



# 7<sup>TH</sup> NATIONAL CONFERENCE



**TRANSFORMING  
OPERATIONAL  
BUSINESS  
TO STRATEGIC  
BUSINESS**



**28<sup>th</sup> Feb 2019**

Organised by

**PG & RESEARCH DEPARTMENT OF MANAGEMENT**

(Permanent Member of AIMS)

**SACRED HEART COLLEGE (AUTONOMOUS)**

Tirupattur - 635 601, Vellore District, Tamilnadu, India



## ABOUT OUR COLLEGE

Sacred Heart College (Autonomous) is an affiliated First Grade College of Thiruvalluvar University. Rev. Fr. Joseph Carreno SDB, a far-sighted Salesian missionary founded this College in 1951 and administered by the Salesians of Don Bosco. With the view of catering to the needs of local students, the College offers undergraduate, post graduate and research programmes in two shifts. As a glowing tribute to the academic excellence of the College, the University of Madras conferred the autonomous status to the postgraduate and undergraduate courses in the year 1988-89. From 2007-08, all the courses including those of the second shift has come under autonomy. The peer team of national assessment and accreditation council visited the college in April 2013, assessed and accredited the college (3rd cycle) with 'A' Grade 3.43 CGPA. At present, about 4,500 students are studying in various under graduate, Post graduate and research programmes.

## ABOUT OUR DEPARTMENT

The Department of Management Studies was established in Sacred Heart College (Autonomous) in the year 2011 with AICTE approval and affiliated to Thiruvalluvar University, with the objective of providing an overall view of Business Administration. Specialization in key functional areas, Placement orientation and entrepreneurship promotion are the unique features of the programme. It offers Master Degree in Business Administration, PhD in Management, M. Phil in Management and PG Diplomas. The Department has highly qualified, dedicated and experienced faculty members, who are actively participating in research activities, Publication of books and research papers. The department envisages the life time value for education, entrepreneurial skills, business traits, leadership qualities and ethics among students. The Department proposes to organize 7th National conference on transformation of operational business to strategic business in which the research scholars and faculty members from various educational institutions would participate.

## CONFERENCE THEME

The word "transformation" gets thrown around a lot these days, but it can have different meanings for different individuals and companies. In a world of unprecedented disruption and market turbulence, transformation today revolves around the need to generate new value—to unlock new opportunities, to drive new growth, to deliver new efficiencies. Transformations require to rethink how your enterprise creates value today and in the future. In other words, all transformations require you to think big. Why? Because incremental improvement is not enough to win in today's exponentially disrupted business environment.

Effective business transformation leads an organization to survive and thrive to pursue new innovation-driven opportunities that emerge, as shifting market demands, and as to navigate evolving regulatory complexities. Transformation today takes place at dizzying speeds, requiring a level of integration and alignment that many enterprises are not prepared to handle. Because many initiatives that once took five or six years to complete are now being implemented in a year or less, many organizations now need to manage mountains of information, compressed timeframes, and countless decisions that affect nearly all aspects of strategy and operations. The risk of failure is great, but companies that can pull the disparate elements into alignment can achieve bold objectives, now and into the future.

## OBJECTIVES OF THE CONFERENCE

- To discriminate how future business takes the transformation to propel its growth.
- To explore the opportunities and challenges embedded for transforming operational to strategic business in the global market
- To develop the new avenues of thoughts in Strategic transformation.
- To suggest appropriate strategies to enhance presence and power in global arena.
- To provide platform for exchanging new ideas and suggestions.
- To provide a platform for interaction of professionals and researchers from different Universities and Industries.

## SUBTHEMES

- |  |   |
|--|---|
| 1. Innovations in Investment Banking and Corporate Finance and Financial Markets | 10. Healthcare  |
| 2. Make in India   | 11. Hospitality   |
| 3. Digitalization  | 12. Tourism   |
| 4. Smart Cities Opportunities and challenges                                     | 13. Operations  |
| 5. Emerging Opportunities and challenges of India in Global Market               | 14. Decision Science  |
| 6. Marketing - Green, Digital, Retail and Rural                                  | 15. Business Strategy   |
| 7. E - HRM   | 16. Innovations in Investment Banking and Corporate Finance and Financial Markets |
| 8. Corporate Governance and entrepreneurship                                     | 17. Digital Banking: The way for future Banking                                   |
| 9. Financial inclusion   |   |

## GUIDELINES FOR SUBMISSION OF PAPERS

A panel of experts will select paper for the conference. Selected Full Paper after acceptance will be published in UGC Refereed Journal "International Journal of Research in Humanities, Arts & Literature", UGC approved journal : 40893. One soft copy of the full research paper in MS-word have to be submitted to the convenor by 11th February, 2019. The electronic version of the paper should be mailed to [shcmbatpt@gmail.com](mailto:shcmbatpt@gmail.com). The acceptance of the paper implies that at least one of the authors will have to present the paper. Paper must include objectives and hypothesis, research methodology, major results, implications and key references.

They should adhere to the following:

Maximum length	: 4000 words including cover page and references
Extended abstract of full paper	: Not more than 500 words and 5 keywords
Title page	: Title, author(s), affiliation(s), contact details
Font	: Times New Roman, 12 points, justified
Line Spacing	: 1.5
Margins	: 1 inch from all the sides

Tables, illustrations, charts, figures, formulae etc. should be placed within the text at appropriate places. Referencing should be in the APA (American Psychological Association) guidelines. Paper without softcopy will not be entertained. The author must send a declaration that the paper is original and has not been sent/submitted for publication elsewhere or presented in any other conference/seminar.

## IMPORTANT DATES AND DEADLINES

Submission of Abstract	5th Feb
Submission of Full Paper & Registration Deadline	11th Feb
Notification of acceptance	13th Feb
Date of the Conference	28th Feb



## REGISTRATION FEE

Faculty	INR 750
Research Scholar	INR 500
Industrialist	INR 1000
PG students	INR 250
Publication	INR 3000

### NOTE

Registration fee will include Conference kit, accommodation, Conference lunch, and tea.

Registration forms can be downloaded from the college website [www.shcpt.edu](http://www.shcpt.edu).

Payment by demand draft in favour of Dr. S. Sasikumar, Payable at Tirupattur, vellore dt.

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