

Guidelines for Contributors

The abstracts as well as the accepted papers should provide on the cover page, the title of the paper, name of author (s), institutional/professional affiliation, address, contact number and email Id for communication. The full paper, not exceeding 5000 words, adhering to APA style, should be submitted in duplicate along with a CD to the Conference Secretariat. Papers should be typed on A-4 format with 1.5 spacing, left-aligned, with a one and a half inch margin and typed in 12-point font (Times New Roman) in MS Word. PDF format would not be accepted. Graphs or pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word. Abstracts/papers can also be submitted as email attachments.

Participants/audience will include, besides the contributors of research papers and guests, industry delegates, academicians, research scholars and management students.

PROGRAM SCHEDULE

Day 1 – Friday (February 19, 2016)

Session	Time	Activity
Inaugural Session	10:00 – 11:30	Inauguration, Special Address and Keynote Address
Tea Break (11:30–11:45)		
Plenary Session 1	11:45 – 13:30	Views on the Theme/Sub-themes by experts
Lunch Break (13:30–14:15)		
Technical Session 1	14:15 – 15:45	Area – Human Resource
Tea Break (15:45–16:00)		
Technical Session 2	16:00 – 17:30	Area – Finance

Day 2 – Saturday (February 20, 2016)

Session	Time	Activity
Plenary Session 2	10:00 – 11:45	Views on the Theme/Sub-themes by experts
Tea Break (11:45–12:00)		
Technical Session 3	12:00 – 13:30	Area – Marketing
Lunch Break (13:30–14:15)		
Technical Session 4	14:15 – 15:45	Area – Entrepreneurship, Technology, Production and Operations
Tea Break (15:45–16:00)		
Cultural Program	16:00 – 16:45	Performances by MBA students
Valedictory Session	16:45 – 17:45	Distribution of awards and valedictory address

Academic Output

The abstracts of papers will be included in the Conference Souvenir. Selected papers shall be published in an edited book/journal with an ISBN/ISSN number.

Important Dates

Last date for submission of abstract	November 15, 2015
Acceptance of short-listed abstracts	November 20, 2015
Full paper submission	December 31, 2015
Intimation for presentation of papers	January 10, 2016
Last date for registration	January 31, 2016

Registration

Participants/delegates should send the registration form in the format appended along with requisite registration fee by way of **Demand Draft** in favour of **'Poornima School of Management'** payable at **Jaipur**. The registration fee (that includes the conference kit, lunches and tea) is:

Category	Registration Fee
Industry Delegates	INR 1500
Academicians	INR 1200
Research Scholars	INR 1000
Student Delegates from other Institutions	INR 800
Foreign Delegates	USD 50

The participants/delegates are requested to make their own arrangements for travel. Assistance for boarding and lodging, if required, will be provided by the Conference Secretariat.

ORGANIZERS

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Dr. S. M. Seth, Chairman, PGC and Chancellor, Poornima University

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Shri R. K. Agarwal, Advisor, PGC and Poornima JIET Education Foundation

Conference Chair

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Dr. Ranu Sharma (9214406573)
Arpita Mehta (8769668005)
Jitendra Singh Rathore (9772916023)

INTERNATIONAL CONFERENCE

*Make in India Initiative: Role and Challenges
for SMEs in the Global Perspective*

February 19 – 20, 2016

Venue
Arbuda Convention Centre
Poornima Group of Colleges, Jaipur

Organized by



**Poornima School of Management
and Poornima University, Jaipur**

In collaboration with



Hanyang University, Seoul (South Korea)

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www.poornima.org
psomconference@gmail.com

About Jaipur – the City hosting the Conference

The famous city of Jaipur (India) is the capital of Rajasthan State and known as the "Pink City" with beautiful palaces, havelis and forts. Jaipur was built in the year 1727 and is 262 km from Delhi. The city is well connected by air, rail and road. Jaipur is predominantly known for its musicians, artisans, craftsmen and fairs and festivals. It has attractive monuments where one can breathe the fragrance of history. Comfortable and luxurious hotels, once the pride of kings, parks, gardens, and excursions of nearby places of interest, make Jaipur a tourist's paradise.

About Poornima Group

The Poornima Group is comprised of four colleges including Poornima School of Management, devoted to engineering and management disciplines, all located at Jaipur and affiliated to Rajasthan Technical University. The group came into existence in year 2000. Poornima University, as a separate entity, was established in 2012 under Rajasthan Private Universities Act. The Poornima Group lays great emphasis on activities and programs undertaken meticulously with a view to developing multi-dimensional skills of the students and their overall personality and professional competence.

About the Conference

Small and Medium Enterprises (SMEs) sector has emerged as a vibrant and dynamic sector of the economy. SMEs play a crucial role in providing large employment opportunities at comparatively lower capital cost and have long term prospects in the global perspective. India, in particular, has the advantage of its core strength of human resource, a strong base of entrepreneurs, and a robust and growing domestic demand.

It is believed that sustained and all inclusive growth is more likely to come from growth in domestic manufacturing. The 'Make in India' initiative to get Indian companies and global firms to invest and partner in the manufacturing sector is highly relevant for India. This can be achieved by fostering innovation, enhancing skill development and by more cost effective quality conscious manufacturing by SMEs. The *jugaad* attitude has to give place to efficient organization and manufacturing structures. If this happens India will certainly see new age entrepreneurs who have the potential to create globally competitive businesses in India emerging in large numbers. Already many SMEs that are innovative, inventive and international in their business outlook, with a strong technological base, competitive spirit can be seen in many manufacturing and service sector activities.

'Make in India' is an all encompassing term with comprehensive connotations for micro and macro economics, management, financial investment, banking, business development, manufacturing, marketing and policy formulation. It requires various sectors to work in sync and complement each other. Giving boost to manufacturing sector needs no greater emphasis to develop India as a manufacturing hub and to attract foreign direct investments.

The theme of the conference 'Make in India Initiative : Role and Challenges for SMEs in the Global Perspective' has been divided into sub-themes that have been identified taking into consideration related issues of human resource, finance, marketing, entrepreneurship, technology, production and operations. This has been done in the hope that management educators and researchers would be able to provide fresh thinking. Through discussion and dialogue, the endeavor will be to create a platform that connects East and West, with the aim of educating and preparing the next generation.

The conference is being organized jointly by the Poornima School of Management, Poornima Group of Colleges and the Poornima University, Jaipur in collaboration with **Hanyang University Business School**, Seoul, South Korea.

Objectives of the Conference

- to bring academicians, researchers and others from the international and national community on a common platform to explore and examine the diverse facets of current status of small and medium enterprises and to offer implementable managerial inputs across management disciplines and various sub-themes there under;
- to bridge the gap between industry and academia and develop an understanding of the role and challenges being faced by SMEs in the global context and find appropriate solutions; and
- to expose the young students of management, who are the potential leaders of the future, to ideas and practices that will equip them with relevant background to meet the emerging trends across the globe.

Theme and Sub-Themes of the Conference

The main theme 'Make in India Initiative : Role and Challenges for SMEs in the Global Perspective' has been subdivided to cover the various sub-themes under the following areas :

Human Resource

- Training and Up-grading Skills – Leadership and Management Practices
- Talent Management and Employee Engagement
- Awareness for Social, Ethical and Environmental Concerns
- Change Management – Transforming the World of HR

Finance

- Financial Architecture for SMEs : Financing Innovations
- Micro Finance and Financial Inclusion – Institutional Framework including role of MUDRA Bank
- Investment Promotion for SMEs Development
- Incentives, Schemes and Policies of FIs and Government for SMEs

Marketing

- Establishing Market Linkages for the Global Market
- Business Environment and Market Dynamics
- Branding, Customer Engagement and Establishing Market Identity
- Green Marketing and Online Marketing

Entrepreneurship, Technology, Production and Operations

- Entrepreneurship Education and Skill Development
- Innovation and Technology Up-gradation at Plant Production Level
- Product Standards and Total Quality Management
- Information Technology in Production and Processes

Conference Sessions

Besides the Inaugural and Valedictory Sessions, there will be two 'Plenary Sessions', one on each day, in which the panelists will express their expert views on the theme/sub-themes of the conference and four 'Technical Sessions', two on the first day and two on the second day, for presentation of short-listed research papers in each area.

Inaugural Session

The conference will be inaugurated by **Dr. V. S. Vyas**, Professor Emeritus, IDS (former Director, IIM Ahmedabad, Member, Prime Minister's Economic Council and Dy. Chairman, State Planning Board). **Shri Ravindra Nath**, CMD, NSIC will be the Guest of Honor to deliver special address. The keynote address will be delivered by **Shri Rajiv Chawla**, Chairman, Integrated Association of Micro Small and Medium Enterprises of India..

Plenary Session – 1 - Panelists

1. **Shri Inderjit Khanna**, Former Chief Secretary, Govt. of Rajasthan (In Chair)
2. **Shri Vipin Sahni**, CEO, NABET, Quality Council of India, New Delhi
3. **Dr. Vinod K. Ladia**, CMD, Shri Rajasthan Syntex Ltd. and Group Companies
4. **Prof. Raj S. Dhankar**, VC, Ansal University, Gurgaon
5. **Dr. Manju Nair**, Director, International School of Informatics and Management, Jaipur

Plenary Session – 2 - Panelists

1. **Dr. Kanta Ahuja**, Former VC, Rajasthan University (In Chair)
2. **Dr. Upinder Dhar**, VC, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore (Former President, Association of Indian Management Schools)
3. **Dr. Namjae Cho**, Professor, School of Business and Director, Indo Asean Center, Hanyang University, Seoul, South Korea
4. **Dr. Piyush K. Sinha**, Professor, Indian Institute of Management, Ahmedabad
5. **Dr. Sunil Shukla**, Director, Entrepreneurship Development Institute of India, Ahmedabad

Technical Session Chairs

Dr. Manju Nair	Area – Human Resource
Prof. Raj S. Dhankar	Area – Finance
Dr. Piyush K. Sinha	Area – Marketing
Dr. Sunil Shukla	Area – Entrepreneurship, Technology, Production and Operations

Valedictory Session

The Chief Guest at the valedictory session will be **Shri Yaduvendra Mathur**, IAS, Chairman and Managing Director, Export Import Bank of India, Mumbai.

Submission and Selection of Papers

Abstracts of papers on the conference theme / sub theme must be submitted to the Conference Secretariat by 15 November, 2015. Papers will be invited on the basis of abstracts submitted by the authors. The abstract should not exceed 400 words and should summarize the objectives, methodology and main results of the study.

Review and Selection for Presentation

Submitted research papers will be subjected to blind review by experts and the short listed papers will be accepted for presentation in the technical sessions.