

# Jamnalal Bajaj Institute of Management Studies



DEPARTMENT OF MANAGEMENT STUDIES  
University of Mumbai

Presents

## International Research Conference 2018



### Inclusive Growth vis-à-vis Globalization and Reverse Globalization



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Event Details :

Dates: March 8<sup>th</sup> & 9<sup>th</sup>, 2018

Venue: The Trident, Nariman  
Point, Mumbai

## ABOUT UNIVERSITY OF MUMBAI

The profile of this University carved out in 150 years of its functioning attests to its manifold achievements as the intellectual and moral powerhouse of the society. It is now granted a 5 Star status by the National Assessment and Accreditation Council (NAAC). It has two campuses of area 230 acres and 13 acres, with 1.25 million square feet of built-up area. With 2 post-graduate centers, more than 700 affiliated colleges and 50 Departments, it has established its name in industrial collaborations and runs various professional courses. The students have also excelled in sports, cultural, media, politics and out-reach activities.

## ABOUT JBIMS

JBIMS is one of the oldest management institutes in India based in the heart of the country's financial centre. It has also been consistently ranked among the top 10 business schools in India across numerous B-School rankings. JBIMS is known for its industry synced, practical application of knowledge. Its mission and central theme has always been to promote and launch various educational, research and development activities for advancement of management education. The institute has the best Faculty Members with a brilliant blend of stalwarts from the industry and the academia. The student fraternity at JBIMS consists of the brightest minds of the country from varying academic backgrounds like Engineering, Commerce, Chartered Accountancy, Law and Medicine with work experience spectrum ranging from 0 to 5 years.

## JBIMS ALUMNI

JBIMS is renowned for being a nurturing ground for today's top business leaders. Few of our notable alumni include:

Mr. Sam Balsara	Chairman & Managing Director, Madison World	Batch of 1972
Mr. Harish Manwani	Director, Whirlpool Corporation	Batch of 1976
Mr. Ajay Piramal	Chairman and Managing Director, Piramal India	Batch of 1977
Mr. Mani Ratnam	Cine Director	Batch of 1977
Ms. Vinita Bali	Ex- MD, Britannia	Batch of 1977
Mr. Uday Kotak	Chairman, Kotak Mahindra Bank, India	Batch of 1982
Ms. Chanda Kochhar	Managing Director and CEO, ICICI Bank, India	Batch of 1984
Mr. Noshir Kaka	Managing Director, McKinsey & Company, India	Batch of 1994
Mr. Siddharth Roy Kapur	Chairman & Managing Director, Disney, India	Batch of 1997

## REWIND... IRC 2017

International Research Conference 2017, organised by JBIMS on March 7th and 8th, 2017 was based on the theme "**Disrupting Businesses, Transforming Markets**". The scope of the papers was broadened this year to the areas of finance, marketing, human resources, IT and general management.

# IRC 2018

"Public sentiment about globalization has taken a sharp turn", writes Adi Ignatus, Editor-in-chief of Harvard Business Review in July-August 2017 edition. The rise of Donald Trump, Brexit and upsurge of ultra-right parties in Europe are all signs of growing popular displeasure with the free movement of trade, capital, people and information. But are we underestimating the potential gains from increased globalization? Or are we overestimating the advantages of inward looking economic policy approach? The once popular vision of "Borderless World" is losing its hold with the realities of doing business in different markets indicating changed dynamics and rules. As we start facing more complexities, isn't the time ripe for business and political leaders to strike the right balance that promotes inclusive economic prosperity and sustainable growth?

## REVIEW PROCESS

Abstracts are invited for all functional areas of management related to the theme. All submissions will be reviewed on the basis of relevance, originality, significance, soundness and clarity. At least 2 referees will review each paper under a double-blind peer-review process. Academicians and professionals are encouraged to contribute new ideas, concepts and paradigms. Kindly submit papers for following areas -

FINANCE (FIN) MARKETING (MKT) HUMAN RESOURCES (HR) IT & SYSTEMS (IT) GENERAL MANAGEMENT (GM)

## ABSTRACT SUBMISSION GUIDELINES

Abstract should be of **maximum 300 words**.

These papers should be mailed to email id: **conf2018@jbims.edu**

File name: <**First Name**> <**Last Name**> <**Topic**>

Subject line for the email: < **First Name**> <**Last Name**> **IRC 2018**

Format: **MS Word 2007.docx**, **Font-Times New Roman, 12 pt., margin 1" & line spacing 1**

Top papers will be published in our International Research Conference Journal. Other papers shall be published in the Institute Journal and/or the Conference proceedings at the discretion of the Institute.

## KEY DATES

PARTICULARS	DEADLINE
Submission of Abstract (conf2018@jbims.edu)	December 22, 2017
Intimation of Abstract Acceptance	December 27, 2017
Full Paper Submission	January 20, 2018
Intimation of Full Paper Selection	February 10, 2018
Registration for paper presentation	February 25, 2018

## REGISTRATION

Registration is necessary for every participant. For joint papers, every author must register and pay fees separately. Once the paper is accepted, the registration fees should be paid through online fund transfer (for details contact student coordinator) or a Demand Draft (D.D.) in favour of "The Director, JBIMS", payable at Mumbai and sent to The Director, JBIMS, 164, Dadabhai Naoroji House, H. T. Parekh Marg, Churchgate, Mumbai-400020.

Indian	Students (PG only)	International
Rs.6,000/-	Rs. 4,000/-	US \$ 500/-

# ORGANIZING COMMITTEE

## PATRON

Dr. Devanand Shinde	Vice Chancellor, University of Mumbai
Dr. V. N. Magre	Pro Vice Chancellor, University of Mumbai
Dr. Dinesh Kamble	Registrar, University of Mumbai

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## PROGRAMME, REGISTRATION OF RESEARCH PAPER & ACCOMMODATION RELATED QUERIES

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Organized by

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