



PIMPRI CHINCHWAD EDUCATION TRUST'S  
**S. B. PATIL INSTITUTE OF MANAGEMENT**  
**(Research Center)**



# Seventh National Conference

## Managing Resource through Creativity for Generating Opportunities in 21st Century

18<sup>th</sup> & 19<sup>th</sup> January 2019

Pimpri Chinchwad Education Trust's S. B. Patil Institute of Management organized two days National Conference titled "Managing Resource through Creativity for Generating Opportunities in 21st Century". The program was conducted on 18th & 19th January 2019 at SBPIM Seminar hall.



On first day of the National Conference the program begin with inauguration ceremony by the hands of honorable dignitaries on the dias - Dr. Daniel Penkar, Director-SBPIM, Mr. Bhaijan Kazi, Trustee, PCET, Chief Guest Dr. Anil Subha Rao, Director, Prin. Wellingkar, IDMR, Bengaluru, Guest of Honour Mr. Mahendra Yadav, CMD, Accurate Powertech Indian (P) Ltd, Pune along with Dr. Hansraj Thorat – Research Head, S.B Patil Institute of Management, Nigdi, by lighting of the lamp.



  
**Director**

**S. B. Patil Institute of Management**  
Sector No. 26, Nigdi,  
Pradhikaran, Pune-411 044.



Dr. Daniel Penkar, Director SBPIM, opened the session by welcoming the guests and the participants for the National conference and briefly spoke on the topic 'creativity'; He explained the word 'creativity' in so many creative ways. He believes that 'time is the main resource and through time creativity occurs'. He is of the opinion that India needs

creativity, innovation and creative entrepreneurs who can generate employment as India needs it desperately.



Dr. Daniel Penkar concludes his speech by stating that 'India needs opportunities, so we need creative ideas'.

The audiences were greeted by Mr. Bhaijan Kazi, Trustee, PCET. He spoke about how as a trustee he 'creates value' by providing and fulfilling all the requirements to the students to see them learn

and grow. He thanked and wished Dr. Daniel Penkar for the conference to go well and successful.

Guest of Honor, Mr. Mahendra Yadav, CMD, Accurate Powertech Indian (P) Ltd, Pune in his address spoke on how one has to enhance and upgrade their knowledge and creativity, to have passion and dedication in the things you do in order to move forward and achieve



success. Through this, one can attain satisfaction in them and also realize their self-worth in process.

He also speaks of having goals and visions in order to achieve a direction in life. He suggests that one should not only focus on money but also

on creativity and innovation that will help you move forward and also help the country grows.



*Mahendra Yadav*  
 Director

S. B. Patil Institute of Management  
 Sector No. 26, Nigdi,  
 Pradhikaran, Pune-411 044.

Mr. Mahendra Yadav believes that 'Every student and every entrepreneur is working for tomorrow's India'.

Chief Guest Dr. Anil Subha Rao, Director, Prin. Wellingkar, IDMR, Bengaluru, emphasized on one context-'value' i.e, the value we create. He spoke about how creativity can be achieved and that it comes through learning. He also shared some of the 'success mantras' to the



audience, some of which were:

- 'Plan you plan or else others will plan for you'.
- 'Live your life like a sportsman'.
- 'Create your own compelling environment'. - So that you can create your own value.

He suggested that one should ponder upon these mantras in order to do well in life and be successful. He gave a brief presentation and discussed on various topics such as 'Expectation of Leaders', 'Global CEO's Concerns' and 'CEO'S Expectation for Future Workforce'.

Dr. Anil also suggested that the students and faculties should create value in the campus through creativity and innovation. He concluded his speech by stating the audience that " you should create value as we need to reposition India and that you are a part of it ".



  
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2nd Day of the SBPIM's 7th National conference, 19th January 2019

The session began by giving a glimpse of the previous day, the session chair was Dr. Varsha Hemant Borgaonkar and Dr. Kirti Dharwadkar (HOD - SBPIM) Varsha ma'am, an associate professor at MU College of Commerce having 32 years of teaching experience. Dr. Kirti Dharwadkar felicitated Dr. Varsha Borgaonkar was privilege to have her amongst us at SBPIM.

With her permission the technical session began. People from different fields like academicians/professors, research scholar and industry came up with their research paper presentations.



There were a few rules for the presenters, as the time limit given was 10 minutes for each presentation.

#### Session 1

The presenters included Dr. Satish Chinchorkar, Dr. Deepali Garge and team, Dr. Girish Bakshi, Mr. Dashrath Bhiku Bhoite, Mrs. Sarita Samson, Dr. Prashant Patil and Prof. Sameer Sonawane.

#### Session 2

SBPIM students presented their research papers in the 2 session. There were about 14 students who presented their research papers.

After all the presentations Dr. Varsha Borgankar spoke about her views about the papers presented.



Chief guest, Dr. Kishor Shankar Nikam, HOD at Dr. D.Y. Patil Arts, commerce and science college. Sir gave a very good presentation on how we can be creative in our own way. He also explained it with the example of various top notch market leader companies how they failed in innovation and how the new companies entered into market with new ideas and innovation and grabbed the global market.

5 best papers were awarded and felicitated by Dr. Kishor Nikam and Dr. Daniel Penkar.

Category 1: Academician/ Research Scholar/ Industry

1st Cash Prize Dr. Deepali Barge

2nd Cash Prize Mrs. Sarita Samson

Category 2: Student

1st Cash Prize Ms. Preeti Prabhakaran

2nd Cash Prize Ms. Tanuja Inamdar, Ms. Janvi Sathe,

Ms. Shweta More

3rd Cash Prize Mr. Midhun Madhav Tk



  
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Pimpri Chinchwad Education Trust's

# S. B. PATIL INSTITUTE OF MANAGEMENT

in association with

# SAVITRIBAI PHULE PUNE UNIVERSITY

Organizes

## 7<sup>th</sup> National Conference

On

18<sup>th</sup> - 19<sup>th</sup> January, 2019

**"Managing Resource  
Through Creativity For  
Generating Opportunities  
In 21<sup>st</sup> Century"**



Pimpri Chinchwad Education Trust's

# S. B. PATIL INSTITUTE OF MANAGEMENT

'AN ISO 9001:2008 Certified Institute'  
Sector No. 26, Pradhikaran, Nigdi,  
Pune - 411044 (India)

### Chief Patron

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Professor & Head Academics, SBPIM

### Co-ordinator

National Conference

**Dr. Bhushan Pardeshi**, Mob. 9970100874

**Dr. Amarish Padma**, Mob. 9970860605

**Mr. Anish Karia**, Mob.9762008221

### Venue

**PCET's S. B. Patil Institute  
of Management**

Sector No. 26, Near Akurdi Railway Station,  
Nigdi, Pradhikaran, Pune - 411044, Ph. 020 - 27656900  
Email : conference@sbspimba.com, www.sbspimba.com

of acceptance of the papers lies with the conference organizing committee.  
Note: Abstract/Full Paper that does not follow the above instructions will NOT be reviewed.

### Publication:

All accepted and presented papers will also be published as Conference Proceedings with ISBN. In addition, authors of select full conference papers would be invited to submit their full manuscripts for publication consideration in the research journal 'Journal of Management & Administration Tomorrow' with ISSN. All copyrights regarding the submitted papers will remain with the organizers of the Conference.

### Registration:

All the participants are requested to register. At least any one author of the accepted paper must attend and present the paper in the conference; else the research paper would not be included in the proceedings. In cases of more than one author, it is must for all the authors to get registered for inclusion of the paper. A single author presenting multiple entries should register for each paper. No TA/DA will be paid to any delegate, who presents the paper or attend the conference.

Registration Details	Amount
Corporate entries	1,500/-
Academician	1,000/-
Research S	500/-
Students/A	200/-
10% Discou	
5% Discour	

(Note: 3 or availing gr Conference  
All the payments shall be made in cash drawn in favor of 'Director, S. B. Patil Institute of Management, Pune' payable at Pune, or through Bani



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### About Pimpri Chinchwad Education Trust:

Pimpri Chinchwad Education Trust (PCET) was established by Late Shri. Shankarrao Bajirao Patil in the year 1990 with a vision to provide value added educational platform to society in multiple dimensions right from Nursery to Doctoral programs in all professional streams enabling all our students to achieve freedom through Education.

### About S. B. Patil Institute of Management:

S. B. Patil Institute of Management (SBPIM) is one of the best MBA College in Pune, established in the year 2009, nurtured and managed by Pimpri Chinchwad Education Trust, the Trust, which has been in existence in the field of education since 1990. In a very short span of time, SBPIM has been awarded as Best Management College for Teaching Excellence by CEGR and 174th "Management Institute" by Times B-School Survey 2015-16 and 7th "Emerging B-School in India by Times of India, Times B-School Survey 2015.

We strongly believe that two years of MBA programme from Savinibal Phule Pune University is an opportunity for our students to develop as true Business Professionals and we are determined to create Global Business Professionals using the best infrastructural facilities, highly experienced faculty, well established industry-focused teaching-learning process, industry-institute partnership in developing "Entrepreneurs" and "Intellectual Human Capital".

Having the intake of 180 students, SBPIM has been functioning proactively to provide the best professional environment to MBA students in terms of Academics, Industry and Business oriented tailor-made activities, Co business pr

### About the 7

In today's world, there is a lot of pressure to provide services and fully utilized. Of course the by which bu Those equip right re involve and su certain delays, and low resour manag through corpora then on is about time at



  
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opportunities. We are living in the age of creativity. IBM's 2010 Global CEO Study stated: The effects of rising complexity calls for CEOs and their teams to lead with bold creativity, connect with customers in imaginative ways and design their operations for speed and flexibility to position their organizations for twenty-first century success.

### Conference Objectives :

1. To identify and understand the importance of resource management.
2. To develop an ability to generate innovative ideas for optimize the resources.
3. To provide an insight about use of resource for creating future opportunities.

### Call for Papers :

Research Papers are invited from Industry Experts, Management Professionals and Practitioners, Academicians, Research Scholars, Students on the theme or sub theme.

### Conference Theme :

'Managing Resource Through Creativity for Generating Opportunities in 21st Century'

### Sub Theme :

- Innovation – Success of Business
  - Creativity at workplace
  - Creativity and Innovation: HR Practices At Workplace
  - Connect the Unconnected
  - Reserve resources
  - Forecast resource usage
  - Managing Creative Organization
  - Resource Management and sustainability
  - Hands Off" Techniques Creating the Climate for Creativity
  - Transformational Leadership- Converting Creative Ideas Into Innovation
  - Managing the Climate
  - 80/20 rule
  - Renewable resources
  - Reflections on Working with Centers of Excellence
- Papers that are not directly related to the conference theme but represent cutting-edge management thinking are also welcome.

Both conceptual and empirical papers are invited.

### Important Timelines :

National Conference	18 <sup>th</sup> & 19 January 2019
Last Date for Submission of abstract	2 <sup>nd</sup> January 2019
Communication of Acceptance of abstract	5 <sup>th</sup> January 2019
Last Date for Submission of full papers	10 <sup>th</sup> January 2019
Last Date for Refsitration	15 <sup>th</sup> January 2019

### Guidelines for Paper Submission :

Authors should note the following –

**Abstract :** The abstract submission should be upto 200 - 300 words in length and 3-5 Keywords.

**Full Papers :** On acceptance of the abstract, authors must submit the final paper within the deadline. The papers should be upto 5000-6000 words in length (including references, tables, figures, and appendices)

The submission should contain an abstract, keywords, and separate sections on:

- 1 Introduction (including research question).
- 2 Literature Review.
- 3 Objectives of the Paper
- 4 Propositions or Hypothesis (if any).
- 5 Research Methodology.
- 6 Analysis, Results.
- 7 Implications.
- 8 Conclusions (including contribution of the study).
- 9 Limitations
- 10 Future research possibilities
- 11 References.

• At the time of submission, submitted abstract and paper must not have been previously presented or scheduled for presentation at any other conference and should be based on original work.

• All submissions should be made ONLY as a word document, with numbered pages. An abstract upto 200-300 words should be included as a part of the paper along with 3 - 5 keywords. The first page of the submission will be the Title Page, and should contain the Title, Authors' details (Name, Affiliation(s), and contact details), Author's name or identification information must NOT be part of the remaining document. The second page should contain the Title and keywords, followed by the content of the submission. All submissions should be in Times New Roman, 12-point size, single-spacing, with 1 inch margin on all sides, Heading (s) must be short, with a clear indication of the distinction between the hierarchies of headings and emailed to: [conference@sbspatilmba.com](mailto:conference@sbspatilmba.com), with subject line for abstract: "Abstract for 7th National Conference 2019." < article title>; Subject line for full-papers: "Full-text for 7th National Conference 2019." < article title>.

• All Referencing should be according to APA 6th Edition ([http://www.muhlenberg.edu/library/freshhelp/apa\\_example.pdf](http://www.muhlenberg.edu/library/freshhelp/apa_example.pdf))

The Institute encourages the publication and dissemination of results of high quality research. All submission of abstract and full paper should avoid the fabrication, falsification, plagiarism or deception in proposing, carrying out or reporting results of research and deliberate, dangerous or negligent deviations from accepted practice in carrying out research. Authors should also guard against plagiarizing the work of others.

All manuscripts will be subject to blind peer review. Reviewer's comments will be shared with the authors. However, final decision