

NATIONAL RESEARCH SEMINAR



SBPIM conducted a three-day 2nd National Research Seminar on the topic “Impact of Instability and Uncertainty on Business Functions and Processes” from 9th to 11th February, 2012. The seminar included seven sessions on different specialization. Total 48 delegates from various management institutes participated in research paper presentation. The function was inaugurated by Dr. Anil Keskar, Dean Academics, Symbiosis International University, Pune and Mr. Nagesh Kumar, VP (Admin. & IR) Bharat Forge, Pune. Dr. Keskar addressed the audience by sharing his views on how to face recession and Mr. Nagesh Kumar, shared his views on how to face uncertainty and turbulence in business.

The second day started with technical session in Finance. Participants presented their research paper on various topics like Green Finance, Nationalized banks etc. Chairman & Key note Speaker for this session was Dr. Y. S. Vaishampayan . He addressed the

researchers on “Macroeconomic Indicators of instability and uncertainty”. The second technical session of this day was of HR, the Chairman for this session was R.K Sinha – DGM (Corp. HR & Legal), Saiprasad Group of Industries. He explained the impact of cross cultural issues in HRM. In the afternoon session there was a panel discussion on Entrepreneurship and Business Uncertainty. Eminent entrepreneurs Mr. Santosh Lalwani, President, Entrepreneurs' International Trust; Mr. CN Bhave, Secretary, Entrepreneurs' International Trust ; Mr. Shantaram Mane, Chairman – Mane Group of Industries; Mr. Madhukar Dharwadkar, Pragati Forge, Tarapur; Mr. Nihar Shah, Director, Silverbright Industries, Pune, shared their experience. This session was attended by all students belonging to Entrepreneurs' Club of SBPIM. This panel discussion was anchored by Dr. Vinay Chandratre.

The third day commenced with the technical session in general management; various researches presented their research papers. The chairman and key note speaker for this session was Dr. Sachin Vernekar, Director, Bharti Vidyapeeth, Delhi. He spoke on “Impact of instability & uncertainty on marketing strategy”. The next technical session was on Marketing, various researches presented their research papers. The Chairman and Key note Speaker for this session was Dr. A.B. Rao, Research head, Alard Institute of Management, Pune, addressed the researchers on how to write a proper research paper. The chief guest for the valedictory function was Mr. S. L. Shrivastav, CEO, Sai Prasad Group of industries, Pune.

SECONDARY DATA-BASED RESEARCH



To improve the skills of teaching faculty in the areas of Research and Development, a two-days FDP was conducted in SBPIM during 25th to 26th November 2011 on **SECONDARY DATA-BASED RESEARCH**. The session was inaugurated by Dr. Santhosh Dastane,(Director- Research ,IBMR). Main resource persons from SBPIM for this workshop were Dr. H.D. Thorat (Director, SBPIM), Dr. Kirti Dharwadkar, Dr Vaishampayan and Prof S. J. Pendse. As an active part of FDP a participative workshop was conducted on 2nd day in which participating faculty members made Critical Evaluation of Secondary Data Based Research Papers in specific groups and presented their findings to the rest of the audience with competitive spirit. This competition was evaluated by Dr. Manohar Ingle and Dr. V.V. Bhate. The Guest of honor for this session was Dr.(Capt.) C.M. Chitale.(Prof and Head of Department of Management Science, University of Pune). The FDP was attended by 65 faculties from various Management Institutes in Pune.

PETER F. DRUCKER: A SCHOOL OF THOUGHT



In order to understand the contributions of Peter F. Drucker in the field of management, SBPIM had organized two-days FDP in association with AMI on 24th and 25th January 2012. Dr.H.D Thorat, Director (SBPIM) welcomed all the participants. Dr. E.B.Khedkar, Director, Alard Institute of

Management Sciences had chaired the inaugural function. He shared his views about Peter Drucker and the ill-effects of Black Money in Swiss Bank. The chief guest Dr.M.R.Tambe gave insights on Peter Drucker as a prophet and other eminent speakers like Dr.Sharad Joshi, Dr.Y.S.Vaishampayan,

Dr.V.V.Bhate and Dr.Ranjana Apte put forth different attributes of Drucker's literature in front of participants. The FDP had become very live when all the participants developed their individual presentations on the topics covered by Peter Drucker and had presented them to the audience. The presentations were judged by Dr. Shailesh Kasande, Director, Vishwakarma Institute of Management and Shri.Vivek Marathe, Director of Dr.D.Y.Patil Institute of Management and Research. The

Valedictory session was chaired by Dr.P.C. Shejwalkar, Former Dean, and Faculty of Management. The concluding interactive session was conducted by Dr. Abhay Kulkarni, Director (IICMR) and Honorable Secretary of AMMI.

RESEARCH ACTIVITIES BY FACULTY MEMBERS OF SBPIM

SN	Name of the Faculty	Title of the Paper	Institute Name	National / International
1	Dr. Daniel Penkar	A study of employee's career plateau in education sector with reference to Pune city.	International journal of Business and Management (online) volume -2 , No-3	International
		Internationalization of higher education with special reference to management education,	St. Francis Institute of management & Research, Mumbai.	International
		Monograph on Research in management	SBPIM, Pune.	----
2	Dr. H.D. Thorat	Internationalization of higher education.	K.J. Sommaya College of Arts Commerce and Science, Kopergaon, Dist. Ahemdnagar	International
		Monograph on Research in management	SBPIM, Pune.	----
3	Dr. Kirti Dharwadkar	A Paradigm Shift from Resources-based Management to Competencies-Based Management for Achieving Sustained Competitive Advantage in Organization	Shri Ramdeo Baba College of Engineering & Management, Nagpur	National
		Workforce Diversity: A challenge which can be turned into a competitive advantage (CO-Authored)	Journal of Management Sciences (ISSN NO: 2249-412X).	International
4	DR. Y. S. Vaishampayan	Indian family business groups: evidence of tunneling and pyramidal structure: a cash flow approach	ITS Ghaziabad, New Delhi	International
		Indian family business groups: an analytical financial review	Shri Ramdeo Baba College of Engineering & Management, Nagpur	National
5	Dr. Vinay P. Chandratre	Impact of Morale based advertising on consumer behavior and social culture.	Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering College, Chennai.	National

		Ethical Human Resource management in recent days	Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering College, Chennai.	National
		Media habits of rural and urban consumers and their impact on consumers purchasing decisions.	IAMS and FRI University, Dehradun	International
		Effective allocation of resources on Advertising based on Media habits of Rural & Urban Consumers.	Dnyansagar Institute of Management & Research In association with Choice Institute of Management Studies & Research, Pune	International
		Impact of Advertising on Rural and Urban Consumers	Choice Institute of Management Studies & Research, Pune.	International
		Analyzing the effectiveness of advertising on rural and urban consumers	Choice Institute of Management Studies & Research, Pune.	International
6	Shantanu Pendse	International Transfer Pricing: Pointers Towards Performance Evaluation of Profit Center Head	Shri Ramdeo Baba College of Engineering & Management, Nagpur	National
		International Transfer Pricing: A Review of Non Tax Outlook	Symbiosis institute of Business Management	International
7	Ms. Deepshikha Satija	Monograph on Research in management	SBPIM, Pune.	----
		Franchising: Opportunities and Challenges for budding Entrepreneurs in India	Excel India Publisher / 2011 ISBN: 978-93-80697-84-0	National
		Medical Tourism: An Emerging Dimension in Marketing	Excel India Publisher / 2011 ISBN: 978-93-81361-03-0	National
		Work Life Balance: Is balancing act losing its balance?	Crescent Publishers / 2011 ISBN:978-81-910494-0-4	International
		Workforce Diversity: A challenge which can be turned into a competitive advantage (CO-Authored)	Journal of Management Sciences (ISSN NO: 2249-412X).	International

8	Padma Lochana Bisoyi	Statistics its role and recent Trends	Changu Kana Takur Arts, Commerce, Science College, New Panvel	National
		Empowering Tribal Women Through SHG in Kandhamal District of Orissa : with special reference to Globalization.	S.B.Jain Institute of Technology, Management & Research, Nagpur	National
		Role of Follow neighbor strategy & Factors influencing investment decision with reference to Nasik City	Shri Ramdeo Baba College of Engineering & Management, Nagpur	National
		Product Placement In Movies: A Way Of Brand Promotion	M.A.College, Haryana	International
		Product Placement In Movies: A Way Of Brand Promotion	M.A. College, Haryana	International
9	Pavan C. Patil	Product Placement in movies : A WAY OF BRAND PROMOTION	M.A. College, Haryana	International
		Empowering Tribal Women Through SHG in Kandhamal District of Orissa : with special reference to Globalization.	S.B.Jain Institute of Technology, Management & Research, Nagpur	National
		Role of Follow neighbor strategy & Factors influencing investment decision with reference to Nasik City	Shri Ramdeo Baba College of Engineering & Management, Nagpur	National
		Statistics its role and recent Trends	Changu Kana Takur Arts, Commerce, Science College, New Panvel	National
10	Bhushan Pardeshi	Statistics its role and recent Trends	Changu Kana Takur Arts, Commerce, Science College, New Panvel	National
		Empowering Tribal Women Through SHG in Kandhamal District of Orissa : with special reference to Globalization.	S.B.Jain Institute of Technology, Management & Research, Nagpur	National
		Role of Follow neighbor strategy & Factors influencing investment decision with reference to Nasik City	Shri Ramdeo Baba College of Engineering & Management, Nagpur	National

11	Parag Thakre	Tween Marketing - an old wine in new bottle	Shri Ramdeobaba College of Engg. And Mgmt., Nagpur	National
12	Ms. Kajal Maheshwari	Green Marketing: A Study of Consumer Fondness Towards Green Products	Prestige Institute of Management	International
		Innovative HR practices and its linkage to organizational performance in the competitive business environment	S.B.Jain Institute of Technology, Management & Research, Nagpur	National
13	Ms. Sneha Alan	The Global Mobility of Talent and its Impact on Global Development		
		Innovative HR practices and its linkage to organizational performance in the competitive business environment	S.B.Jain Institute of Technology, Management & Research, Nagpur	National
		Corporate Social Responsibility – Towards Sustainable Development: Indian Context	Changu Kana Takur Arts, Commerce, Science College, New Panvel	National
14	Ms. Priya Gole	Green Leadership: A paradigm shift from emotional to rationale CSR approach.	Prestige Institute of Management, Gwalior	International
		'Green Leadership: Myths & Realities'	Ramdeo Baba College of Engineering & Management, Nagpur	National
15	Monika Patil	1.CRM in banking industry,	MIT College, Alandi	National
		2. Social Networking : A Tool for Marketing	Sidhhant Institute Of Management	National
16	Prof.Aishwarya Gopalakrishnan	Cross Cultural Issues in Business- "International Business and the augmentation of Cross Cultural issues	DIMR and Choice Institute Of Management studies and Research	International
		Positive Impact of Cross Cultural influence on Corporate Social Responsibility	DIMR and Choice Institute Of Management studies and Research	International
		Positive Impact of Cross Cultural influence on Corporate Social Responsibility	C.K. Thakur College, Mumbai	National