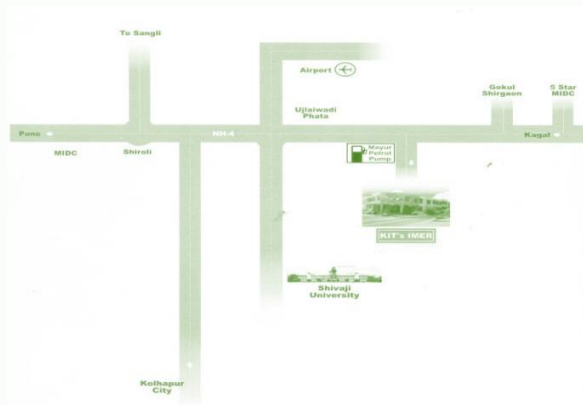


REACHING KIT'S IMER



Reaching KIT's-IMER from the Airport-

* Distance from airport to KIT's-IMER is 3.5 km's.

* Regular taxi and rickshaw service is also available from the airport to KIT's -IMER.

Reaching KIT's-IMER from Kolhapur-

* Distance from CBS to KIT's-IMER is 6.5 km's.

* Distance from Railway station to KIT's-IMER is 7 km's.

* Regular City Bus, taxi and rickshaw service is also available from the CBS and Railway Station to KIT's -IMER.

General Information

Office Hours-9.00 a.m. to 4.00 p.m. The Institute is closed on 2nd and 4th Sunday and on every Monday.

REGISTRATION FEE

FACULTY MEMBERS	RS. 500
RESEARCH SCHOLARS	RS. 300
STUDENTS	RS. 200

Cash, D.D., or cheque in the name of KIT's Institute of Management Education & Research. Payable at Kolhapur.

PATRONS

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Director- KIT's IMER

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SCHEDULE

11.00am to 11.30am	INAUGURATION
11.30am to 01.30pm	SESSION I
01.30pm to 02.30pm	LUNCH
02.30pm to 04.00pm	SESSION II
04.00pm to 04.30pm	VOTE OF THANKS



KOLHAPUR INSTITUTE
OF TECHNOLOGY'S
INSTITUTE OF
MANAGEMENT
EDUCATION &
RESEARCH

Accredited by NAAC with 'A' grade

ORGANISES NATIONAL CONFERENCE

ON NEW APPROACHES OF CORPORATE SUSTAINABILITY AND DIGITAL INDIA

FOR
FACULTY MEMBERS,
RESEARCH SCHOLARS &
STUDENTS.

ON
SATURDAY 02ND FEBRUARY, 2019

VENUE

KIT's INSTITUTE OF MANAGEMENT EDUCATION
& RESEARCH, GOKUL SHIRGAON, KOLHAPUR.

CONTACT

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Email: imerconference2019@kitimer.in

ABOUT THE INSTITUTE

To uplift rural talent to cater to the developing environment, KIT's IMER is located in a semi-rural location. It is our endeavour to encourage rural under privileged talent to more professional and competitive environment.

An Institute established in May 1983, Kolhapur Institute of Technology reflects the vision of leading industrialists and educationalists. The vast exposure and experience of its founders has helped KIT to establish its identity as an Institute of repute in the field of engineering and management education.

The continuous growth of industries in India, in general and southern Maharashtra in particular created a growing demand for entrepreneur with specialized technical and managerial background. With a view to cater this growing demand from all parts of our country, the management of KIT started its own Management wing in the year 1994, affiliated to Shivaji University and approved by All India Council For Technical Education, New Delhi.

The Institute is located on Pune-Bangalore highway (NH 4) south to the Kolhapur City. The Institute has a beautiful lush green campus elaborately spread over 27.72 acres of land with built up space of nearly 28,818 sq.mt. IMER is situated in 5 acres of land incorporates well furnished lecture rooms and other amenities like syndicate rooms, common rooms, well equipped Library reading room and computer lab etc. according to AICTE Norms.

ABOUT THE CONFERENCE

Organizations sustainability passes through Three S, i.e. Stimulation, Survival & finally Sustenance. In the initial stage of the organisation's birth, the paramount importance has to be given on its survival. In the second stage, organisation emphasizes upon building trust, loyalty and competitive advantage amongst the various stakeholders of the company. Once the organisation shifts its journey in the third stage i.e. sustenance, the various corporate strategies creeps in i.e. to work on the philosophy of building core competence for the company to diversify.

The conference aims at showcasing various dimensions associated with organisations sustainability. The new buzz word in corporate arena is to establish digital environment in the company to enhance business intelligence. The organisation emphasizes upon the research thoughts regarding building digital environment.

The selected papers will be published in Journal with ISSN and CD format with the ISBN number

LAST DATE OF PAPER SUBMISSION- 25TH JAN 2019

TOPICS

General :

1. Managing Technology & Innovation
2. Resource Management and Sustainable Development
3. Social Entrepreneurship
4. CSR & Accountability
5. Organisation Change & Adaptation
6. Globalised Markets and Industries
7. SWOC and Technology
8. Holistic Management Approaches for Strategic Thinking
9. Global Quality Standards.

TOPICS

Human Resource:

1. Effects Of Global Competitiveness On Strategic HR
2. The Connections Between Job Satisfaction, Loyalty Of The Worker & Commitment.
3. Employee Turnover And Learning To Measure & Control
4. Forecasting & Predicting The Supply & Demand Cycle Within HR
5. The Effects Of Absenteeism In A Specific Industry
6. Comparison Of At-work Childcare & Regular Day-care
7. Compensation Packages And The Effect Of Corporate Employee Benefits.
8. Issues Faced By Family Business Owners
9. Rules & Regulations To Prevent Bullying & Harassment In The Work Environment.
10. Cultural Diversity In The Workplace.
11. Employee Empowerment & Its Impact At Workplace Relationships.

Marketing:

1. Digital Marketing Vs. Physical Marketing.
2. Loyalty Programs And Relationship Marketing
3. Glocal Marketing
4. Brand Salience
5. Impulse Buying Behaviour
6. Rural Vs. Urban Marketing
7. Multi Channel Marketing
8. Marketing & Social Analytics
9. Attribution Modelling
10. Business Intelligence and Marketing

Finance:

1. Modern business techniques in Indian Corporate Sector
2. Challenges of digital technology before Indian Banking Sector
3. Challenges before Insurance Business In India
4. Management education & role of managers in modern business.

IT:

1. Digital India & Corporate Sustainability
2. Corporate Sustainability through E-Governance
3. Corporate Suitability by E-Governance tools.
4. Startup India
5. Standup India
6. Bharat net.
7. Digital Payments.
8. BPO
9. KPO
10. AI
11. Cloud Computing
12. Mobile Computing