



## St. Francis Institute of Management and Research

Accredited with Grade 'A' by NAAC  
Approved by AICTE and permanently affiliated to Mumbai University  
(An ISO 9001-2008 Certified Institute)

Date: 21/11/2016

To,  
The Registrar,  
Mumbai University,  
Attention To,  
Director,  
BCUD

Sub: Mumbai University logo for Research Conference to be conducted on 10<sup>th</sup> Feb. 2017

Dear Sir,

We are pleased to inform you that St. Francis Institute of Management and Research, Mumbai is organizing 12<sup>th</sup> International Research Conference - **Pathh & Anveshi 2017 on "Changing Dynamics of Management Practices in a Globalized World"** on 10<sup>th</sup> February 2017. The event is to provide a platform for researchers to explore their thoughts & experiences. This will be a great opportunity for pooling of knowledge and disseminating the same leading to overall development of the society.

**Pathh & Anveshi** is an assembly of academicians and researchers, where they present their papers and share their valuable findings. This is the annual International Research Conference named '**Pathh & Anveshi**'. Participants will be coming from various destinations to present their papers.

We request you to allow us to use Mumbai university logo for our research conference. Details of the conference are attached along with this application.

Thank you!

Yours Sincerely,

Dr. S. S. Mohanty

Director, SFIMAR





## ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE and Affiliated to Mumbai University  
An ISO 9001:2015 Certified, Accredited with grade 'A' by NAAC

PRESENTS

# Pathh 2017

**THEME : 'CHANGING DYNAMICS OF MANAGEMENT PRACTICES IN A GLOBALIZED WORLD.'**



**12<sup>th</sup>** Annual  
International  
Research  
Conference

DATE: **10<sup>th</sup>** February 2017

VENUE: St. Francis Institute of Management & Research Borivali (W), Mumbai - 103.

Conference Proceeding CD will Carry ISBN Number.



## Introduction

St. Francis Institute of Management & Research (SFIMAR) was established by "The Society of the Congregation of Franciscan Brothers" in 2002. SFIMAR presents PATHH 2017, the 12<sup>th</sup> Annual International Research Conference of the Institute. PATHH is aimed to enhance and strengthen the research activities around us. PATHH provides a platform for researchers to explore their thoughts and experiences. The conference offers opportunities for pooling of knowledge and disseminating the same leading to the overall development of the society. This conference focuses on the theme **'CHANGING DYNAMICS OF MANAGEMENT PRACTICES IN A GLOBALIZED WORLD'**

## About the Theme

Determining what to do under business uncertainty usually requires careful debate among many people across the entire organization, you need processes and protocols to determine how issues are raised, how deliberation is conducted, and how decisions are made. You also need to clearly lay out the obligations of managers. Once the debate and decision making is over, to put their full weight behind making the resulting actions successful.

A lot of rethinking is required in order to see that conventional management practices are still relevant. The world generates business data that is difficult to manage and store. Thus, organizations are preparing themselves to be well versed with Big-Data, Cloud Computing and similar software of business analytics. Thus they become future ready to analyse the market and the business more accurately to face the uncertainty and to keep themselves away from the ditch. In other words, the strategy may lead them to stay ahead of competition. Companies can't predict the future, but they can build organizations that will survive and flourish under any possible future. For the immediate future, business leaders will have to master the disciplines of uncertainty.

## Sub Themes

- Business without Boundaries
- Micro changes and Mega Impacts
- Motivation/Resistance to Change
- Innovation led Leadership
- Careers for the Uncertain Future
- Technology Led Future - Are we becoming Slaves or Masters
- Disruptive Technologies and Future of Markets
- Financial Inclusion and Financial Stability
- Trading in the Future with Predictability
- Are Derivatives Good for the Markets
- Market Share, Customer Engagement and Customer Loyalty
- Can Branding Still Hold the Future
- The Over encompassing role of Risk in Businesses and How to Manage it.
- Strategies for Creating Sustainable Businesses
- Business solutions for catering to the 'bottom of pyramid' in India
- Think global, act local - The mantra for emergent India Chalo, Gaon Chale --- Let's go Rural
- Today's India-- Digital India
- Skill India and Human Capital development

*(List of sub-themes is illustrative & not exhaustive)*



## Call For Papers

Papers are invited for PATHH - 2017 from Scientists, Academicians, Researchers, Executives and Government Representatives.

## Types of Papers

### 1. Abstract of Thesis:

Participants who are interested in participating in the Doctoral Thesis Conference will submit abstract of their thesis submitted. Participants will present their research, focusing on the main theme of their thesis. Experts in the respective fields will review all the submissions and express their point of view on the thesis as well as on the presentation.

### 2. Working papers of PhD Topic:

Research scholars who are interested in participating in the working papers conference will submit research paper focusing on the main theme of their PhD topic.

### 3. Independent Research Paper:

Participants who are interested in participating in the Independent Research paper conference will submit research paper based on the above given indicative sub-themes.

## Guidelines for Paper Submission

- ❖ Abstract should describe the broad content of the paper and should not be more than 1500 words. Research background, Aims, Methodology, Results/Findings, and Implications are essential elements of the abstract.
- ❖ The length of the paper should not exceed 6000 words. The paper should contain the Title of the paper, Author's name and details, Introduction of the topic, Need of the study, Objectives, Hypothesis, Research methodology, Data collection & Analysis, Testing of Hypothesis, findings & Interpretations, Implications, Conclusions, Suggestions and References.
- ❖ The author(s) name must not be mentioned anywhere else except cover page of the research paper.

- ❖ Papers should be typed in MS-WORD with single spacing on A4 size page in Times New Roman style with font size 12 and 1 inch margin on all four sides.
- ❖ A soft copy of the abstract should be submitted as an e-mail attachment. For the full paper, one hard copy and one soft copy should be submitted on or before 5th January 2017.

## Evaluation Criterion For Selecting Paper

- 1) Relevance: Does the subject of the paper broadly cover the conference theme?
- 2) Methodology: Does the paper use sound and appropriate method (s) to support the objectives & test the hypothesis?
- 3) Originality: Does the paper bring in new ideas and insights, create new body of knowledge / Theory / Concept / Model etc.?
- 4) Triangulation: Does the paper compare and relate findings of the work with that of works done by others?
- 5) Conclusions: Are the conclusions sound and justified?
- 6) Implications: Are the relevance and implications of the decision problems demonstrated?
- 7) References: Are the works of others used in paper duly acknowledged?

## Review Process

- ❖ The submitted papers will be blind reviewed by the screening committee and the accepted papers will be selected for presenting in the conference. The authors of the accepted papers will be intimated as per the scheduled date.

## Paper Presentation in Absentia

Papers in absentia will be accepted in the conference proceedings with a registration fees. A certificate of participation and conference proceedings in CD form will be sent to the author of the research paper.



## Proceedings of Pathh 2016

All accepted papers will be published in proceedings of the conference in CD form. The authors of accepted papers will be awarded Certificates and Mementos. A few of the best papers will be selected and published in ISSN SFIMAR Bi-Annual Research Journal.

## Prize and Certification

- There will be two prizes.
- First best paper will receive a cash prize of ₹ 10,000 and a Certificate of Excellence.
- Second best paper will receive a cash prize of ₹ 5,000 and a Certificate of Excellence.
- Remaining participants will be given Certificates of participation.

## Important Dates

- Submission of Full Paper : **05th January 2017**
- Intimation of Acceptance of Paper : **12th January 2017**
- Submission of the Registration form : **25th January 2017**
- Research Paper Presentation : **10th February 2017**

## Registration Form

Registration form can be downloaded from SFIMAR website [www.sfimar.org](http://www.sfimar.org)

## Registration Fees

Research Scholars : ₹ 1500/- (INR) per author  
 Delegates from Academics : ₹ 1800/- (INR) per Author  
 Delegates from Industry : ₹ 2200/- (INR) per Author  
 (Each author needs to register separately)

## Accommodation Facility

Accommodation will be provided on requested at a rate of

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

Accommodation is available in the institute premises.

\*Rates include accommodation only







## ORGANIZING COMMITTEE

### Conference Board Members

**Rev. Bro. Alphonse Nesamony**, Chairman, SFIMAR

**Dr. Subhransu Sekhar Mohanty**, Director, SFIMAR

**Mr. Augustine Kurias**, Chairman Research Committee, SFIMAR

**Dr. Thomas Mathew**, Research Advisor, SFIMAR

### Convener

**Dr. Sulbha Raorane** 9619551840 [sulbha@sfimar.org](mailto:sulbha@sfimar.org)

**Ms. Sinimole K. R** 9869623198 [sinimole@sfimar.org](mailto:sinimole@sfimar.org)

**Dr. Smita Jesudasan** 7506269256 [smita@sfimar.org](mailto:smita@sfimar.org)

**Dr. Tushar Panigrahi** 7498844936 [tushar@sfimar.org](mailto:tushar@sfimar.org)

### Student Representatives

**Mr. Akshay Mhatre** 9619551840 [akshaymhatre04@gmail.com](mailto:akshaymhatre04@gmail.com) **Mr. Rishabh Kukreti** 9819513228 [rishkuku@gmail.com](mailto:rishkuku@gmail.com)

[pathh@sfimar.org](mailto:pathh@sfimar.org)

## Welcome to India





## ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Borivli (W), Mumbai 400 103.

PRESENTS

# Pathh 2017

12th Annual International Research & Thesis Conference

THEME : 'CHANGING DYNAMICS OF MANAGEMENT PRACTICES IN A GLOBALIZED WORLD'

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

DATE: 10th February, 2017



### Registration Form

Name: \_\_\_\_\_

Designation: \_\_\_\_\_ Organisation: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

DD / Cheque bearing No. \_\_\_\_\_ dated \_\_\_\_\_ for Rs. \_\_\_\_\_

Drawn in favor of 'St. Francis Institute of Management and Research, Mumbai' is enclosed.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

#### Registration Fees:

Researchers / Presenters ₹ 1500/- (INR) per Author (including cost of proceedings)

Delegates from Academics ₹ 1800/- (INR) per Author

Delegates from Industry ₹ 2200/- (INR) per Author

Accommodation will be provided in the Institute premises on request at a rate given in the Brochure.

#### **NOTE:**

1. Registration Fees should reach within **one week** from the date of intimation of acceptance of paper
2. Each Author needs to register separately.
3. Photo copies of the form can be taken if more than 1 Author. (Maximum 2 authors for 1 paper)

# St. Francis Institute of Management & Research

## PATHH AND ANVESH I 2017

### 12<sup>th</sup> Annual International Research Conference

Theme: "CHANGING DYNAMICS OF MANAGEMENT PRACTICES IN A GLOBALIZED WORLD"

#### FRIDAY, 10<sup>TH</sup> FEBRUARY 2017

8.30am-9.30am: Registration and networking over Breakfast (*Assembly hall – Ground Floor*)

#### **INAUGURAL SESSION** (*Auditorium 3<sup>rd</sup> Floor*)

9.30am-9.50am: SFIMAR Anthem, Lighting of the Lamp & Prayer dance

9.50am-9.55am: Presentation on the Journey of PATHH & ANVESH I.

9.55am-10.00am: Welcome address by Chairman Bro. Alphonse Nesamony

10.00am-10.05am: Introduction of theme by Dr. S. S. Mohanty

10.05am-10.20am: Chief Guest- Dr Dinesh Harsolekar- Director at IES Management College and Research Centre (IESMCRC)

10.20am-10.30am: Guest of Honor- Dr S.V.D. Nageswara Rao, Prof. Finance & Economics, Shailesh J Mehta School of Management, IIT, Mumbai

10.30am-10.35am: Concluding note on inaugural session by Mr. Augustine Kurias, Governing Council Member

10.35am-10.40am: **Tea Break**

10.40am-12.00pm: Panel Discussion by Experts

12.00pm-01.30pm: **Technical Session – I** (*2<sup>nd</sup> Floor Room no. 204 & 205*)

(Reference: list of presenters)

1.30pm-2.15pm: **Lunch break** (*Assembly hall*)

2.15pm-3.30pm: **Technical Session – II** (*2<sup>nd</sup> Floor Room no. 204 & 205*)

(Reference: list of presenters)

03.30pm-03.45pm: **Tea Break**

#### **VALEDICTORY SESSION** (*Auditorium 3<sup>rd</sup> Floor*)

03.45pm-04.15pm: Chairpersons' views about the papers

04.15pm-04.30pm: Chief Guest- Dr Pankaj Trivedi, Head- Ph. D. Programme and Area Chairperson, Finance, K J Somaiya Institute of Management Studies & Research, Mumbai

04.30pm-04.55pm: Certificate Distribution

04.55pm-5.00pm: Vote of Thanks



# PATHH & ANVESH I 2017

## LIST OF GUESTS, PANEL MEMBERS AND CHAIRPERSONS

### CHIEF GUEST & GUEST OF HONOR

Dr. Dinesh Harsolekar - Director at IES Management College and Research Centre (IESMCRC)

Dr. S.V.D. Nageswara Rao -Prof. Finance & Economics, Shailesh J Mehta School of Management, IIT, Mumbai

### PANEL MEMBERS

Mr Dhvani Mehta - Director & Promoter , Opportune Technologies Pvt. Ltd.

Dr. Lillian Jhon - CEO, Wasan knowledge Hub

Mr Rajesh Acharya - MD & CEO- Dual Ends Technologies & Training Pvt. Ltd.

Dr. Firdos T. Shroff - Professor and Senate Member, Pune University

Dr. S. S. Mohanty - Director, St. Francis Institute of Management & Research (Moderator)

### CHAIRPERSONS

Dr. Sangeeta Pawar - Research Guide in commerce & Management, University of Mumbai

Dr. Vinita Pimpale - Research Guide in Commerce, R. A. Poddar College, Mumbai

### CHIEF GUEST FOR VALEDICTORY

Dr. Pankaj Trivedi, Head - Ph. D. Programme and Area Chairperson, Finance, KJ Somaiya Institute of Management Studies & Research, Mumbai

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# **PATHH 2017**

Date - 10<sup>th</sup> February 2017

## **List of presenters**

<b>Sr. No.</b>	<b>Researchers' Name</b>	<b>Topic</b>
1	Mr Pushkar Dilip Parulekar	Comparative analysis of employees cost of ten nifty it index companies from the period 2006 to 2016
2	Surabhi Gupta	Urban youth unemployment trends, challenges and solutions
3	Dr Shrawan Bishwanath Roongta	Can branding still hold the future: branding in the digitally networked world! (International Paper)
4	Leena Nair	Currency demonetization: impact on the youth
5	Aksha Memon	A cashless future: a goal of India's demonetisation move
6	Ms Geeta Shetti	A study of the soya-based lactose-free formulae market from the customer's (paediatrician's) perspective in India
7	Sayali Yadav & Dr. Vinita Pimpale	Study of consumer demographics on ready-to-cook products in India
8	Mrs Babita .A. Kanojia	Study the view of customer with reference to online shopping
9	Dr. Seema Agarwal	Today's India- digital India and its impact & challenges
10	Manglani Kiran	Effect of demonetisation on the intermediaries of supply chain of fast moving consumer goods
11	Ms. Deepali Vijay Kamle	A study on the impact of financial skill on entrepreneurial venture failure
12	Mrs. Rekha Mishra	Changing dynamics of management practices in globalised world- skill India human capital development

## PATHH – 2017



**Release of the Pathh 2017 Conference Proceedings CD**



**Pathh Organizing Team - 2017**



**Certificate Distribution – Pathh 2017**

### **Pathh – 2018**



**Address by Guest during Inaugural of Pathh 2018**