



BVIMR 7th INTERNATIONAL CONFERENCE

MANAGING ORGANISATIONS OF TOMORROW BY CAPITALISING GENERATION NEXT



16-17 JANUARY, 2015



Organizing Team

- Conference Advisor : Dr.Vikas Nath, Director (Incharge)
Conference Director : Dr.Ashutosh Gaur
Conference Convener : Dr. Navneet Gera
Organizing Team : Mr.Atul Kumar; Mr.Daljeet Singh Bawa;
Mr.M.K.Chaubey; Ms. Tripti Tiwari;
Ms.Aparna Bawa; Mr. Sanjoy Roy,
Mr Gagan Grover.

BHARATI VIDYAPEETH DEEMED UNIVERSITY

INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI

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About International Conference

The present conference is designed to look into the various challenges and opportunities in each functional area of management. It provides a forum to academicians, students, practitioners and consultants to deliberate upon the pressing issue of managing the GeNxt and evolving appropriate strategies to benefit from the digital experience of GeNxt. The conference will give insights about the recent trends in economics, marketing, human resource, information technology, international business and marketing.

Introduction

Generation NeXt is the age cohort of young people born during the “baby boomlet” of roughly 1980 to 1994. These young people, twenty five years old and younger, comprise the majority of students at most colleges and of new hires in the workforce and are increasingly being recognized as a unique cohort. This generation is richer than its preceding generations and lives in the high networked world. They are independent thinkers which are environment friendly and are more socially informed. A recent study shows that 40% of the Indian population is youth and its purchasing is on increase. It has just got rid of old fashioned way of working. It presumes that anyone who works for the whole life in a same company may not have got other options. Also, job hopping has become a sort of career ladder, the more one hops, the higher one reaches is the mentality they have. It uses technology as a way of life for connecting with people, shopping, searching and almost everything to do in their lives.

The typical, modal traditionally aged Generation NeXt student as observed on most campuses might more fit the “emerging stereotype” ; they expect high grades without significant effort and often just for showing up; demand comfort and luxury more than a rigorous education; see themselves as consumers and expect services and extended and direct personal attention on demand; have little respect for authority and show disdain for collegial and social rules of conduct, instead asserting personal privilege; fail to differentiate between civil exchange of reasoned ideas and shouting personal beliefs, yet grow defensive when faced with constructive criticism; and have a naïve sense of the future.

GenXt Employee

The GeNxt employees are different from their predecessor as they are more diverse as compared to them, the emerging era of internet technology have availed them with a variety of choices which has resulted in a generation of people who are more adapted to visual stimuli rather than verbal stimuli. They identify themselves as what they perceive them to be rather than what they do and what actually they are. Their expectations are different and hence to be managed differently. They are highly independent and are multi-taskers. So, managers should leverage their abilities by setting specific goals for them and allowing them to manage the processes associated with achieving these goals

Organisations of Tomorrow

The DNA of organisations is changing. Management practices and the form of organizations have significantly tailored during the last quarter of the 20th Century and many employees that are new to the work force have different expectation. With the emerging business landscape, the means by which organisations will achieve competitive advantage over others. In order to compete in this emergence, the GeNxt employees and managers will play a paramount role. This new DNA of organizations of tomorrow, besides attaining cost effectiveness and economies of scale will make effective use of factors like- technology, virtual connections and new social media. Innovation will also be of key importance.

Themes and Tracks for the Conference

Marketing to the GeNxt	
Social Media Marketing	Green Marketing, GeNxt and environmental issues
GeNxt consumer behavior - impulses, patterns and trends	Sustainable Marketing for future generations
Retailing for the GeNxt	Marketing communication and other tools to reach the GeNxt
GeNxt marketing technologies	Permission Marketing
Digital marketing	Marketing 3.0

The GeNxt Financial Management	
Banks and its role in financial inclusion	Innovative financial products
Emerging investment options	Corporate financing
Need of technology for banking functions, Share market transactions, electronic money	GeNxt investment characteristics and behaviour
Welfare of GeNxt by financial inclusion	Challenges of interbank; money flow

Managing Human resource: GeNxt	
Characteristics and aspirants of the GeNxt employees	Training and development needs
Developing the GeNxt leaders	Retention strategies
Competencies of HR professionals	Employee engagement strategies
Change Management	Co-existence and collaboration
Work ethics and values of the GeNxt	Team work and individualism

The GeNxt IT issues	
Cloud computing (optimum utilization of resources)	Mobile applications and Smart Phones
Convergence of technology and management	M-Commerce and E Commerce
Social networking sites: IT perspective	Virtual Organizations
Smart mobiles and 3G spectrums: GeNxt marketing and management tools	GeNxt choice of gadgets
IT and Business Process Re-engineering	Web 4.0

Economics and Global issues: GeNxt	
Leveraging the demographic dividend	Gender equality and women empowerment
Mapping economic behavior and 'rationality' of the GeNxt	Environmental awareness & consciousness
Changing consumption/expenditure patterns	Emerging Economies - BRICS

Managing the GeNxt Organization-Strategies and Entrepreneurs	
DNA of organizations	Challenges for GeNxt Managers and Leaders
Crafting business strategy	Women in 21st Century and Organizations
Women Entrepreneurs	Strategizing for future- a holistic vision
Innovation in Organizations	Venture Capital
Strategies to win GeNxt	Cyber Entrepreneurship

Management Education for GeNxt	
Emerging landscape of management education	Industry - institution interaction
Aspirations and realities of the Indian youth	Webinars
Institution Building	Experiential Learning for GeNxt
Training teachers for educating the GeNxt	Management Education in 21st Century: Emerging Paradigms

Guidelines for Authors

The following is the suggested format for paper submissions:

- Length: 3000- 5000 words or 8-10 Pages
- Paper Title should be brief
- All authors' Title (e.g. Dr, Mr, Mrs, etc.) & Name, Affiliation, Email etc
- Abstract (not more than 250 words) and Keywords
- Introduction / Background / Objective
- Literature Review
- Methodology, Findings, Analysis & Discussion
- Conclusion, Limitations and Recommendations
- References - Harvard or APA Style is Required.
- Tables, figures, etc. in their appropriate location in the paper (if applicable)
- Margins: 1 inch or 2.5 cm.
- Font: Times New, 12 points
- Spacing: 1.5 between lines and 2 between paragraphs

Paper in Absentia

There is provision for paper presentation in absentia as well. The fee in absentia will be same. Delegates may also attend a conference without submitting or publishing any research paper

Conference Publication and Best Paper Award

All the papers selected for conference will be published in a Book bearing International Standard Book Number. The book will be released during the conference. Besides, 3 best papers shall be declared for awards on 17th Jan 2015. An early submission of the full paper for publication will be highly appreciated.

Important Information

Last date for submission of paper abstract:	20.09.2014
Confirmation of accepted abstract:	05.10.2014
Full Paper submission	30.11.2014
Acceptance of paper:	05.12.2014
Last Date of Registration Fee	10.12.2014

Communication Details :

All communications should be made to

Dr. Navneet Gera or Mr. Atul Kumar at

genextconference2015@gmail.com, drgera1@yahoo.com;

Mobile: +919911041198, +919953052770

Registration Fees :

1	Corporate and Academicians	Rs. 3000/-
2	Foreign Delegate/Author	US \$ 100
3	Research Scholars and Students	Rs. 1500

The registration fee has to be sent along with registration form.

- Registration fee is non refundable. However, change in nomination is permitted on request.
- Payment should be made through DD in favour of "Director, BVIMR" payable at New Delhi.

Conference Venue – BVIMR Auditorium On Campus Accomodation

We have limited accomodation on campus that will be provided on first cum first serve basis on quad sharing basis (Preferably Females). A subsidised charge of Rs. 500/- consolidated for the whole stay shall be charged on the spot. Lunch and tea with snacks will be provided during conference break(s).

Bharati Vidyapeeth Deemed University –Pune

In recognition of academic excellence, Govt. of India granted the status of "Deemed to be University" on 26th April, 1996 to a cluster of 12 institutions of Bharati Vidyapeeth . It is one of the few Universities which have under its umbrella diverse discipline such as Management, Medicine, Law, Engineering, Science, Arts, Commerce, Pharmacy, Architecture, and Social Work. The academic and functional autonomy has empowered the University to be dynamic, innovative and progressive. The Association of Indian Universities has positioned it in the bracket of ten best universities in India and India Today has ranked it as one of the top 50 Universities in India. At the present there are 29 constituent units of higher learning under its fold re accredited with "A" grade by NAAC (2011).

Bharati Vidyapeeth University Institute of Management and Research-New Delhi (BVIMR)

Established in 1992, Bharati Vidyapeeth University of Management and Research (BVIMR), New Delhi enjoys the reputation of being of the premier institute imparting quality education in Management and Information Technology, strategically located in west Delhi. BVIMR has splendid layout on sprawling four acre of land with "state of art" infrastructure facilities. The institute has carved its niche with a vision of "Leadership in Management education through Innovative and Excellence. The team led by Dr. Vikas Nath, In-charge Director- BVIMR could achieve the success under the able guidance of Hon'ble Dr Patangrao Ji Kadam, Founder, Bharati Vidyapeeth & Chancellor, BVDU, Pune Dr. Shivaji Rao Kadam, Vice Chancellor and Dr. Vishwajeet Kadam, Secretary, Bharati Vidyapeeth, Pune.

At BVIMR, the student, faculty and management share team oriented common goal that are intellectually stimulating. Besides training young professional to meet the challenges of globalization, we at BVIMR develop entrepreneurial skills in our students. Value addition lies at the core of our teaching curriculum and is updated with the feedback from the industry and compared with curriculum of leading National and International institutes to retain edge in academics

About New Delhi

New Delhi, the capital of India, became a state in 1992 under the national capital territory Act. Under this system of diarchy, the elected Government is given wide powers; except law and order that remain with the central Government. New Delhi is the preferred starting point for the popular Golden Triangle tour that comprises of New Delhi, Jaipur and Agra.

Conference Organizers

Chief Patron	: Hon'ble Dr. Patangraoji Kadam, M.A, L.L.B., Ph.D, Founder, Bharati Vidyapeeth, Pune & Chancellor, BVDU, Pune
Patrons	: Hon'ble Dr. Shivajirao Kadam, M.Sc., Ph.D, Vice Chancellor, BVDU, Pune Hon'ble Dr. Vishwajeet Kadam, B.E, MBA, Ph.D, Secretary, Bharati Vidyapeeth, Pune
Conference Advisor	: Dr. Vikas Nath, Director (Incharge), BVIMR, New Delhi
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Programme Organizers



Prof (Dr.) Vikas Nath, Director and Dean (Academics), BVIMR New Delhi

Dr. Vikas Nath has more than Sixteen years of experience in teaching, research, academic administration and Industry. He has been involved in supervising PhD and M.Phil Scholars of various universities. Till date he has supervised three M.Phil students and one PhD student. He has also supervised award winning projects to students of MBA and has rich experience of supervising cross cultural teams of students abroad. Dr. Nath has visited HEIG VD, Switzerland where he had supervised students from America, Switzerland and NIT (Karnataka). He has keen interest in organizing Faculty Development Programmes in the area of Research Methodology, Marketing Management and Marketing Research. He has published more than two dozen papers in journals of repute. He has done MDP programmes for Greenfield online and Transport Corporation of India. He has also conducted Individual Development Programmes and Executive Development programmes for Coromandel, Hyderabad and KRIBHCO, Noida with Centre for Agri Management at Jaipuria, Noida. He has experience of organizing many conferences at national level and has presented papers in more than fifteen national and international conferences. He is also Accredited Management Teacher (AMT) from AIMA and is on the editorial board of national journals of repute. Presently he is supervising two Ph.D. scholars. He has expertise in operating SPSS, AMOS, MINITAB and EXCEL Data analysis pack for performing statistical analysis and has trained faculty members in Faculty Development Programmes in different B Schools. He has also assisted university departments in data analysis for their AICTE and UGC sponsored projects. Presently he is working as Dean (Research) and Professor of Marketing at BVIMR, New Delhi after serving Jaipuria, Noida as Chairperson Research, where he was responsible for starting PhD programme in association with Mohan Lal Sukhadia University, Udaipur. He has organized more than 14 FDPs and more than 7 MDPs till now.



Dr. Ashutosh Gaur, Associate Professor, BVIMR New Delhi

Dr. Ashutosh Gaur is Associate professor and has an experience of over 13 Years in the field of information technology. His research areas are E-marketing, e-commerce, Artificial Intelligence, ANN etc. He has organized national and international conferences and has 10 books published to his credit. He is a member of IBM, CSI and member of board of studies, BVU pune.



Dr. Navneet Gera, Associate Professor BVIMR New Delhi

Dr. Navneet Gera is Associate Professor in BVIMR. He did his doctorate from University of Rajasthan on Dollar VS Euro in International Financial Markets. He has 22 research papers to his credit and organized more than 15 workshops in International Marketing and Export Management. He is a member of All India Chamber Association and AIB.



Mr. Gagan Grover, Associate Professor BVIMR New Delhi

Mr. Gagan Grover is Associate Professor and is pursuing Ph.D. He has more than 14 years of rich experience in Academic and research and has more than 10 research papers and two book in his credit. His key area of interest is Economics and Foreign Direct Investment.



Mr. Atul Kumar, Assistant Professor BVIMR New Delhi

Mr. Atul Kumar is Assistant Professor and is pursuing Ph.D. He has a rich experience of corporate and academia with 8 publications to his credit. He has rich experience of organizing national/international conference and FDPs.



Ms. Aparna Marwah Bawa, Assistant Professor BVIMR New Delhi

Ms. Aparna Marwah Bawa is Assistant Professor and is pursuing Ph.D. She has more than 5 years of teaching experience and has more 21 research papers to her credit. Her key area of interests are Organizational Change, Emotional Labour and Managing Organizational Culture.



Mr. Daljeet Singh Bawa, Assistant Professor BVIMR New Delhi

Mr. Daljeet Singh Bawa is Assistant Professor and is pursuing Ph.D. He has more than 11 years of rich experience in Industry & Teaching and has 23 research papers to his credit. His key areas of interests are Software Engineering, Recent Trends in E-Assessment & Software Testing.



Mr. Sanjoy Roy, Assistant Professor BVIMR New Delhi

Mr. Sanjoy Roy is graduated in Commerce and post graduated in HR management and pursuing his Ph.D. He has published research papers in prestigious journals like Human Value and Srujan etc.



Ms. Tripti Tiwari, Assistant Professor BVIMR New Delhi

Ms. Tripti Tiwari has passed her MBA in high ranking and is currently pursuing her Ph.D. She has established herself as a reputed teacher in delivering of education in different subjects of Business Management.



Mr. Mahesh Kumar Chaubey, Assistant Professor BVIMR New Delhi

Mr. Mahesh Kumar Chaubey is Assistant Professor and is pursuing PhD from Mewar University, Chittorgarh Raj. He has rich experience in implementation of Academic ERP. He has conducted many technical events, seminars and FDPs.



Paschim Vihar, New Delhi

BHARATI VIDYAPEETH DEEMED UNIVERSITY

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