

University of Mumbai



No.APD/301/ 247 of 2018
Mumbai-400 032
16th January, 2018

To,
The Director,
St. Francis Institute of Management
And Research
Mt. Painsur S.V.P. Road,
Borivali (W),
Mumbai – 400 103

Sir/Madam,

With reference to your letter No. Nil dated 6th January, 2018. I am to inform you that as per the decision taken by Management Council at its meeting held on 11th March, 2016 vide item No.2 your request for Permission to organize 13th International Research & Thesis Conference – Pathh 2018 on 17th February, 2018 has been granted, subject to the condition that the N.O.C. shall be obtained from the MHRD, Government of India, New Delhi and there shall not be any financial liability on University and that if they use University “Logo”, it shall not be misused.

Yours faithfully

For ASSISTANT REGISTRAR



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: 06/09/2018

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

Sub: Mumbai University logo for Research Conference to be conducted on 17th Feb. 2018

Dear Sir,

We are pleased to inform you that St. Francis Institute of Management and Research, Mumbai is organizing 13th International Research & Thesis Conference - **Pathh 2018 on 17th February 2018**. 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 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**'. 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





Paper Presentation during Pathh 2018



Certificate Distribution Pathh 2018



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 2018

THEME : 'AGILE MANAGEMENT PRACTICES IN A VOLATILE, UNCERTAIN, COMPLEX AND AMBIGUOUS (VUCA) WORLD'



13th Annual
International
Research
Conference



DATE: **17th** February 2018

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

Conference Proceedings CD will Carry ISBN Number.



Introduction

St. Francis Institute of Management & Research (SFIMAR) was established by “The Society of the Congregation of Franciscan Missionary Brothers” in 2002. SFIMAR presents PATHH 2018, the 13th Annual International Research Conference of the Institute. PATHH aims at enhancing and strengthening a research culture in burning business topics among the academic fraternity by providing a platform to explore new ideas, concepts and methodologies. This conference focuses on the theme **‘AGILE MANAGEMENT PRACTICES IN A VUCA WORLD’**

About the Theme

Having journeyed through the various industrial revolutions from mechanized production with steam power to mass production with electric power, and to the use of electronics and information to automate production, the world has now reached the digital age with various integrative and disruptive technologies that are redefining the way we do business. The changes are across all industries and management practice 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 VUCA (volatility, uncertainty, complexity and ambiguity) challenges faced by our present and future generations.

This 13th International Conference of Pathh invites thought leaders, academicians and researchers to innovate ways, means, methods and processes for this fast changing VUCA world, so that they can sustain, nurture and maintain growth and development of businesses, economies and societies, in an agile manner.

The main theme will cover the following sub-themes with a focus on agile management practices meeting the transformational requirements of businesses, such as Anticipate change, Generate confidence, Initiate action, Liberate thinking and Evaluate results.

Sub-Themes

Finance

- Financial Markets
- Public Finance
- Banking
- Risk Management

Marketing

- Marketing Strategy and Business Analytics
- Retail Marketing
- International Marketing

- Digital Marketing
- Social Media Marketing
- Marketing Research
- Services Marketing
- Branding and Brand Management
- Customer Relationship Management
- Integrated Marketing Communication
- Rural Marketing

Human Resources

- Strategic Management and Leadership
- Change Management and Capacity Building
- Human Resources Management
- Knowledge Management, Learning & Development
- Talent Acquisition, Retention, Management & Engagement
- Performance and Rewards Management

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

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

Call For Papers

Papers are invited for PATHH - 2018 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, focussing 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 focussing 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 on the 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 2018.

Evaluation Criteria 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 the 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 fee. A certificate of participation and conference proceedings in CD form will be sent to the author of the research paper.



Proceedings of Pathh 2018

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

- Best Research Papers will be rewarded with cash Prizes.
- Remaining participants will be given Certificates of participation.

Important Dates

- Submission of Full Paper : **10th January 2018**
- Intimation of Acceptance of Paper : **20th January 2018**
- Submission of the Registration form : **30th January 2018**
- Research Paper Presentation : **17th February 2018**

Registration Form

Registration form can be downloaded from SFIMAR website 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, Member & Observer, SFIMAR

Dr. Thomas Mathew, Academic Adviser, SFIMAR

Convener

Dr. Sulbha Raorane 9619551840 sulbha@sfimar.org

Mr. Pushkar Parulekar 9664012760 pushkar@sfimar.org

Student Representatives

Mr. Vikasmani T. 8097852019 t.vikasmani91@gmail.com

Mr. Hemant K. 8779482163 hemantkumavat71@gmail.com

Conference Contacts

Tel.: 022 - 2891 7089, 2895 8403. Email: pathh@sfimar.org

Welcome to a Changing World





ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Borivli (W), Mumbai 400 103.

PRESENTS

Pathh 2018

13th Annual International Research & Thesis Conference

THEME : 'AGILE MANAGEMENT PRACTICES IN A VUCA WORLD'

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

DATE: 17th February, 2018



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 2018

13th Annual International Research Conference

Theme: "AGILE MANAGEMENT PRACTICES IN A VUCA WORLD"

SATURDAY, 17TH FEBRUARY 2018

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

INAUGURAL SESSION (*Auditorium 3rd Floor*)

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

9.50am-9.55am : Presentation on the theme of PATHH 2018

9.55am-10.05am : Welcome & Introduction of theme by Dr. S. S. Mohanty

10.05am-10.20am : Chief Guest address by Mr. Venkatesh Nandyal

10.20am-10.25am : Concluding note on inaugural session by Mr. Augustine Kurias

10.25am-12.05pm : **Technical Session (*Auditorium 3rd Floor*)**

(Paper Presentation Session)

VALEDICTORY SESSION (*Auditorium 3rd Floor*)

12.05pm-12.35pm : Chairpersons' views about the papers

12.35pm-01.05pm : Certificate Distribution

01.05pm-01.10pm : Vote of Thanks

01.10pm-02.00pm : **Lunch (*Assembly hall-Ground Floor*)**

PATHH 2018

LIST OF GUESTS AND CHAIRPERSONS

CHIEF GUEST

Mr. Venkatesh Nandyal - Head of Internal Audit, Controls & Compliance at
Castrol India Ltd, Manchester Business School

CHAIRPERSONS

Dr. Sangeeta Pawar - Associate Professor & Ph.D. Guide, University of
Mumbai

Dr. Rajeshwary G. - Associate Professor & Ph.D. Guide, K.P.B. Hinduja
College of Commerce

GUEST & DIGNITARIES

Mr. Augustin Kuries

Ms. Meghashree Darvi

PATHH 2018

LIST OF PRESENTERS

SR NO	NAME	TOPIC NAME
1	Ms.Aarti Ahuja	A Study on Opportunities and Challenges faced by Women Entrepreneurs in India
2	Ms.Shubhangi M. Kedare	A Survey on perception of youths towards entrepreneurship in Ambernath
3	Pallavi G. Naik	Impact of internet banking
4	Mrs.Babita A. Kanojia	A study on creation of brand image through social media
5	Prof. Kiran Manglani	The study of motivational drives among degree college students with special reference to Mcclellands Theory of Motivation- A case Example.
6	Mrs. Rekha Mishra	Role of human resource management in textile industry
7	Darshan B. Pagar	Study on impact of social media on buying decision of consumer goods
8	Ms. Shaili Vasant Gala	To study the relationship between Organisational Environment of Mumbai Colleges and Exchange of Data & Information among teaching staff for the practice of knowledge Management.
9	Dr Shrawankumar Bishwanath Roongta	Marketing to the Millennials – An Apercu’