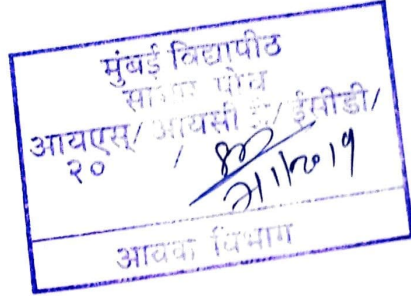




St. Francis Institute of Management and Research

Approved by AICTE, DTE (Govt. of Maharashtra) and affiliated to Mumbai University
(An ISO 9001-2015 Certified and NAAC 'A' Grade Accredited Institute)
Gate No. 5, M.L. Poincur, S.V.P. Road, Borivali (West), Mumbai - 400 103



Date: 07/01/2019

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

Sub: Mumbai University logo for Research Conference to be conducted on 16th Feb. 2019

Dear Sir,

We are pleased to inform you that St. Francis Institute of Management and Research, Mumbai is organizing 14th International Research Conference - **Pathh 2019 on 16th February 2019**. 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. G. Ramesh

I/c Director, SFIMAR



University of Mumbai



Academic Planning and
Development Section
No APD/ICD/2018-19/29820
1st February, 2019

To

The Principal
St. Francis Institute of Management and Research,
Gate No 5, Mt. Painsur, S. V. P. Road,
Borivali (W)
Mumbai-400 103

Sir

With reference to your letter No. Nil, dated 07th January, 2019 this is to inform you that as per the decision taken by the Management Council at its meeting held on 11th March, 2016, vide item No. 2 your request for Permission to collaborate with University of Mumbai to Organizing 14th International Research Conference-Pathh 2019 be held on Saturday 16th February, 2019, has been granted subject to the conditions that, there shall not be any financial liabilities on University and no misuse of University Logo". If it is found that the university logo is misused then appropriate action will be taken against you.

Yours faithfully,

Sanjana Sawant
(Sanjana Sawant)
Assistant Registrar

Pathh - 2019



Lighting of the Lamp – Pathh 2019



Felicitation of the Guest - Pathh 2019



Speech by Dr. Sangeeta Pawar – Pathh 2019



Presentation of Research Paper - Pathh 2019



Certificate Distribution - Pathh 2019



Organizing Team Pathh - 2019



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 2019

THEME : 'EVOLVING TRENDS AND PRACTICES IN MANAGING BUSINESSES'



**14th Annual
International
Research
Conference**



DATE: **16th February 2019**

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 2019, the 14th 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 **'EVOLVING TRENDS AND PRACTICES IN MANAGING BUSINESSES'**

About the Theme

Change is the only constant in business. Over the years rate of change has increased significantly. Companies and Individuals who have adopted to this change have survived and succeeded. Usage of technology has changed the way various stakeholders have looked at the business. World is changing through Fourth Industrial Revolution. Like all the previous revolutions this is likely to change the way various stakeholders operate in business. There are new opportunities and challenges which are created for businesses.

The 14th International Conference of Pathh invites thought leaders, academicians and researchers to address these trends and practices which are evolving in managing the business. The conference will address how various stakeholders can sustain, nurture and maintain their growth and development in business.

The main theme will cover the following sub-theme with a focus on evolving trends in business with respect to anticipating, accepting and handling change through various effective and efficient means of innovation and execution.

Sub-Themes

Finance

- Cashless transactions
- Mobile Banking
- Block chain technology
- Corporate Governance
- Trade War Financial Markets
- Mutual Fund Regulations
- Banking Regulations
- Financial Risk Management

Marketing

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

- Social Media Marketing
- Market Research
- Services Marketing
- Branding and Brand Management
- Customer Relationship Management
- Integrated Marketing Communication
- Rural Marketing
- Selling & negotiation
- Market Risk

Human Resources

- Freelance Workforce
- Cross cultural management
- Employee Benefits
- HR Risks
- HR Analytics
- Strategic Management and Leadership
- Change Management and Capacity Building
- Human Resource Management
- Knowledge Management, learning & Development
- Talent Acquisition, Retention, Management & Engagement
- Performance Management

Entrepreneurship, Operations & IT

- Artificial Intelligence
- Robotics
- Business Entrepreneurship
- Family Business Management
- Women Entrepreneurship
- Operation and Supply chain management
- Information & Media Management
- Total Quality Management
- IT Innovation and Managing Technological Change

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

Call For Papers

Papers are invited for PATHH - 2019 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 2019.

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 : **5th January 2019**
- Intimation of Acceptance of Paper : **15th January 2019**
- Submission of the Registration form : **30th January 2019**
- Research Paper Presentation : **16th February 2019**

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

Dr. Vinita Bhatia 8433607233 vinita@sfimar.org

Student Representatives

Ms. Diksha Shetty 9082751924 dikshashetty027@gmail.com

Mr. Viraj Shah 9665536828 virajshah05@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 2019

14th Annual International Research & Thesis Conference

THEME : 'EVOLVING TRENDS AND PRACTICES IN MANAGING BUSINESSES'

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

DATE: 16th February, 2019



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 2019
14th Annual International Research Conference

Theme: “EVOLVING TRENDS AND PRACTICES IN MANAGING BUSINESSES”

SATURDAY, 16TH FEBRUARY 2019

8.30am-9.30am : Registration (Ground Floor) and networking over Breakfast (*1st floor Terrace*)

INAUGURAL SESSION (*Auditorium 3rd Floor*)

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

9.50am-9.55am : Presentation on the theme of PATHH 2019

9.55am-10.00am : Welcome Address by Bro. Alphonse Nesamony, Chairman SFIMAR

10.00am-10.05am : Introduction of theme by Dr. G Ramesh, I/c Director SFIMAR

10.05am-10.20am : Chief Guest address by Dr. R. Subramaniam, Executive Vice President

Avalon Global Research

10.20am-10.25am : Concluding note on inaugural session by Mr. Augustine Kurias Governing
Council member SFIMAR

10.25am-12.45pm : **Technical Session**

(Reference: list of presenters)

VALEDICTORY SESSION (*Auditorium 3rd Floor*)

12.45pm-1pm : Chairpersons' views about the papers

1.00pm-1.15pm : Certificate Distribution

01.15pm-01.20pm : Vote of Thanks

01.20pm-02.00pm : **Lunch**

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St Francis Institute of Management and Research

PATHH 2019

List of Guests and Chairpersons

CHIEF GUEST

Dr. R. Subramaniam

Executive Vice President

Avalon Global Research

CHAIRPERSONS

Dr. Sangeeta Pawar

Associate Professor & Ph.D. Guide, University of
Mumbai

Dr. Khushpat Jain

Associate Professor

Sydenham College of Commerce & Economics,

DIGNITARY

Mr. Augustin Kurias



**ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH
PATHH 2019 ON FEB. 16, 2019**

SR NO	NAME OF PRESENTERS	TOPIC NAME
1	Dr. KiranMenghani	Analytical study of consumer buying behavior towards online food delivery channels
2	Dr. Kamini Khanna/Siddhant Budkar (Student)	A Case Study on the role of Jaggery and its derived products for the upliftment of the farmers in the Kolhapur District of Maharashtra
3	Mrs.Babita A. Kanojia	Human Resource Accounting: An Emerging Tool For Measuring Performance In Education Sector
4	Kiran Gajjar	Rank of India in Ease of Doing Business during period of 2014 to 2018
5	Dr Shagun Srivastava	Strengthening business in the banking industry in India - Opportunities and Challenges
6	Rekha Mishra	Impact of Goods and Service Tax on Power loom Sector with respect to Bhiwandi and Turbhe, Maharashtra
7	CA. (Ms.) Soumya Nichani	Cash To Cashless- A Paradigm Switch
8	Dr. Shrawankumar Bishwanath Roongta	Is the Demise of Traditional Retailing aggrandized?
9	Evelyn Rodrigues	A study on the US- China Trade War and its impact on India
10	Dr. Vinaya Naik	A Study on Recent Trends in Human Resource Management
11	Dr. Svetlana Tatuskar	Impact of Corporate Governance Determinants on Capital Adequacy and Profitability Performance of Indian Commercial Banks: An Emphirical Analysis