

# KBSCMR INTERNATIONAL RESEARCH CONFERENCE 2011

KOHINOOR BUSINESS SCHOOL & CENTER FOR MANAGEMENT RESEARCH (AICTE APPROVED)

## CALL FOR RESEARCH PAPERS

FROM FACULTY / RESEARCH SCHOLARS / CORPORATE PROFESSIONALS

### 5<sup>TH</sup> ANNUAL RESEARCH CONFERENCE ON SERVICES MANAGEMENT

Dear Sir/ Madam,

The KBSCMR Research Committee takes immense pleasure in inviting your participation for our 5<sup>th</sup> Annual International Research Conference 2011.

CONFERENCE THEME:	“SERVICES MANAGEMENT – THE TRENDSETTER”
DECEMBER 15 <sup>TH</sup> , 2010:	DEADLINE TO SUBMIT ABSTRACT
DECEMBER 27 <sup>TH</sup> , 2010:	NOTIFICATION OF ACCEPTED PAPERS
JANUARY 5 <sup>TH</sup> , 2011:	DEADLINE TO SUBMIT FULL PAPER AND REGISTRATION FEE
FEBRUARY 5 <sup>TH</sup> , 2011:	CONFERENCE DAY

Kindly circulate this e-invitation amongst colleagues interested in participating. Please print and display this invitation in your organization notice boards. If you have any query regarding the conference, please feel free to contact us. We look forward to your participation and research articles from your esteemed institution.

Sincerely,

Prof. Saravan K (Research Committee, KBSCMR),  
Khandala, Pune District, Maharashtra.

Conference Chair : Dr. Bigyan Verma, Director – KBSCMR	E-mail: <a href="mailto:kbs_research@kohinoor.ac.in">kbs_research@kohinoor.ac.in</a> Conference Website: <a href="http://www.research.kohinoor.ac.in">www.research.kohinoor.ac.in</a>
Conference Convener : Prof. Saravan Krishnamurthy	Research Committee Phone : 8007365424, 9049141540
Kohinoor Global Campus, Old Pune– Mumbai Highway (Near Dukes Resort), Khandala – 410301, Pune District, Maharashtra, India.	
Campus Telephone: (02114) 269018 /19 ... 26    Campus Fax: (02114) 269224	

## CONFERENCE THEME: "SERVICES MANAGEMENT – THE TRENDSETTER"

Good Services Management is one of the essential components of a nations' economy. It serves to dynamically activate the economy when recovery trends become available. Maturity of the nation, business-wise, is necessary for the success of services Industry. A nations' sound business functioning is dependent on the attitude it possesses and displays. The key factor in the right display of attitude of a nation is noticed in the manner in which its' services are provided.

The right management of services is a prerequisite, since services are often projected as the "face of the nation". Are services in our nation managed right? Does it provide the necessary infusion of right attitude? Does it serve to uplift the "face of the nation"? Is it feasible to change the face of the nation by way of remodeling its services? We look forward to your research papers / case studies/ review articles/ dissertations examining and resolving issues on how services sector can be the trendsetter for businesses in India. For more thoughts, please refer 'Suggested Topics' section.

## GUIDELINES FOR RESEARCH PAPERS

- Only original, unpublished work is sought. The Research Article must be accompanied by a statement of originality and declaration that it has not been submitted or published elsewhere or in pipeline for publication. KBSCMR has the right to refuse papers, if these conditions are not met.
- The Research Article should adhere to a word limit (not exceeding 10,000 words) and should be preceded by an abstract of around 300 words and a list of key words about the article. Please use Arial Font Size 11 with 1 inch margins. (Please submit Abstract before December 15<sup>th</sup> 2010).
- All article submissions will be blind reviewed by a committee of experts for the purpose of selection, invitation to the conference and publishing in the KBSCMR e-journal. Copyrights for the accepted papers will remain with KBSCMR. (Conference Website: [www.research.kohinoor.ac.in](http://www.research.kohinoor.ac.in))
- To enable anonymous review please mention the research paper title, author(s), designation, contact information only on the first page. Subsequently only title of the paper should be mentioned. A maximum of three authors is acceptable per research paper.
- All citations and references should be mentioned in the article by last name of the author, year of publication and pagination where appropriate. References mentioned must appear in an alphabetically ordered list at the end of article. Only references that are actually utilized should be included in the reference list. Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged. Sources of data should be given below each table.
- Upon acceptance of the abstract, the full research paper, in MS-Word document format, is to be submitted by e-mail to [kbs\\_research@kohinoor.ac.in](mailto:kbs_research@kohinoor.ac.in) on or before January 5<sup>th</sup>, 2011. In your email, please include the statement of originality and declaration that your Research Paper has not been submitted or published elsewhere or in pipeline for publication.
- Upon acceptance of the abstract, the registration fee (Rs. 750 per Research Paper) should be sent by Demand Draft in favour of Kohinoor Business School and CMR, payable at Mumbai. Please write your name on the back of the DD, and mention the details of the DD in your email while submitting the full research paper.

## SUGGESTED TOPICS : “SERVICES MANAGEMENT – THE TRENDSETTER”

Service Organizations	HRM & OB
<ul style="list-style-type: none"> <li>Partnering with Indian Service Companies</li> <li>Services Management for Greening Endeavors</li> <li>Globally Comparable Service Standards</li> <li>Frontline Employee: The Face of Public Services</li> <li>Leadership in Public Services</li> <li>Outsourcing for Public Services</li> </ul>	<ul style="list-style-type: none"> <li>Servitude: Services Employee Attitude</li> <li>Services Employee Behavior Patterns</li> <li>Training Methods for Services Employees</li> <li>Emotional Intelligence for Services</li> <li>Culture Sensitivity , Behavior Sensitivity</li> <li>Service Orientations in Corporate Culture</li> </ul>
Marketing	Ethics
<ul style="list-style-type: none"> <li>Retail Services Management</li> <li>Alternate Retail Formats</li> <li>Services for the Rural Market</li> <li>Services Brands Loyalty</li> <li>Services Marketing for SMEs</li> <li>Total Marketing Offering by Advertising Agencies</li> <li>New and Emerging Media Vehicles</li> </ul>	<ul style="list-style-type: none"> <li>Managing the Total Service Experience</li> <li>Delivery of Promises in Services</li> <li>Service Climate and Ethical Behavior</li> <li>Ethics of After Sales Services</li> <li>Remodeling Profits Vs. Ethics in Services</li> <li>Service Recovery</li> <li>Turnover Trends</li> </ul>
Finance	Operations
<ul style="list-style-type: none"> <li>Collaboration Equity in Financial Services</li> <li>Institutionalizing Indigenous Money-lending</li> <li>Microcredit Services Delivery</li> <li>Challenges in Taking Banking Services to the Masses</li> </ul>	<ul style="list-style-type: none"> <li>Supply Chain Innovations for Services</li> <li>Redesigning Service Processes</li> <li>Service Quality</li> <li>Paradigms in Services Operations</li> </ul>
Future Trends	Information Technology
<ul style="list-style-type: none"> <li>Recession Proofing Service Industry</li> <li>Growth Potentials of Niche Services Sectors</li> <li>Services for Research &amp; Development</li> <li>Challenges of the Service Economy</li> <li>Service Innovations</li> <li>Education Services</li> </ul>	<ul style="list-style-type: none"> <li>Cloud Computing for Services</li> <li>Business Intelligence for Services</li> <li>Internet Applications (ERP, CRM, SCM etc.)</li> <li>Service Oriented Architecture (SOA)</li> <li>Software for Services</li> <li>Mobile Applications for Services</li> </ul>
Social Sector	Paper Focus
<ul style="list-style-type: none"> <li>Services Management of NGOs</li> <li>Social Welfare Services</li> <li>Rehabilitation Services</li> <li>Advocacy and Financial Literacy</li> </ul>	<p style="color: blue;">Other topics relevant to “Services Management as Trendsetter” are welcome.</p> <p style="background-color: yellow;">Visit us at : <a href="http://www.research.kohinoor.ac.in">www.research.kohinoor.ac.in</a> E-mail: <a href="mailto:kbs_research@kohinoor.ac.in">kbs_research@kohinoor.ac.in</a></p>