

About IPE

The Institute of Public Enterprise (IPE) was established in 1964, as an autonomous non-profit society at the initiative of Sh. S. S. Khera, ICS (the then Cabinet Secretary, Government of India). Having just completed its Golden Jubilee, during the five decades of its existence, IPE has made an outstanding contribution to research, consultancy, executive training and management education and its courses are duly accredited by the Association of Indian Universities and the South Asian Quality Assurance Systems (SAQs). IPE is among the top 40 Management Institutions in India according to Ministry of HRD, Govt. of India.

IPE is also recognized as 'Centre of Excellence' by the Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development, Government of India, New Delhi for doctoral studies. Over the years, the Institute has developed strong linkages with renowned academic institutions and industries including Universities in USA, UK, Australia, Slovenia amongst others. The institute has undertaken research and consultancy assignments for national and international organizations like the World Bank, Asian Development Bank (ADB), International Centre for promotion of Enterprises (ICPE) etc., The Institute has also been offering consultancy services to various departments of the Government of India, State Governments, public and private sector organizations.

Prof. R. K. Mishra, is the Director of IPE. The Institute is governed by a body of eminent professionals, academics and administrators with Shri K. Madhava Rao, IAS (Retd.), as the President.

Convenor:

Dr. V. Srikanth, M.B.A. Ph.D. (Management)

Dr. V. Srikanth has Twenty Four years of industry, research, training and teaching experience. He had been awarded Ph.D. by Osmania University, Hyderabad for his doctoral thesis in Marketing Management. He had published articles in reputed national and international journals. He has also conducted National Conferences on Cyber Marketing (2007), Customer Relationship Management (2008) and National Conference on Customer Oriented Services Management (2009), and National Conference on Modern Retailing (2017). He has completed an AICTE funded research project on Customer Relationship Management. He has successfully completed Consultancy Projects for Karnataka Soaps and Detergent Ltd., National Minerals Development Corporation (NMDC), Mineral Exploration Corporation Limited (MECL), Government of Assam, Karnataka Evaluation Authority, Government of Karnataka, Govt. of A.P. and Govt. of Telangana.

For further information contact :



Institute of Public Enterprise
Hyderabad

Dr. V. Srikanth
Convenor
(National Conference on Management Research in India)
Institute of Public Enterprise,
Shamirpet Campus, Survey No 1266, Hyderabad – 500 101
Phones : 040-23490936; Fax : 040-24490999
E-Mail: villsrikanth@ipeindia.org; Mobile: 944 165 1250

P. Chandra Shekhar
I/c Training Division
Institute of Public Enterprise
Osmania University Campus,
Hyderabad – 500 007
Mobile: 09391932101; Fax: (040) 2709 5478,
E-mail: pchandrasekhar@ipeindia.org



IPE INSTITUTE OF PUBLIC ENTERPRISE

National Conference
on

Management Research in India

17th – 18th May, 2019



Sponsored by
Indian Council of Social Science Research



Organised by
Institute of Public Enterprise
Shamirpet Campus, Hyderabad

Convenor

DR. V. SRIKANTH

Introduction:

In recent years, there has been a significant shift in the balance of power between the governments and the governed; organizations (government, public sector and private sector) and its employees; organizations and its supply chain (suppliers, vendors, dealers and distributors); organizations and its consumers (business and retail) all over the world. Business the world over, is struggling to sustain competitiveness in a rapidly globalizing economy. The key to profitability and to maintain sustainable competitiveness is to provide customer centric products and services which shall provide value and satisfaction to the customers and at the same time enhancing the value to all the stakeholders (government, organization, society). The role of Management Research is significant in identifying the issues related to the needs of the changing society, the interplay of stakeholder's vis-à-vis organizations, governments, supply chains, consumers and the society and providing solutions.

Management Research is a systematic inquiry that helps to solve business problems and contributes to management knowledge. In India, Management Education and Research had modest beginning in the 1950's and 1960's. Bulk of the Management Research in India focussed on the Public Enterprise Management during the first four decades after independence. The research in Management increased significantly in the last two decades, as also the research on management practices in private and corporate sectors. The National Conference on Management Research in India is being organized by the Institute of Public Enterprise, Hyderabad to provide a forum to Corporate Professionals, Management Professionals, Academicians, Researchers and other interested persons to deliberate on the issues pertaining to Management Research in general and its impact on Industry (Public and Private Sectors), Government, Economy, and Society in particular.

Conference Objectives:

Management Research in India can be categorized into a) Practice Oriented Research, b) Positivist Research, and c) Nostalgic Research. Each of these streams has contributed to the body of Management knowledge. There is a need to integrate these streams for the future of Indian Management Research to suit the educational requirements of the country, and also the requirements of the practitioners whether in the private sector or public sector or the government.

The National Conference aims to focus on:

- Current state of Indian Management Research and its future,
- Contribution and future direction of various Indian Management Research streams
- Process changes to stimulate research in Indian B-Schools,
- Indian Management Research vis-à-vis the global standards.

Suggested Themes of the Conference:

The Conference provides a platform to exchange ideas on topics relevant to the field of Management Research for professionals from the industry and academics, as also from research scholars and students. The Institute of Public Enterprise Calls for Papers from the professionals of the industry, academicians and researchers in the following areas.

- Indian Management Research – Past, Present and Future
- Management Research: Impact on Society, Economy, Entrepreneurs, Productivity, Employment Opportunities
- Practice Oriented Research – Contribution & Future Approach
- Positivist Research – Contribution & Future Approach
- Nostalgic Research – Contribution & Future Approach
- Process Improvements for stimulating Management Research
- Selection and Socialization of faculty
- Performance Management

- Reward and Recognition
- Career Growth and Development
- Enhancing standards of Indian Management Research
- Indian Management Research in comparison to North American, European, African and Asian Models

The last date for the submission of abstracts is **30th April, 2019** and for the submission of the full papers is **10th May, 2019**.

Participation:

Senior and Middle Level Managers/Officers from Government Departments, Public Sector Organizations, Private Sector Companies, Management Executives, Consultants, Functional Heads, and Researchers from Public Sector, Private Sector, Government Departments and, Faculty, Research scholars & students from Management Institutes, Universities, Deemed Universities and other Educational Institutions are expected to contribute and participate in the Conference.

Conference schedule:

The programme will be divided into 6 technical sessions. If necessary concurrent sessions shall be held. Each session shall be chaired by an expert from an educational institute/industry. Each author will be given 15 minutes to present his/her paper, which will be followed by discussion for about 10 minutes. Conference venue will be well equipped with LCD Projector, OHP etc., for presentation.

Registration:

All attendees (Delegates/ Authors) are required to register for the conference.

Registration Fee:

S.No.	Type	Fee (in Rs.)
1.	Corporate	20,000
2.	Academicians	10,000
3.	Research Scholars	5,000

Nominations:

Filled in nomination forms along with the registration fee should be sent to Dr. V. Srikanth, Convenor, National Conference on Management Research in India, Institute of Public Enterprise, Shamirpet, Hyderabad – 500 101, on or before ***15th May, 2019***.

Payment of Fee:

The Demand Draft should be drawn in favour of "Institute of Public Enterprise", Hyderabad towards workshop fee should be sent to the Programme Office, Institute of Public Enterprise, Osmania University Campus, Hyderabad – 500 007.

Or

Through Online: Our Account No: 52198267621 State Bank of India, Osmania University Branch (Code: 20071) MICR Code No.: 500002342; PAN: AAATI1377G; IFSC Code No.: SBIN0020071

Proceedings:

Selected accepted papers shall be published in the conference proceedings and in peer reviewed journals.