



# SASMIRA'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

*In association with*

**CENTRE OF EXCELLENCE (CEO) FOR AGROTEXTILES**

**The Synthetic & Art Silk Mills' Research Association (sasmira)**

**(Linked with the Ministry of Textiles, Government of India)**

*Presents*

## **NATIONAL RESEARCH CONFERENCE 2018**

*On The Theme*

Management Perspective to Agribusiness: Exploring Challenges and Opportunities for Rural Development

**Date: Saturday, 17<sup>th</sup> March, 2018**



**Venue: Sasmira's Auditorium, Third Floor, Sasmira Marg, Worli, Mumbai - 400030**

### **About SASMIRA:**

The Synthetic & Art Silk Mills' Research Association (SASMIRA) a Research Association registered under The Societies Registration Act XXII of 1860 and Bombay Public Trust Act, 1950 and having its registered office at Sasmira Mrag, Worli, Mumbai 400030, Maharashtra, India, linked to the Ministry of Textile, Government of India established on 12th January 1950 under Registration No. 2505 of 1949-1950. It is a cooperative venture set up by the man-made textile industry of India after independence as a multi-functional institute to serve its scientific and technological needs. It is the Premier Research and Development Organisation and Centre of Excellence in Agro-tech with facilities for demonstration, product development, incubation, testing & certification and training in textiles. SASMIRA has multifaceted development activities including R & D, Testing and Technical Services, Skill Development Programmes, education Programmes in Technical, Fashion & Design and Management area.

### **About SIMSR:**

With an objective to impart quality education in the field of management, Sasmira's Institute of Management Studies and Research (SIMSR) was started in the year 2010 under the guidance of parent body SASMIRA. At SIMSR, we believe in delivering quality management education to create and nurture innovative managers and executives. Strategically located at the center of the business hub of Mumbai, SIMSR offers state-of-the art infrastructure and guidance by expert faculty members which help to develop leadership skills and competencies of future leaders focusing on global requirements. SASMIRA's Institute of Management Studies and Research (SIMSR), Mumbai (An ISO 9001:2008 certified institute ) is one of the premier institute which have been ranked in "A" category in AIMA Survey of May 2013 within a short span of three years from its inception. We offer industry oriented courses namely-

1. Masters of Management Studies (MMS), University of Mumbai
2. PGDM, Affiliated to DTE
3. Maters in Marketing Management (MMM), University of Mumbai
4. PhD in Management Subject, University of Mumbai

### **About the NATIONAL CONFERENCE 2018**

India is one of the world's leading producer of key agricultural commodities and has a net agri-trade surplus since early-1990s. The Green Revolution, which helped jumpstart a process of structural transformation of Indian agriculture, has become more commercial and diversified. Indian Agri-food, one of the largest and socially important sectors of the economy, is facing a constantly changing business environment due to globalization of markets, advances in technologies, changing policy environment, demographic patterns, and emergence of modern agri-food supply chains.

Technical knowledge, while essential to overcome the challenges of the real world, is insufficient in itself. To make a difference on large scale, it is important to combine sound technical knowledge with outstanding managerial and leadership skills including sound knowledge of organizations, economics, finance, Marketing, Human Resource, project management and other management areas.

SIMSR tries to address these needs and take this great privilege to announce our **National Conference 2018 on 'Management Perspective to Agribusiness: Exploring Challenges and Opportunities for Rural Development'**. We cordially invite academicians, research scholars, business practitioners, professionals and students to participate and present research papers to explore various management perspectives on the said theme.



## **OBJECTIVES OF CONFERENCE**

- To complement the expertise and strength of high quality research groups in advanced areas of Agribusiness Management
- To offer opportunity to exchange ideas on the latest issues, opportunities and challenges in the field of Agribusiness Management and Rural Development
- To build a scientific network of researchers, practitioners and academicians for identifying and development of Sustainable Agribusiness Opportunities
- To provide a forum for the discussion of original research results, new ideas, research and development initiatives which concentrate on both theory and practices on the theme 'Management Perspective to Agribusiness: Exploring Challenges and Opportunities for Rural Development'

## **TRACKS / FUNCTIONAL THEMES FOR RESEARCH PAPERS**

- **Financial Management Perspective to Agribusiness**
  - EXIM Policy and Its Implication on Global Agri & Food Sector
  - Agribusiness Economics and Management
  - Agricultural Finance
  - Micro- finance Management in Agribusiness
  - Public Finance and Agribusiness
  - Financial Management Perspectives to Agrotextile
- **Marketing Management Perspective to Agribusiness**
  - Interpersonal Communication for Effective Marketing of Agri products
  - Challenges in Agribusiness Marketing
  - Agribusiness Sales and Marketing
  - Strategic Food Marketing
  - Sales and Distribution Management for Agriculture
  - Marketing Management Perspectives to Agrotextile
- **Operations Management Perspective to Agribusiness**
  - Strategic Agribusiness Operations and Management
  - Quality Management System for Agri-Food Sector
  - Emerging Innovations in Designing SCM for Food & Agribusiness Sector
  - Agribusiness System Analysis- Origin and Evolution
  - Management of Food and Agribusiness Projects
  - Operations Management Perspectives to Agrotextile
- **Human Resource Management Perspective to Agribusiness**
  - Human Dimensions of Quality & Productivity as Strategic Approaches
  - Agribusiness Leaders as Change Makers
  - Analyzing and building competencies for Agribusiness
  - Knowledge Management
  - Agribusiness Management: Employment Opportunities
  - HR Management Perspectives to Agrotextile
- **IT Management Perspective to Agribusiness**
  - New trends in Agribusiness - IT perspective
  - Management of Technology for Sustainable Agriculture Growth
  - Market Research and Information Systems
  - Digitization and Agriculture
  - Agribusiness and E-commerce
  - IT Perspectives to Agrotextile
- **General Management Perspective to Agribusiness**
  - Academic and theoretical Perspective to Agribusiness Management and Ethics
  - Corporate Social Responsibility & Sustainability Management in Agribusiness
  - Agri-Entrepreneurs
  - Women Entrepreneurs in Agribusiness
  - IT Perspectives to Agrotextile
  - General Management Perspectives to Agrotextile

*(This list is just an indicative list and any other topic related to the conference can be included in the Conference.)*

## Awards & Recognition

- Best three contributions will be awarded with a Certificate and Cash Prize.
- Selected contributions fulfilling the criteria will be published in our International Journal of Management Development and Training bearing ISSN number and SASMIRA's Business Review bearing ISBN number.
- All the participants and attendees will receive participation certificates.

## Registration Details:

<b>Last date for Abstract Submission</b>	<b>31<sup>st</sup> January, 2018</b>		
<b>Last date for Final Paper Submissions</b>	<b>28<sup>th</sup> February, 2018</b>		
<b>Registrations- Early Bird- January, 2018 Regular- February, 2018 Late &amp; Spot - March 2018</b>			
<b>Registration Fees: Delegates Category</b>	<b>Early Bird Registrations (till January 2018)</b>	<b>Regular Registration (till February 2018)</b>	<b>Late &amp; Spot Registrations (March 2018)</b>
<b>Corporate</b>	INR 3000	INR 4000	INR 5000
<b>Academics</b>	INR 2000	INR 3000	INR 4000
<b>Research Scholars</b>	INR 1500	INR 2000	INR 2500
<b>Students</b>	INR 500	INR 1000	INR 1500
<b>Foreign Delegates</b>	\$100	\$150	\$200
<b>Note: Payment to be made by Cheque / Demand Draft in favour of "SASMIRA's Institute of Management Studies and Research, Worli" payable at Mumbai.</b>			
<b>Registration fee includes conference kit, participation in conference proceedings, refreshments and lunch.</b>			

**Accommodation:** Assistance for accommodation will be provided to outstation participants on request in nearby hotels with extra charges.

## Chief Patrons:

- **Shri. Maganlal H. Doshi (President, SASMIRA)**
- **Shri. Mihir R. Mehta (Vice- President, SASMIRA)**

## Chairperson:

- **Dr. U. K. Gangopadhyay (Executive Director, SASMIRA)**
- **Dr. Tandon Kamal (Director - Education, SASMIRA)**

## Convener:

- **Dr. Amit Oak (Director, SIMSR)**
- **Dr. Sanskruti Kadam (Head- Research, SIMSR)**

## Contact:

- **Dr. Sanskruti Kadam**  
Head- Research  
Mobile No.: 9702267700  
Office No.: 022 24935351  
Email: sanskrutikadam@simsr.edu.in

## **GUIDELINES FOR PAPER SUBMISSION**

- 1. Abstract:** Authors are required to send abstract of their papers not exceeding 250-300 words and should precede the text of a paper. Abstract must include purpose, design/methodology/approach (mandatory), findings (mandatory), research limitations/ implications (if applicable), practical implications (if applicable), originality/value (mandatory).
- 2. Keywords:** Each paper should include three to five keywords on its title page.
- 3. Size:** Recommended length of the article up 3,000 to 5,000 words excluding references and abstract.
- 4. Format, Length & Style:** Paper Title in Capital letter with 14pt font size and Times New Roman Font. The manuscript should be submitted in MS Word document, with 1.5 spacing and 12pt font size for full text, all main and subheadings. Heading and sub- heading in bold. Use 10 font size for footnotes.
- 5. Manuscript should be complied in the following order:** Title page, Abstract, Keywords, Introduction, Review of Literature, Research Methodology, Data Interpretation/Analysis, Results, Conclusion, Acknowledgement (if any) and References.
- 6. Details of Author:** A brief biographical sketch not exceeding 100 words of the author/s describing current designation and affiliation, specialization, number of books and articles published in refereed journals and membership on editorial boards and companies, address/ affiliations, telephone/fax number and email addresses on the cover page of the manuscripts.
- 7. Tables and Figures:** All tables, charts and graphs should be in black not in colour. Tables must be concise and cited consecutively using Arabic numerals in the text (Table 1, Table 2, etc).
- 8. References:** Only those references that are actually utilized should be included in the reference list and should be alphabetically arranged. All references should be in American Psychological Association (APA) style.
- 9. Copyright:** Wherever copyrighted material is used, the authors should be accurate in reproduction and obtain permission from copyright holders, if necessary. Research work published in any other journals should not be reproduced or reprinted in any form, either in full or in part, without prior written permission from the Editor/Journal authorities.
- 10. Undertaking:** The author should mention the undertaking that the manuscript has not been published elsewhere or considered for publication by any other journal. Research article should also accompany another undertaking that the article is the original work of the author(s).
- 11. Review Process:** Two or more review board members will review all the contributions by following the double blind system. Sasmira reserves the right to make editorial amendments to the final draft of the manuscripts to suit the journal requirements.



**REGISTRATION FORM**  
**NATIONAL RESEARCH CONFERENCE 2018**  
*On The Theme*

Management Perspective to Agribusiness: Exploring Challenges and  
Opportunities for Rural Development  
**Date: 17<sup>th</sup> March, 2018**

Prefix (Please select One): Dr.  / Mr.  / Ms.  / Prof.

Name (In Capital Letter): \_\_\_\_\_

Gender: Male / Female                      Designation: \_\_\_\_\_

Name and Address of the Institution/ Organisation: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_

Title of the Paper: \_\_\_\_\_

Type of Registration:            Corporate             Academician

Research Scholar             Student             Foreign Delegates

**Payment Details:**

Amount: \_\_\_\_\_

DD/Cheque No.: \_\_\_\_\_

Name of the Bank: \_\_\_\_\_

Branch: \_\_\_\_\_ Date of Issue: \_\_\_\_\_

Accommodation Required – Yes / No

Oral Presentation- Yes / No

Participation in Absentia- Yes / No

Poster Presentation- Yes / No

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

Place: \_\_\_\_\_

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

**Please Note:**

1. Registration Fees is to be paid by DD/Cheque in favour of 'Sasmira's Institute of Management Studies and Research' payable at Mumbai.
2. If you are registering under Research Scholar/ Student category, please attach proof for the same.