-	US \$ 500

# ORGANIZING COMMITTEE

## PATRON

Dr. Sanjay Deshmukh	Vice Chancellor, University of Mumbai
Mr. Ajay Piramal	Chairman, Board of Management, JBIMS
Dr. M. A. Khan	Registrar, University of Mumbai
Dr. Anil Patil	BCUD Director, University of Mumbai

## CONFERENCE CONVENOR

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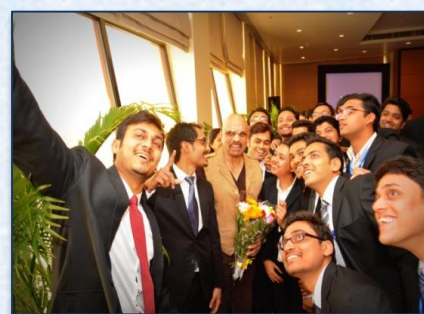
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## PROGRAMME, REGISTRATION OF RESEARCH PAPER & ACCOMMODATION RELATED QUERIES

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Organized by

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