

Address for Communication:

**Sai School of Management & Commerce Studies
Sri Sai University, Palampur
Distt. Kangra, Himachal Pradesh - 176061**

Contact Nos:

097365-01403, 097365-01379, 082618-35752

Fax No. - 01894-201319

E-mail: ssuconference@gmail.com

Location

The nearest railway station is at Palampur (Maranda), which is 04-kms from Palampur town on narrow-gauge railway line between Pathankot and Joginder Nagar. The main bus stand of Palampur is located 1-km from the main Bazaar. There is frequent bus service from Palampur to Delhi, Chandigarh, Shimla, Manali, Dharamshala and Pathankot. Taxis are also available to and fro these places, including from Palampur Bus Stand to SRI SAI University. The nearest Airport is at Kangra 32 kms from Palampur

Weather of Palampur: - Temperature normally varies from 12 to 22 degree and one needs light warm clothes.

Places of Interests:-

Bajjnath Temple, about 09 kms. (As per mythology Ravana sacrificed his ten heads to Lord Shiva in this temple)



*Dharamshala about 50 km
(Tourist place and abode of
Dharm Guru H.H. Dalayi Lama)*

Chief Patron *Er. S.K.Punj, Chancellor –SSU, Palampur
Chairman Sri Sai Group, Badhani (Pb)*

Co-Chief Patron *Mrs. Tripta Punj, Managing Director
Sri Sai Group, Badhani (Pb)*

Patron *Dr. Naresh Nagpal, Executive Director
Sri Sai Group, Badhani (Pb)*

**Conference
Chairman** *Prof. (Dr.) Balram Dogra, Vice-Chancellor
Sri Sai University, Palampur*

Advisory Committee :

Sh. A.N.Gupta *Registrar, Sri Sai University, Palampur*

Dr. K.C.Kapoor *Dean (Academics), Sri Sai University,
Palampur*

Dr. K.K.Parmar *HOD (Mgt.), Sri Sai University, Palampur*

**Col. (Rtd.)
R.C.Thakur** *HOD (ME&CE), Sri Sai University, Palampur*

Dr. Reeta Dogra *Public Relation Officer, Sri Sai University,
Palampur*

Director Conference : 97365-01212

Dr. K.K.Parmar,
HOD (Mgt.), Sri Sai University, Palampur

Organizing Secretary : 089881-63329
089881-63329,

Sh. O.C.Rana, Director (T&P), Sri Sai University, Palampur

National Conference

on

“Business Innovation and Change Management”

21st December, 2013 (Saturday)

Venue : Sri Sai University, Palampur (H.P.)

Time : 9 am to 5 pm.

Organized By

Sai School of Management & Commerce Studies



PALAMPUR (H.P)



For more details Visit us at: www.srisaiuniversity.com

About Sri Sai University:

Sri Sai University Palampur is established by the Himachal Pradesh legislature under the ACT No. 3 of 2011 and approved by the UGC to confer degrees under UGC Act, 1956. The University is being managed by 'Sri Sai Group of Institutes', which is in the service of providing quality education for the last over 16 years. The group has been established by great visionaries in the names of Sh. Ram Iqbal Bhardwaj and Er. S. K. Punj, for the humble cause of education, with the motto "Quality education at Affordable price"

After having established 19 institutes at Badhani (Pathankot) and Mannawala (Amritsar) the group dared to dream a full-fledged University in Dev Bhoomi – Himachal Pradesh with its headquarter at Palampur which is a renowned tourist resort under the foothills of Dhauladhar hills which normally remain covered with white snow. The Government of Himachal Pradesh entrusted the group to run the University only after seeing the reputation of the group. The group, today, is determined and committed to attain position of a leader in Himachal Pradesh by providing excellent faculty and rich learning environment in its Campus

About Sai School of Management & Commerce Studies

Sai School of Management and Commerce Studies is a constituent school of this university which was also established during 2010.

About Conference:

For Whom: The Conference will provide a platform to Academicians, Researchers, Business/Industrial leaders and government officials.

Program: Paper Presentations.

Call for Papers: "Business Innovation and Change Management"

Finance and Banking

Innovation and Change Management: in Small and Medium Manufacturing and Services Corporates, in Women Entrepreneurship and Women Empowerment, in Micro Finance, in FDI in Multi-Brand Retail in India, Risks Management in Banking and Insurance Sectors, Public and Private Partnership for Infrastructural Growth- New Dimensions.

Conceptual and Human Resource

Innovation and Change Management- Corporate Social Responsibility and Business Ethics; University- Industry Interface, Interactions and Change Management; Higher Education/Technical Education in H.P- Issues, Challenges and Change Management; Knowledge Management- Innovation and Changes; Tourism and Food Processing Industry – Innovations and Change Management.

Marketing and Operation Management

Retail Management and Rural Marketing- Innovation and Changes; Current Issues in Marketing Research and Innovations; Green Marketing, Virtual Marketing and Event Marketing – Innovations and Changes; Intellectual Property Management and Competitiveness - Innovation and Changes; Total Quality Management and Customer Relation Management – New Dimensions; Customer Relationship Management; Marketing during Scarcities.

Guidelines for Author:

Length: Maximum Seven (12) Pages. **Title:** should be brief

Abstract: not more than 150 words, **Key Words:** Four to Six key words.

Introduction, Literature review, Objectives, Needs, Hypotheses, Research Methodology Discussion of result, Implication of study, References.

Format:

The paper should have a cover page giving title, author's name, complete address, telephone number, fax number, and email ID of the author. In case of co-authors, these details should also be provided for each co-author. Correspondence will be sent to the first named author unless otherwise indicated.

The second page should contain the title and an abstract of 150 words. It should also include upto five key words about the paper. No other page should have author's name.

Font: Times New Roman, font size 12 point

Spacing: 1.5 between lines and 2 between paragraphs.

Conference Proceeding: Accepted papers will be published in the Proceedings of the conference, a copy of which will be emailed /CD will be provided.

Certificate: A certificate will be issued for presenting a paper / attending the conference.

Submission Process: Hard copy of paper and Abstract to be received on or before **15th December, 2013** and be also e-mailed at: ssuconference@gmail.com

Registration Fee: (through demand draft only)

Academician, researcher, Business/Industrial and Govt. Officials.	Rs.1000 /-
Students / Scholars	Rs 500 /-

Fee includes Registration KIT, TEA and LUNCH (Single author only) on 21st December, 2013

Important Dates:

1	Last date for receipt of paper along with registration fee	15 th Dec., 2013
2	Intimation of acceptance	16 th Dec., 2013
3	Conference date	21 st Dec., 2013

Please fill-up this registration form and send to the Organizing Secretary along with the hard copy of the full paper and soft copy on E-mail ssuconference@gmail.com

Registration Form

1. Name: _____

2. Designation: _____

3. Institute: _____

4. Title of the paper: _____

5. Address: _____

6. Mobile: _____

7. Email: _____

8. Register me as (Please Tick) :

a) Coming to attend the conference & presenting paper

b) Not Coming but sending paper for presenting

9. Details of Registration fee:

Amount Rs. _____ DD No. _____

Date _____ Bank _____

Note: i) Demand draft in favor of "Sri Sai University, Palampur"

Payable at **PALAMPUR**

ii) Normal fee of Rs. 1000/Rs.500/- is for single author. For double authors fee is accordingly doubled and so on.

iii) Student with Guide will be charged at student rate.

Signature: _____ Date : _____

