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The Oxford College of Business Management is the flagship programme of the Children's Education Society founded in 1974 by Sri.NarasaRaju, whose able leadership has made The Oxford group of Institutions one of the premier educational institutions in the country. The college has been ranked as one among the top 50 Management Schools in India by India Today (June 2013) and has also bagged top university ranks in the MBA programme. The Oxford Educational Institutions has been able to soar high under the dynamic leadership of Executive Director, Sri S.N.V.L. NarasimhaRaju who has created the state of the art infrastructure to cater to the changing needs of cutting edge management education. The endeavour of the college is to provide judicious blend of theory and practice to build the competitive edge in this present era of globalisation for future managers.



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THE OXFORD COLLEGE OF BUSINESS MANAGEMENT

(Permanently Affiliated to Bangalore University, Approved by AICTE, Accredited by NAAC with 'A' Grade and certified by AACSB)

Sector IV, HSR Layout, Bangalore 560 102

INTERNATIONAL CONFERENCE



STRATEGIC MANAGEMENT:

EMERGING ECONOMIES PERSPECTIVE

25th October, 2013

The Conference aims to unearth the contemporary practices of Strategic Management in the emerging economies perspective. The conference will provide a platform for eminent scholars, researchers, academicians and practitioners to share their original contributions, empirical and conceptual models to define the contours of Strategic Management in emerging Economies context in an attempt to enhance and contribute to the theory and practice of the field of Strategy. To provide a holistic view of Strategic Management, in a multidisciplinary perspective, the following conference tracks have been identified specifically capturing developing country oriented perspectives.

Conference Tracks

Proposed tracks for submission include but not limited to,

Track 1: Business Strategies in a global context:

Blue Ocean Strategies, Corporate Strategy Formulation Approaches, Approaches and Models of Strategic Management, Models of Industry Analysis, The Strategic Audit, Concentric and Conglomerate Diversification, Portfolio Analysis Approaches, Corporate Culture for International and Global Competitive Advantages.

Track 2: Strategic HRM:

Diversity and employee engagement, Knowledge management, Gen-next and dynamic Work culture, Change Management, Staffing and development, Technology & strategic HR, Leadership and Governance, Performance Management, Competency Management, Impact of strategic change on organisation structure, Strategic Human Capital.

Track 3: Strategic Finance:

Strategic Cost management, Activity Based Costing (ABC), Outcomes-focused budgeting, Aligning budgeting and forecasting with strategic planning, Mergers and Acquisitions, Financial Risk Management, Angel Investing, Venture Capital Creation.

Track 4: Strategic Marketing & Product Innovation:

Collaboration and Social Networking, CRM Strategies, Retailing Strategies, Social media Marketing, Customer metrics, Online marketing, Marketing mix, Social Marketing, Value creation in a global context, Challenges of marketing at the Bottom of the Pyramid.

Track 5: Sustainability in Strategy:

Green Marketing strategy, Corporate governance issues, CSR initiatives, Ethical Issues in Sustainable Development, Stewardship Stakeholder strategy, Cooperative strategies, Strategic Leadership and Governance.

Track 6: Contemporary practices in emerging economies:

E-governance, Policies of e-government, Financial inclusion, Social inclusion, Disaster Management, e-Voting issue and e-Democracy, Urban Modeling, Urban Environmental and Crisis Management, Developing smart cities, Rural Infrastructure Development, Affordable Housing, Fiscal Reforms, Creating Entrepreneurship Culture.

Registration Details

International Delegates: \$ 100

Corporate delegates: Rs.1950

Academicians: Rs.1450

Research Scholars: Rs.950

Assistance for accommodation will be provided on request.

Important dates

Last date for submission of Extended Abstracts:

August 7th2013

Intimation of Acceptance of Extended Abstracts:

August 22nd2013

Last date for submission of Full papers*:

September 27th2013

Conference date: **25thOctober, 2013**

Few selected papers will be considered for publication in the referred journal - Vidyaniketan Journal of Management and Research (ISSN No: 2320-3951) published by The Oxford College of Business Management, Bangalore

*Full papers received by the specified date will be published in edited text book on "Strategic Management: Emerging Economies Perspective" with ISBN number.

Guidelines for Paper Submission

All papers should be submitted electronically to the email id: smcoxf@gmail.com

The length of extended abstracts should not be more than 1000 words while that of full Paper / case should not exceed 5000 words

Font should be 12-point Times New Roman, 1.5 spacing

All references should be cited as per APA Format.

Please add a separate sheet indicating:

Title of the Paper:

Conference track:

Name of the Author(s) with their affiliations

Name and contact details including e-mail id of the corresponding Author

For more Details,

Contact Conference Coordinators

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