

CALL FOR PAPER

Papers on the Theme and Sub Themes mentioned above or any other issues related with the broad theme may be submitted for presentation in the Seminar. All papers will go through a process of review by a panel of experts and accepted papers will be published in the Seminar Proceedings. The papers should not exceed 3000 words and should contain an abstract. The paper in MS-Word Format in A4 size single column and single line space may be sent to the Director by Email: hodmba@suniv.ac.in latest by **15th February 2020**.

ABOUT THE CITY:

The District of Sambalpur is one of the oldest cities located on the bank of River Mahanadi. It has various historical importance and is famous for its (Sambalpuri) Saree and Folk Dance forms.

SIGHT SEEING:

Hirakud Dam: The world famous Hirakud Dam, built across the Mahanadi river, and located about 5 km from the campus is a major tourist attraction. The dam is the world's largest earthen dam and is also one of the longest dams in the world which is about (26 km) long.



Maa Ghanteshwari Temple: This temple is located about 25 km from the University Campus. As the name suggests, there are bells everywhere. A large number of pilgrims from across the state visit the temple everyday. It is known as the 'lighthouse without light' and is built by the early sailors, for whom the bells served as warning against heavy winds.



Huma Temple: The Leaning Temple of Huma is the only leaning temple in the world. It is situated in village Huma on the bank of river Mahanadi about 23 km south of Sambalpur. It is not known if this structure is leaning



by design or for some another reason. While the edifice leans, the pinnacle of the temple is perpendicular to the ground.

Samaleswari Temple: The Samaleswari Temple is located 10 km from the university campus. This temple of Goddess Samaleswari is located on the bank of river Mahanadi. Sambalpur owes its name to Goddess Samaleswari. The temple is of Sandhara order.



REGISTRATION

Filled in Registration Form along with Registration fee of the amount mentioned below in the shape of demand draft/Multicity Cheque/At par Cheque drawn in favour of **“National Seminar-BMSI2020”** payable at UCO Bank, Katapali Branch (Code-0710) or SBI, Jyoti Vihar Branch (Code-6672) must be sent to The Seminar Director, Department of Business Administration, Sambalpur University, Jyoti Vihar, Sambalpur-768019, Odisha so as to reach on or before 15th February 2020:

Industry Delegates	:	Rs.1,500/-
Teachers	:	Rs.1,200/-
Research Scholars	:	Rs.1,000/-
Students	:	Rs. 250/-

For further detail, please contact:

PROF. BISWAJIT SATPATHY

Seminar Director
Mobile: 9437346817

DR. D.K. MAHALIK

Organizing Secretary
Mobile: 9861134018

DEPARTMENT OF BUSINESS ADMINISTRATION

Sambalpur University, Jyoti Vihar-768019, Odisha

Email: hodmba@suniv.ac.in

Website : www.suniv.ac.in

NATIONAL SEMINAR ON

“Business Management and Social Innovation (BMSI)”

29th FEB – 1th MARCH 2020

CALL FOR PAPERS



Organised by:

DEPARTMENT OF BUSINESS ADMINISTRATION

**Sambalpur University,
Jyoti Vihar-768 019
Sambalpur, Odisha**

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ABOUT THE UNIVERSITY

Sambalpur University, located in the Western Odisha, has come into being with effect from 1st January, 1967 by virtue of the Sambalpur University Act that was passed in the Orissa Legislature on the 10th December 1966. The University has been actively engaged in disseminating advanced knowledge in the field of Management, Science, Technology, Humanities and Medicines. There are 22 Post Graduate Departments in the University that cater to the needs of higher Education and Research especially in the 10 districts of Western Odisha.

ABOUT THE DEPARTMENT

Established in 1989, the Department of Business Administration is one among the twenty two Post Graduate Departments that has been imparting management education and conducting research on contemporary issues in management.

Presently the Department runs a Two Year full time MBA Programme, a Three Year Executive MBA Programme, a Three Year MBA in Distance Mode of Education, a Two Year Full Time MBA (Agri-Business) Programme, a M.Phil Programme and a Ph.D. Programme. Specialization subjects are being offered by the Department in various functional areas like Finance, Marketing, Human Resource Management, IT, and Productions and Operations Management. The Department also conducts research programmes leading to Ph.D. and D.Litt.

The Department is enriched with highly qualified and dedicated core faculties who have received their educations from different premier institutes of the country. At present, more than 40 scholars are pursuing their Ph.D. programme under the direct supervision of the faculty members of the Department.

ABOUT THE SEMINAR

The objective of this National Seminar is to bring together innovative academics and industrial experts in the field of business management and Social Innovation to a common forum. The primary goal of the conference is to promote research and developmental activities in business management and social innovation like big analytics, artificial intelligence, cloud computing, remote sensing and social media are illuminating the world's most complex system in changing the game in the Business as never before. Along the way, implication of these new technologies and tools are changing our understanding of risk, weaknesses and flexibility, hence putting the biggest challenges to the society and the Businesses. With limited financial and Human resources dedicated to innovation and experimentation, it is very much difficult for the Government agencies to solve all the problems of the society. Hence, they are always looking forward to the businesses to solve the social problems. Social Innovations are new social practices that aim to meet social needs in a better way than the existing solutions, resulting from- for example – working conditions, educations, community development or health. These ideas are created with the goal of extending and strengthening civil society. Social Innovation includes the social processes of innovation, such as open source methods and techniques and also the innovations which have a social purpose-like activism, online volunteering, microcredit, or distance learning. Social Innovation focuses on the process of innovation, how innovation and change take shape. It likewise centers on new work and new forms of business models, especially on those that work towards the attainment of a sustainable society. Business management has been as transformed by modern technologies and cultural trends as every other sector. To run a successful business means having an awareness of

those trends and making sure that the relevant ones are implemented into the planning strategies. Business leaders should have the ability to spot emerging trends before their competitors, or before the customers start to drift away.

Topics for the Seminar

- Business Management Systems: e-learning, e-commerce, e-business, e-finance, risk management, Digitization, agent-based computational economics, artificial market, derivatives pricing, portfolio management and asset allocation, stock market, forex market analysis, dynamics and simulation, financial modeling, computational economics, emotional intelligence, intelligent management, BPR), CSR.
- Statistical Modeling, Data Analytics
- Production: Inventory and Process Management, Supply Chain Management, Industry 4.0 etc.
- Marketing: Strategic Marketing & Planning, Product Portfolio, Management, Consumerization Vs Customization, Strategic Branding in Global Market Place, Market Logistics and its importance, Managing the Supply Chain, Corporate Communication – Role in Marketing, Ethics & Social Responsibility in Marketing, Industrial Marketing, Marketing across the Borders, Sensory Branding, Importance in Marketing Customer Relationship Management (CRM), Service Marketing, Guerrilla Marketing etc.
- Distribution: Wholesale, retail, e-commerce etc.
- Finance: Finance & Accounting, International Finance & Trade, Merger & Acquisitions, Derivatives Market, Banking & Insurance, Mutual Funds, Money Management, Return on Marketing Investments, Trends in Consumer Finance Industries etc.
- Human Resource Management(HRM): HRM and the business environment, Organizational HRM, Strategic HRM, People Management, Industrial Relations & Legal HRM, Employee Turnover & Attrition, Training & Development, Knowledge Management, IPR Management etc.
- Telecomm and Network Processes: Call center effectiveness and network Usage.
- Social Innovation, Case Studies

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