

## Registration Procedure

### Registration fees:

- Corporates, Industrialists, Consultants ₹3000/-
- Academicians, Research Scholars Faculties ₹1500/-
- Foreign Deligates \$50
- Students ₹ 500/-
- Maximum two authors per paper
- Registration fees are per author per paper
- Authors can submit two papers in same fees
- Add ₹ 500/- extra for papers in Absentia

## Who can participate?

- Corporates
- Industrialists
- Research Scholars
- Faculty
- Students
- Academicians
- Consultants

## Important Dates

- Last date of Submission of Paper  
**15<sup>th</sup> Dec. 2011**
- Communication to Authors about Status of Acceptance  
**15<sup>th</sup> Jan. 2012**
- Registration starts  
**16<sup>th</sup> Jan. 2012**
- Last Date for Registration  
**15<sup>th</sup> Feb. 2012**
- Conference Dates  
**3<sup>rd</sup> and 4<sup>th</sup> March 2012**

## ASM Fact File

- 27 years of excellence in academics
- More than 25,000 alumni
- 7 campuses, 2 cities - Mumbai & Pune
- 6,00,000 sq. ft. built up area
- International tie-ups
- 5 State-of-the-art infrastructure, wi-fi campuses
- KG to PG education and PhD. Research cell

## Organizing Committee

Dr. Santosh Dastane : 9822009954  
Prof. S.P. Marathe : 09823445597  
Prof. Sharad T. Patil: 07588010980  
Prof. Rajkumar Ghosh : 09503052478

ASM Group of Institutes : IBMR | IIBR | IPS | ICS | IMCOST | CSIT



**ASM**

Education • Research • Consultancy

ASM Group of Institutes  
Presents



International Conference on Ongoing  
Research in Management and IT

In Association With



In the global business environment, business cycles are regular phenomena. To minimize the impact of crests and troughs of cycles, emerging trends and ongoing research should provide a shock absorber. INCON VII-2012, primarily intends to focus on the aspect of emerging trends in global business environment.

Thus, on-going research in Management and IT is the focused area of ASM's INCON VII<sup>th</sup> Edition

On 3<sup>rd</sup> and 4<sup>th</sup> March 2012  
at ASM Campus Pimpri,  
Pune, India.



### VENUE :

ASM Group of Institutes, S.No. 29/1+2A,  
CTS No. 4695, Opp. PCMC Building Near  
Sterling Honda Showroom, Old Pune Mumbai  
Highway, Pimpri, Pune 410018.  
Ph: +91-20-66351700, 27475090, 27478666.  
Email: ibmrc@vsnl.in  
Website: www.asmedu.org

ASM Group of Institutes : IBMR | IIBR | IPS | ICS | IMCOST | CSIT



## About ASM (AUDYOGIK SHIKSHAN MANDAL)

For over 27 years, learning and research at ASM Group of Institutes has played a major part in grooming students from across the country and abroad for successful careers in the industry. From 1983 to the present day, we've been leading the way in research consultancy and education, making ground-breaking progress in areas that span industries such as Engineering, IT, FMCG, Communications, etc.

Excellent sporting facilities, a busy calendar of social events and a global reputation for teaching makes ASM Group of Institutes a great place to study and we're proud of the caliber of our academic community. Our vision is to provide the best education to each and every student who joins any of our colleges.

Each year, over 5,000 students from India & abroad study at the 7 campuses of ASM Group of Institutes, enhancing our reputation as a truly Global Institute. We are committed to enabling all our students and staff to profit from a culture of learning, aligned with our research & development ethos. The campuses are safe and friendly, with an impressive set up of state-of-the-art computer labs and wi-fi enabled hot spots and modern buildings.

## About CETYS University

CETYS University is an educational institution of excellence, situated in the state of Baja California, Mexico. The CETYS University seeks, just what it establishes in its mission, "To contribute to the formation of people with the moral capacity and necessary intellectual to participate in important form in the cultural, social and economic improvement of the country"

## About AMMI

The Association of Management of MBA/MMS Institutes in Maharashtra is registered as "Association of Management of MBA/MMS Institutes" bearing No. MAH/695/2005 Pune dated 26/05/2005.

The chief role of the Association is to be a significant contributor to the field of management and to revolutionize the study of management at the post graduate level.

## ASM INCON 2012

INTERNATIONAL CONFERENCE 2012 is the VII<sup>th</sup> in the chain of Conferences organized by ASM Group of Institutes in Pune (India).

The main theme for this Conference is "Ongoing Research and Emerging Perspectives in the fields of Management Studies and Information Technology".

This theme is further broken into broad business area; Strategic Management, Knowledge Management, Change Management, Finance and Economics, Marketing, Operations and Supply Chain, Information Technology, Human Resource, Education and Research. Research papers for the purpose of discussions have been solicited from the leading experts in the fields for deliberations in the conference.

The International Conference organized so far has been extremely useful not only for the researches in the academic circles but also has been valuable to the government. As a matter of fact, the conference has been serving as a tool for the decision makers in the fields of Academics, Corporate houses, Government undertakings and the Non-Government undertakings to come together and solicit solutions to the problems confronting them from time to time.

## STEERING COMMITTEE

- Dr. Asha Pachpande - Secretary, ASM
- Dr. Sandeep Pachpande - Chairman, ASM
- Dr. Santosh Dastane - Director Research, ASM's IBMR
- Prof. S. D. Mathur - Director General, ASM's IIBR
- Dr. G. B. Patil - Director, ASM's IPS
- Prof. Ashish Dixit - Director, ASM's ICS
- Dr. Prakash Deshpande - Director, ASM's IIBR
- Dr. Carlos Rodriguez - CETYS, Mexico
- Dr. Scott Venezia - Head of Business & Mgmt division, CETYS, Mexico
- Dr. Patricia Valdez - CETYS, Mexico
- Dean Jorge Sosa - Dean, School of Engineering, Maxicali Campus, CETYS Mexico
- Dr. Gopalchandra Banik - Director, ASM's IMCOST, Mumbai
- Dr. V. P. Pawar - Director, ASM's IBMR, MCA
- Dr. S. P. Kalyankar - Professor, ASM's IBMR

## ADVISORY COMMITTEE

- Dr. Ashok Joshi - Dean, Faculty of Management, University of Pune
- Dr. Vinayak Deshpande - Prof. & Head, Department of Management, Nagpur University
- Capt. Dr. C.M. Chitale - Prof. & Head, MBA, University of Pune
- Dr. Anil Keskar - Dean (Academics), Symbiosis University
- Dr. S. B. Kolte - Director, IMSCDR, Ahmednagar
- Dr. Sharad Joshi - Management Consultant
- Dr. Kaptan Sanjay - Prof. & Head, Department of Commerce, University of Pune
- Dr. S. G. Bapat - Director, S G Bapat & Associates
- Dr. D. D. Balsaraf - Principal, Indrayani Mahavidyalay Talegaon, Pune
- Dr. Sanjay R. Mali - Principal, Arts & Commerce College, Lonavala
- Dr. E. B. Khedkar - Director, Allard Institute of Management
- Dr. D. Y. Patil - Director Bharati Vidyapeeth, Mumbai
- Dr. G. K. Shirude - Director, Prin. N. G. Naralkar Institute
- Dr. Nitin Ghorapade - Principal, Prof. Ramkrishna More College
- Dr. T. Shivare - Principal, Hinduja College, Mumbai

## CALL FOR PAPERS

We, at ASM, invite papers in the field of Management and IT covering following areas of global business.

- Strategic Management
- Change Management
- Marketing
- Information Technology
- Education and Research
- Knowledge Management
- Finance and Economics
- Operations and Supply Chain
- Human Resource

The authors should present original research work. Focus should be on new concepts, ideas, models and thoughts developed in global business management.

It is expected to have global perspective in research papers.

Research papers can be forwarded as Research papers, Conceptual Papers, Case studies, Discussion Papers etc.

Authors should submit full paper including abstract.

Video conferencing facility is also available for deliberations at the conference.

## GUIDELINES FOR PAPER SUBMISSION

- Paper will have cover page containing details of authors
- Full Paper should include abstract max. 300 words
- Full paper max. 6000 words or 10 pages, whichever is less
- Simple MS word format, IEEE guidelines with single column format
- Avoid rich text, pdf and other formats

## PROCEDURE FOR SUBMISSION

Papers will be sent for blind review. After review, authors will receive communication for acceptance and registration. After registration, final acceptance will be done. Presented papers will be published in INCON VII conference proceeding with ISBN number.

- Send your full papers at [incon@asmedu.org](mailto:incon@asmedu.org)
- Specify your research area in the email

