



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

**Shri. Dnyaneshwar Landge**

Chairman,  
Pimpri Chinchwad Education Trust

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National Conference

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Professor & Head Research, SBPIM

### Convener

National Conference

**Dr. Kirti Dharwadkar**

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@sbpatlimba.com, www.sbpatlimba.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 Scholar and Co-authors	500/-
Students/Alumni	200/-
10% Discount on Early Bird Registration (on or before 5th January 2019)	
5% Discount on Group Member	

(Note: 3 or More than three people have to register together for availing group discount) \*The Registration fee includes the Conference Kit, 2 Lunches, and Tea/Coffee during session breaks.

All the payments shall be made in DD drawn in favor of **'Director, S. B. Patil Institute of Management, Pune'** payable at Pune, or through online transfer.

### Bank Detail as follows:

Bank Name	: Indian Overseas Bank
Branch	: Nigdi, Pune - 411044
Bank Account No.	: 169401000002100
IFSC	: IOBA0001694
Type of A/c	: Saving

(Note: 1) After the Electronic transaction of the money, send an email along with the following details to both email ids given below to verify the transaction. 2) Registration fee is non - refundable

### 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 trainings, Sports, Co-curricular and Extra-curricular activities, Cultural activities, various competitions, etc. to create true business professionals.

### About the 7th National Conference:

In today's environment, companies are under increasing pressure to deliver innovative, technologically advanced products and services with shrinking budgets. As a result, resources must be fully utilized and focused on the highest priorities at any given time. Of course the term Resource management can refer as the process by which businesses manage their various resources effectively. Those resources can be intangible people and time and tangible equipment, materials, and finances. It involves planning so that the right resources are assigned to the right tasks. Managing resources involves schedules and budgets for people, projects, equipment, and supplies. Ineffective or suboptimal resource management will certainly lead to negative consequences such as poor productivity, delays, decreased quality, increased costs, missed opportunities, and low morale. A key part of the challenge is recognizing that high resource utilization is not an indication of good resource management. The key is ensuring that your resources are generated through creativity and innovation that must align to strategic corporate goals. If innovating is the act of trying something new, then creativity is the skill of generating new ideas to try out. Creativity is about being inventive and imaginative, but also about having the time and space to think and generate these ideas for future

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@sbspatilimba.com](mailto:conference@sbspatilimba.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/reshelp/apa\\_example.pdf](http://www.muhlenberg.edu/library/reshelp/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