



ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE and Affiliated to University of Mumbai
An ISO 9001:2015 Certified and NAAC 'A' Grade Accredited Institute

Presents

॥anveshi॥

THE RESEARCHER

THEME : EVOLVING TRENDS AND PRACTICES IN MANAGING BUSINESSES

VENUE: St. Francis Institute of Management & Research, Borivali (W), Mumbai

1st February 2019

ABOUT THE INSTITUTE

St. Francis Institute of Management & Research (SFIMAR) was established by “The Society of the Congregation of Franciscan Brothers” in 2002. SFIMAR is an AICTE approved premier Management Institute. The Institute is permanently affiliated to the University of Mumbai and offers the MMS, MMM, MFM & PGDM programs.

ANVESH 2019

In order to give due recognition to the inquisitiveness and creativity of students, we are organizing ANVESH – a National Level Paper Presentation Competition on 1st Feb 2019. This endeavour is taken to provide a platform to the potential researchers and scholars to demonstrate and hone their skills.

Anveshi 2019 is the 12th National level seminar. Students from Universities and affiliated Colleges in India are invited to participate and discuss the emerging issues, explore their ideas and thus contribute to the development of the society. This year’s theme is **“EVOLVING TRENDS AND PRACTICES IN MANAGING BUSINESSES”**.



SUB THEME

Having journeyed through the various industrial revolutions to the use of electronics and information to automate production, the world has now reached a digital age with various integrative and disruptive technologies. These are redefining the way we do business. The changes are across all industries and management areas. This is happening at an exponential speed. The rapidly accelerating growth of the new economy represents one of the most significant and all-encompassing challenges faced by our present and future generations.

This 12th National Level paper presentation competition “Anveshi” invites students to discuss the innovative ways, means, methods and processes adopted by businesses to efficiently manage their organizations and also face the competition posed by new business models. These evolving practices help the businesses to sustain, nurture and maintain growth and develop.

The main theme will cover the following sub-themes. The list of sub-themes is illustrative & not exhaustive.

FINANCE

- Rolling Forecast
- Zero based budgeting
- Block chain
- Open banking

MARKETING

- Relationship Marketing
- Digital Marketing
- Success in New Product Development practices
- Product Differentiation – The Purple Cow approach

HUMAN RESOURCE

- Consumerization of HR
- Performance Consulting
- Agile HR
- HR in VUCA times
- The Employee experience
- Organisational Network Analysis
- Gamification for engagement

ENTREPRENEURSHIP, OPERATIONS & IT

- Business Entrepreneurship
- Family Business Management
- Women Entrepreneurship
- Operations and Supply Chain Management
- Information & Media Management
- Total Quality Management
- IT Innovations and Managing Technological Change

PAPER SUBMISSION GUIDELINES

- A soft copy of the paper in MS-Word format on the given theme must be sent by email to anveshi@sfimar.org with the theme mentioned in the subject line.
- One hard copy should be sent to the Institute's postal address.
- All the correspondence should be addressed to: "The Convener – ANVESHI 2019".
- Your submission should include a title page containing: Theme of the paper, Name(s) of authors, Name of the faculty guide, Authors' contact numbers and e-mail addresses, Name of the Institute, Institute's full postal address, telephone number, fax number and e-mail address.
- Authors' names & Faculty guide's name should be on the title page only, in order to facilitate the blind review.
- The manuscript must be typed with 1.5 lines spacing. The font size used for all the headings including title should be 16 point, sub-headings 14 point while text should be 12 point. Font used should be Times New Roman. Margins must be 1.5 inch on left side and 1 inch on all other sides.
- The length of the paper should not exceed 2500 words (4 - 5 pages).
- The abstract should be of maximum 300 words.
- Follow this order when typing manuscripts: Table of Contents, Table of Figures, Table of Charts, Abstract, Main text, References and Appendix.
- List of references must be arranged in the alphabetical order.
- References should be written in the following format: Author(s) name (last name, first name), year of publication, chapter or article heading, book title or journal name, volume, issue and page numbers. Book title or journal name should appear in Italics. e.g. Mehta, C.K., 2004, "Creating Value for Shareholders", Financial Management, 2 edition, pp 245-250.
- Papers should reflect original thoughts and research work and should not have been presented or published elsewhere.

PRESENTATIONS

- Presentations will be held at the Institute in Mumbai on 1st February 2019.
- Duration of each presentation including question and answer session should not exceed 15 minutes.

Draft	50 Marks
Research Methodology	10
Originality of ideas	10
Value addition to the existing body of knowledge, based on empirical research	20
Content Organization	10
Presentation	50 Marks
Subject Knowledge	20
Answers in Q & A session	10
Presentation Skills	10
Time Management	10

RULES

For Participating Teams:

Any number of teams can participate from an Institute. One team can have maximum two students and one faculty guide.

Teams must get themselves registered within 8 days from the date of acceptance of the paper failing which papers will not be accepted. The short listed teams will be invited to present their papers on 1st February 2019. The decision of the screening committee will be final and no correspondence will be entertained in this respect.


For Attendees:

People interested in attending the conference as audience must register for the event, as per the dates given. Accommodation is available for all the outstation attendees. They should indicate their intention to avail this facility, in the registration form.

Registration form is attached with this brochure. Photocopies of the form can be also used for registration.

PRIZES AND CERTIFICATION

- There will be two prizes.
- First Winning Team will receive a cash prize of ₹ 5,000 and a Certificate of Excellence.
- Second Winning Team will receive a cash prize of ₹ 3,000 and a Certificate of Excellence.
- All other participants and Faculty guide will receive a Certificate of Participation.
- The seminar proceedings will be published with an ISBN number.



IMPORTANT DATES

For Participating Teams:

- Submission of full paper : 10th January 2019
- Intimation of Acceptance of paper : 15th January 2019
- Submission of the Registration form : 20th January 2019
- Research Paper Presentation : 01st February 2019

For Attendees:

- Submission of the registration form by outstation attendees : 15th January 2019
- Submission of the registration form by local attendees : 20th January 2019

REGISTRATION FEE

Participating teams: ₹ 900 (per team)

Attendees:

For Students – ₹ 200 (per student)
For Academicians & Corporates – ₹ 300 (per person)
Fee should be paid by a Demand Draft/Local Cheque payable at Mumbai, in favour of “St. Francis Institute of Management and Research”.

Accommodation:

Accommodation will be provided on requested at a rate of:

Room / Sharing Details	Rates per Day	
	AC	Non AC
Single Occupancy	₹ 1500	₹ 1000
Twin Sharing Occupancy	₹ 1200	₹ 700

Accommodation is available in the Institute premises.

**Rates include accommodation only*



ORGANIZING COMMITTEE

CONFERENCE BOARD MEMBERS

Rev. Bro. Alphonse Nesamony, Chairman, SFIMAR
Mr. Augustine Kurias, Chairman Research Committee, SFIMAR

Dr. Subhransu Sekhar Mohanty, Director, SFIMAR
Dr. Thomas Mathew, Research Advisor, SFIMAR

CONVENERS

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STUDENT REPRESENTATIVES

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Roji Jacob
Saurabh Sing
Yutika Raut

Pratik Naik
Marina Gonsalves
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1st February 2019

Registration form

a. Paper Title: _____

b. Institute Details:

Name: _____

Postal Address: _____

City: _____ State: _____

Pin: _____

E-mail Id: _____ Telephone No.: _____

c. Team / Attendees Details:

Course Name: _____ Year I/II: _____

Member 1:

Name: _____

Contact No.: _____

E-mail ID: _____

Member 2:

Name: _____

Contact No.: _____

E-mail ID: _____

d. Accommodation required (Yes/No): _____

e. Particulars of Registration fee

Demand Draft/Local Cheque No. _____ for ₹ _____ only,
dated _____ drawn in favour of "St. Francis Institute of Management and
Research" payable at Mumbai

f. Signature:

Head of the Institute: _____, Seal: _____

Signatures of Member 1: _____ Member 2: _____

*in case of more than one team, same form can be photo copied.