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SUBMISSION INFORMATION

Research paper must be prepared in A4 size paper, ready format with a limited pages and submit hard copy as well as soft copy at pioneerconf2009@gmail.com. The committee of experts will review all the submitted papers. Only accepted papers will be published in the conference proceedings.

Note : It is necessary that one of the authors of accepted paper must register himself/herself for the conference, if he/she wishes to publish paper in the proceedings.

IMPORTANT DATES

Last date for Submission of Abstracts : Dec. 25, 2008
 Last date for Submission of full Papers : Jan. 15, 2009
 Information on Acceptance of papers : Jan. 20, 2009
 Last date for Registration : Jan. 31, 2009

PROGRAMME

- ▶ Inaugural
- ▶ Keynote Speeches
- ▶ Research Paper Presentations
- ▶ Valedictory

REGISTRATION FEES

Registration fee for participants

	Residential	Non-Residential
Industry (Executive)	2000Rs.	1900 Rs.
Academician/Research Scholar (Faculty/Consultants)	1500Rs.	900 Rs.
Accompanying Spouse	1000Rs.	---
Students	---	300 Rs.

Registration fee should be sent along with registration form. The registration fee covers conference kit, lodging for one day on twin sharing basis. Registration fee is non refundable. However, change in nomination/fe is acceptable. Registration fee can be paid through DD/Cheque in favour of "Pioneer Institute of Professional Studies" payable at Indore.

WHO SHOULD ATTEND

Academics Business Executives
 Research Scholars Students

CONTACT PERSON

Dr. V.K. Jain Conference Chairman 98262-04118
 Nil Saxena Conference Secretary 92294-70803
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PIONEER INSTITUTE OF PROFESSIONAL STUDIES

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CHALLENGES AHEAD

February 16, 2009

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THE INSTITUTE

Pioneer Institute of Professional Studies, Indore is a renowned name in the field of Business Management in India. The Institute is always ranked amongst the best B- Schools of the country by Indian Management and Business World. It is also ranked as A-Category Management Institution by fees Fixation Committee constituted by Honourable Supreme Court of India. Institute received ISO 9001:2000 certified. It is recognized U/S 2(f) by VGC, New Delhi.

We offer and MBA Program and is affiliated to Devi Ahilya Vishwavidyalaya, Indore and MCA program which is affiliated to Rajiv Gandhi Prodyogiki Vishwavidyalaya, Bhopal. The Institute has received permanent affiliation and is a recognized research center for Ph. D. in Management of Devi Ahilya Vishwavidyalaya.



THE BACKGROUND

Nature and intensity of competition has been experiencing dramatic shifts across different sectors. To combat competitive forces, firms in domestic and global markets are using diverse competitive strategies and tactics. Identifying core competencies, leveraging technologies, adopting innovative strategies, benchmarking, business reengineering, etc. are some sources of competitive advantage. The biggest challenge in this context seems to be tracking competitor intelligent networks and building sophisticated information systems. Changing competitive scenario also has major ramifications on strategy, structure, systems and the like.

In the whole process, marketing as a major function, dominating the business dynamics, seeks attention. As a close associate of strategy, marketing offers solution for competition related problems and

help corporates build overall business competencies. The advent and extensive usage of internet enabled even small companies have equal chance of visibility compared to the business giants.

Dynamism has crept into the way various activities of marketing function are performed - distribution (reverse distribution & distribution), pricing (captive product pricing), promotion (blogs), and many more issues like incorporation of micro chips in almost all products. Business has changed. There is increasing global connectivity, integration and interdependence in the economic, technological, political, social, ecological and cultural spheres. Everyday life is becoming more and more 'standardized' across the world. Cultures are diffusing. Patterns of consumption and production around the world are converging.

SUB THEMES

General Management & Human Resources :

- New Managerial Practices
- Changing Nature of HR
- Performance Management
- Corporate Social Responsibility
- HR Issues in M & A
- Talent Management
- Retention Management
- Training & Development
- Strategic HR
- Knowledge Worker
- Workforce Diversity & Work Culture
- Organization Culture and Motivation
- Creating High Performance Organization

Finance :

- Financial Sector Reforms
- Micro Finance
- Financial Services
- Transfer Pricing
- Creating High Performance Organization

Strategy :

- Business Competitiveness and
- Strategy
- Strategies in Global Integration
- Globalization Vs Competition
- Mergers and Acquisitions
- Strategies for Sustainable Performance

Marketing :

- Product Innovations
- Global Service Marketing
- Global Branding & Positioning
- Retailing & Globalize Economy
- Socio-Cultural Issues in Marketing
- Internet & Social marketing
- Product Lifecycle Management

Supply Chain Management :

- RFID Enabled Supply Chain
- Logistics Management
- E-Procurement
- Web-based SCM
- 3rd Party Logistics (3PL)/4PL
- Global SCM

In addition to suggested topics other relevant titles pertaining to conference theme are invited.

REGISTRATION FORM

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