



Chetana's

**R. K. Institute of Management & Research
&
Institute of Management & Research**



International Conference

On

**Business Agility: Capabilities and Insights
19th January, 2019**

The importance of Business Agility:

Competitive disruption and the emergence of new business models threaten traditional market leaders. Organizations must innovate and deliver more effectively than smaller competitors while being willing to disrupt their own products and business models to survive and thrive into the future. The capability to deliver high-value features and products fast and responsively while continuously minimizing waiting, waste, and defects are delivering agility. By being agile, organizations can outlearn and outperform their competition. They can become learning organizations that improve continuously, their success fuelled by passionate, empowered employees.

Agile organizations are both dynamic and stable as they are reliable, resilient and efficient and at the same time nimble, fast and adaptive. Large global organizations have successfully embraced agility by redesigning themselves for both stability and speed.

Business agility comprises several critical organizational capabilities, some of which are **Delivery Agility** (Deliver Fast and Responsively), **Product Innovation** (Innovate and Disrupt), **Organizational Adaptability** (Adapt Organization and Culture) and **Leadership Effectiveness** (Lead through Complexity). Strengthening these capabilities prepares an organization to create and execute the vision, strategy, and goals.

About the Conference

Chetana's is pleased to organize the International Conference on Business Agility: Capabilities and Insights on January 19, 2019, at the institute.

We encourage academicians and practitioners from different disciplines to register for the conference and present their paper. Research papers in the areas of high tech, pharma, telecommunications, social sector, electric power and natural gas, financial services, retail, professional services, healthcare systems, consumer packaged goods, automotive and assembly, public sector, oil and gas, advanced industries, media and entertainment, infrastructure, travel, transport and logistics, private equity and principal investors and across sectors are solicited.

Conference Sub Themes

Topics may include, but are not limited to:

A. Marketing

- a. Consumer Behaviour
- b. Marketing Communication to Stakeholders
- c. Green Marketing
- d. Digital Marketing
- e. Bottom of the Pyramid
- f. Branding
- g. Rural Marketing
- h. Retail Management

B. Finance

- a. Credit Risk and Credit Rating
- b. Risk Agility
- c. Financial engineering
- d. Risk Management
- e. Cash Flow Management
- f. Algorithmic Trading
- g. Financial Technology

- h. Predictive Analytics for robust finances
- i. Information security audits
- j. Mergers and Acquisition
- k. Financial Inclusion
- l. Legal Aspects of Banking & Insurance

C. Information Technology

- a. Big Data
- b. Data Mining
- c. Predictive Analytics & Forecasting Optimization
- d. Business Intelligence / Business Analytics Tools
- e. Knowledge Management
- f. Cloud computing

D. HRM

- a. Strategic HRM
- b. Emotional Intelligence
- c. Leadership (Gender, entrepreneurial, political)
- d. Innovation and Culture
- e. Employee Engagement
- f. Learning and Development

E. Operations and Supply Chain

- a. Closed loop supply chain
- b. Inventory management
- c. Revenue Management
- d. Retail Operations Management
- e. Supply chain Analytics
- f. Gamification
- g. Data Security
- h. Healthcare Operations Management

F. Innovations in Education

- a. Education Technology
- b. Pedagogical initiatives
- c. Role of education
- d. Empowering the educator
- e. Transformation from teaching to coaching

G. General Management

- a. Business Ethics
- b. Corporate Governance
- c. Decision Making
- d. Strategic Management
- e. Entrepreneurship
- f. Economic aspects
- g. Inclusive Growth

Call for Papers

We invite original research articles which are theoretically rigorous and empirically grounded in real-world applications and offer insights into all and related aspects of the conference theme.

Guidelines for Submission of Papers

1. The extended abstract should be submitted on or before November 25, 2018, as an attachment in MS Word format by email to conference.chetana@cimr.in.
2. Acceptance, rejection or review comments for the revision of extended abstract will be communicated on or before December 10, 2018, after which the author should submit the full paper.
3. The submitted abstract/ full paper should be original and not published before.
4. At least one author should register for the conference and present the paper at the conference.
5. The title page should contain Title of the Paper, Author(s) name(s), Affiliation, Complete Mailing Address, Email Address, and area under which the paper falls. i.e., Marketing, Finance, IT, HRM, Operations & Supply Chain, Innovations in Education and General Management.
6. The extended abstract should be maximum 3000 words including keywords.
7. The extended abstract should be in 12 Point, Times New Roman and single spacing.
8. Complete Research Paper in English should be maximum 4000 words.
9. Reference should be in APA (American Psychological Association) style.
10. For co-authored papers (with more than one author), the submitting author will serve as the corresponding author who has the responsibility to forward all correspondences to his/her co-authors (e.g., acceptance/rejection emails). Co-authors will have to register separately for the conference.
11. All authors of the paper are required to do the registration. Also, separate registrations need to be done for two or more papers by the same author.

Important Dates

Submission of Extended Abstract- November 25, 2018

The announcement of Acceptance of Extended Abstract- December 10, 2018

Submission of Full Papers- December 20, 2018

In case of any revision suggested by reviewers, the revised papers must be submitted latest by January 2, 2019

Last date of registration: January 5, 2019

Please visit www.cimr.in or www.crkimr.in for registration.

Note: The Conference has the first right of publication on the papers presented. Although papers would be accepted for the conference on the basis of a review of abstract, the conference convenor reserves the right to ask for a modification in the full paper. Full papers will be checked for plagiarism.

Registration Fees

For Indian Delegates

	Paper Presentation (Rs)	Only Participation(Rs)
Academicians	3500	1000
Students/ Research Scholars	1000	500
Industry	4000	1000

Early bird registration is Rs 3000 till December 15, 2018

For International Delegates

	Paper Presentation (\$)	Only Participation(\$)
Academicians/Students/Research	150	100

Publication

- Papers will be reviewed by a panel of experts
- Selected papers (Presented in the conference) will be considered for publication in Chetana's Research Journals, 1) ISSN 0976-0628 & 2) ISSN 0976-2000
- The selection of papers is the final decision of the review committee

Best Paper Award: Best paper award under each Conference Theme will be decided by a Committee of Experts specially constituted for this purpose

Conference Correspondence

For any queries please write to conference.chetana@cimr.in

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About Chetana's

Chetana's R K Institute of Management & Research was founded in 1981 by an ardent Gandhian follower and founder President of Chetana Trust, Late Shri Madhukarrao Chaudhari. Chetana's Institute of Management and Research (CIMR) was established in the year 1996 with the dual objective of providing quality education and infusing students with dynamism. Nearly two decades ago, our founder Chairman, Shri. Madhukarrao Chaudhari, in his wisdom and farsightedness, saw many opportunities to be seized by our country as the hub of economic growth. He strongly believed that business education was a valuable investment in a person's future and the development of any organization significantly depends on Research & Development.

Keeping this as a way of philosophy and holistic approach in mind, we are trying to put our energy and intellectual power towards achieving educational excellence. CRKIMR is the second oldest Institute affiliated to Mumbai University and CIMR has excellence in management education for the last two decades

and more. As a part of the journey of academia, Chetana has been organizing National as well as International Conferences on various themes keeping the societal interest at the bottom of heart and mind.



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