

INTERNATIONAL CONFERENCE
ON
MANAGEMENT & TECHNOLOGY
Global Development of Management and
Technological Thought Process
on
21st November, 2015



Dr. G.D.Pol Foundation
YMT College of Management
(Affiliated to University of Mumbai, Approved by AICTE, New Delhi)
Kharghar , Navi Mumbai (India)
www.ymtcollegeofmanagement.org

CONFERENCE : International Conference organized by Dr. G.D.Pol foundation, YMT college of Management, aims to launch a premier conference to disseminate knowledge in the Global trends & perspectives in Management & Technology. To cover the entire gamut of Management & Technology, various themes have been included. The Global Conference on global development of management and technological thought presents its research papers that encompass conceptual analysis, design implementation and performance evaluation.

THEME : The aim of the conference is to provide a global forum to present and discuss research on innovation and creativity management among academicians and practitioners thus helps to bridge the knowledge gap, promote research efforts and the evolution of administrators.

CALL FOR PAPERS : Academicians and Research scholars are invited to submit research papers on the main theme in the context of finance, Human Resources, Marketing Operations & Information Technology. Contributions may focus on (but may not be limited to) the following :

TECHNOLOGY TRACKS

ICT Management

E-Learning, e-Training and e-Trans

Semantic Web Applications

Supply chain Management

Knowledge-based Systems Engineering

Customer relationship management (CRM)

Fuzzy Logic and Neural Network applications

Mobile computing and wireless technology issues

The Integration of Technology and Organizational Strategies

Cyber law, E-commerce Law, and Intellectual property rights

Information Systems Issues

Image Processing

Cloud Computing & IIC

Data mining and warehousing

MANAGEMENT TRACKS :

General Management

Corporate Governance

Business Intelligence

Women Entrepreneurship

Agricultural Economics

Economical Crisis

Critical Management Studies

International Strategic Alliances

Corporate and Social Entrepreneurship

Entrepreneurship in Developing Countries

Multinational and Transnational Businesses

Measuring International Business Performance

Leveraging digital skills for Innovation in the Society

Innovation Clusters, Technology Transfer & Entrepreneurship

Benchmarking of Entrepreneurship and Innovation Best Practices

Marketing

Branding and Promotions

Relationship marketing and personal selling

Marketing Strategy, Brand Identity and Corporate Reputation

Neuro Marketing and Marketing Practices in B2B and B2C sector

Marketing in Emerging and Transition Economies

Ethical Marketing and Consumer Protection

Personal Selling and Sales Management

Digital Marketing innovations

Human Resources

Worldwide cultural shifts

Innovation within and beyond HR

The Changing Role of Human Resource Management

Strategic Role of HR - Alignment with Corporate Objectives

People performance - how to measure, metrics and benchmarking

Global HRIS including data warehousing, business analytics and information Systems

Talent Management - Effective talent programmes including Employee Engagement

Finance

Financial Markets and Institutions

Financial Innovation and Engineering

Regulatory Framework in Financial Markets

Financial Risk Management

Banking and Insurance Sector

Corporate Finance

Behavioral Finance

Capital Markets

Corporate Law

Operation

Supply Chain Management

Behavioral Operations Management

Sustainable Operations Management

Technology Management

City/Urban Logistics

Marketing and OM Interface

Green Supply Chain Management

Total Quality Management

Empirical Research in OM

Service Operations

Retail Operations

Loop Supply Chains

CONFERENCE PROCEEDINGS

The full text of the accepted papers will be published in the form of proceedings. At least one author should register before November 21, 2013 to the inclusion of the paper in the proceedings. Selected full papers after a due review process would be considered for a possible publication in related journals in special issues.

Delegate	Amount
Student	Rs. 500
Research Scholar	Rs. 1500
Academician	Rs. 2000
Corporate	Rs. 3000

AUTHOR GUIDELINES

Abstract : An abstract should not be more than 200 words mentioning clearly the objective, research approach/methodology, findings and conclusion. Full name, address, email address and Contact details of each author should be sent along with abstract.

Manuscript : Full paper should be of up to 3,000 words (A-4 size pages, typed 1.5 space and 12-point font). Microsoft Word for windows and WordPerfect are the preferred software for submission. Manuscripts must be submitted with the cover page bearing only the Title of the paper, Authors' name, Designation, Official addresses and Phone/Fax numbers.

Originality : Only original, unpublished work is considered. Any proposal submitted to present identical or substantially similar work already published or under review for another conference or publication will not be accepted. The covering letter accompanying the manuscript of the contributor(s) should certify that the manuscript has neither been published nor had been considered anywhere for publication anywhere else.

End Notes : All end notes should be indicated by serial numbers in the text and only those references that are actually utilized should be included in the reference list. Place the references at the end of the manuscript following the end-notes. Arrange the reference list in APA (American Psychological Association) style.

Copyright : All authors need to send duly filled up and signed copyright form along with the ICMT Registration form and fees. Copyright for publication of all accepted papers will be retained YMT is not responsible for any claim made in any of the papers accepted for publication in the proceedings. The authors of each of the papers are solely responsible for the content, referencing of their papers, grammar, theories, positions and terminology set forth in proceedings.

Review Criteria : All manuscripts will be subjected to peer review process.

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 paper submissions are accepted for publication if the author registers for the conference and paper meets earlier specified requirements.

Participants are requested to send in demand draft of the requisite amount in favour of

* Student Council – YMT college of Management* payable at Mumbai together with the duly filled registration form .

Important Notes :

* Co-authors desirous of certification and/or participation are required to pay the full Registration Fees

* All delegates who are pursuing PhD and want to register under "Research Scholar" category need to submit a proof from their Institute with details of their candidature.

* Guest/Spouse is not allowed to make presentation

Review Process : All papers submitted will be reviewed through double blind review process and selected papers will be published in the conference journal bearing ISSN Number : ISSN 2319-26X AADVA



For Further Details Visit :
<http://www.ymtcollegeofmanagement.org>

YMT College of Management was established under the aegis of Yerala Medical Trust and Research Center by Dr. G. D. Pol, a visionary, in the year 2006 . YMT College of Management supports in sharpening the Creative, Analytical and Judgmental Skills of future talents to excel in the corporate world. The experienced pool of faculty members work hand in hand with the corporate world to create future business leaders adept at decision making and creative thinking.

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Designed By : Kshitija Dalvi (MCA 1st Year)