AIMS
ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS
presents
INTERNATIONAL CONFERENCE ON
BANKING, FINANCE, BUSINESS & TECHNOLOGY
FOR SUSTAINING ECONOMIC DEVELOPMENT
IN GLOBAL MARKET (IBFBT’15)

9th & 10th October 2015

To

Organized by

5th SAI RAM INSTITUTE OF MANAGEMENT STUDIES
5th SAI RAM ENGINEERING COLLEGE
&
Department of Management Studies
5th SAI RAM INSTITUTE OF TECHNOLOGY
Chennai, Tamil Nadu, India.
www.sairamgroup.in
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In association with:

INDO-AUSTRALIAN
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ABOUT SIMS

Sri SAI RAM INSTITUTE OF MANAGEMENT STUDIES (SIMS) a unit of Sri Sai Ram Engineering College was established with the motto of “Prosperity through Innovative Management”. It offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The Institute is well equipped with modern facilities such as syndicate room, seminar hall, computer center, library, audio and video facilities and a central library with latest books, national and international journals.

The highlights of the institute - Ranked 3rd in Chennai by the Business Today-India’s Best B School survey 2015, B++ rated in Business & Management Chronicle B-School survey 2015, it was ranked among the Top 100 B-Schools in India by Dalal street Journal, Mumbai, for 3 consecutive years, and also categorized as A+ Grade Institution by Business India. A3 rated B school by AIMA. Our Institute was rated in 64th place in Best B School among top 100 B schools in India by Career 360 magazine 2014-15.

CONFERENCE THEME

The innovations witnessed by the corporate sector during the nineties have initiated new business paradigms, in which banking, financial services, modern business practices and information technology played a significant role in improving the economy. Globalisation of Indian economy has created an environment where the financial services system has to be cost effective, customer oriented and technology based. Banking sector has been undergoing drastic metamorphosis where the need for a stable, efficient, resilient and vibrant banking system has come to occupy the centre stage. The enhanced and increasing levels of deregulation, stiff competition and the technology revolution have placed numerous demands on the corporate world. This conference is likely to endow with a platform for the academicians as well as the managers to comprehend the contemporary Management practices and decipher what lies ahead. Theme of the conference- “Banking, Finance, Business & Technology for sustaining economic development” has been chosen consciously so as to look at the Management practices in the broader context of sustainable economic development.
**CALL FOR PAPERS**

The conference seeks to explore the theme through an inter-disciplinary approach. Hence, the following tracks are planned to discuss the theme in the set context from various functional perspectives:

### BANKING
- Core banking and its future trends
- Role of Agriculture banking towards economic development
- E-banking & M-banking and its pros and cons
- Global banking & Financial institutions
- Role of new generation banks
- SHG Banking – A financial technology for reaching marginal groups
- Future prospects and challenges of retail banking in India
- Technological advancements in banking
- Innovations and risks in international online banking

### HUMAN RESOURCE MANAGEMENT
- Competency Mapping
- Human Capital Management
- Performance Management
- Organisation Development Strategies
- Global HRM
- Transformational Leadership
- Cross Cultural Management
- Global Dimensions of HR and its impact
- Retention Strategy
- E-HRM
- Strategic HRM
- Knowledge Management & Learning Organizations
- Virtual Organization
- Mapping of HR-Managerial
- Emotional Intelligence
- Stress Management
- Quality of Work Life, Work life Balance

### ACCOUNTING AND FINANCE
- Mergers, acquisitions and takeovers
- MSME financing initiatives
- Infrastructure finance and financing innovations
- Role of NBFCs in Economic Development
- Venture Capital, Leasing & Hire Purchase
- Forex and risk management
- Inclusive growth and microfinance
- Credit Rating
- Financial strategies towards economic Development
- Micro Finance
- Mutual Funds
- International Capital & Debt Market Instruments
- Derivatives and commodity market
- FDI & FII
- Greece economy – and its impact
- Strategy for bringing back unaccounted funds to India

### OPERATIONS AND QUALITY MANAGEMENT
- Production & Operations Information Systems
- Computer Integrated Manufacturing
- Supply & Operations Management
- Logistics Management
- Supply Chain Management
- Enterprise Resource Planning
- Business Process Reengineering
- Computer Integrated Manufacturing
- Business Process Management
- Value Engineering
- Lean Manufacturing
- Quality Management Systems
- Just in Time / Kanban
- SAP & Applications

### MARKETING AND SERVICES
- Tourism marketing
- Future of Rural Marketing
- Online marketing, viral marketing, neural marketing, Green Marketing
- Marketing strategy to overcome global crisis
- Advertising – a turn-around strategy
- Branding strategy – key to increase customer loyalty
- Service quality models
- Creativity and innovation in marketing
- Integrated marketing communication
- Social, Economical and Ethical Issues in Advertising

### TECHNOLOGY
- Cyber crime prevention strategies
- KMS
- Pervasive Computing
- E-Business
- Neural Networking
- Artificial Intelligence
- IT and Outsourcing
- Technological challenges & Opportunities
- Mobile Networking
- Data Mining, Big Data, Cloud Computing in business
- Mobile Communication
- Bio Medical & Bio Informatics

### GENERAL MANAGEMENT
- Civil and construction management
- Ethics, Morality and Social Responsibility in an Era of Climate Change
- Aviation Management
- Irrigation Management
- Infrastructure Management
- Hotel Management
- Competency based Curriculum Development
- Impact of Foreign universities in India
- Right to Information Act (RTI)
- Transformation of Management Education
- Anti-corruption Law
- Changing Role of Primary & Secondary Education
- Education system in global scenario
- Copyright & Intellectual Property Rights
- Corporate Governance
- Business Ethics Crisis Management
- Disaster Management

...... OTHER RELEVANT AREAS
Key Take-away:

- Accepted papers will be published in referred journals (CD Format & also Online).
- Best papers award – each track
- Panel discussions.
- Registration fee include Conference Kit, Certificate, Lunch & Dinner.

Important dates:

Last date for submission of abstract: 2nd September 2015
Last date for submission of full paper & registration: 21st September 2015

Accommodation:

Accommodation on twin sharing on a first come first serve basis is available in the college premises. There are adequate number of hotels of various categories available in Chennai and the same can be arranged on prior request.

Submission Procedure:
(Electronic Submission)

All Abstracts and Papers must be submitted in MS Word with single space in A-4 size in Times New Roman font with 12 font size. The papers for the conference should be sent in the prescribed format by electronic mail only (Email id: simscconference2015@sairam.edu.in). The Research Paper/Article must not exceed 5 pages. Title, author's name, Affiliated Institution and address for communication should be clearly mentioned in the paper.

Registration Fees:

Delegates from Industry: Rs. 1,200/-
Delegates from academia: Rs. 1,000/-
Research Scholars: Rs. 900/-
Foreign delegates: $ 100

Author and co-author of accepted papers should register and pay the registration fee for the conference separately. The DD should be drawn in favour of “Saiman Association”, payable at Chennai. The fee includes conference proceedings, kit and refreshment, no T.A. / D.A. will be given to the delegates.