

Dayananda Sagar Institutions

Dayananda Sagar Institutions (DSI) has been in the field of education for close to half a century offering major professional courses at a sprawling 30 acres campus in the heart of Bangalore City. Master of Business Administration (MBA) Programme is one of the flagship courses of the Dayananda Sagar Institutions.

Under the able guidance of Dr. D. Hemachandra Sagar, Chairman and Dr. D. Premachandra Sagar, Vice-Chairman, DSI is in its chosen path of continuous multi-dimensional program. Leading strong academicians, world class facilities with state-of-the-art equipments, industry interaction and international university linkages are some of the points to highlight. DSI is a comprehensive education centre offering a wide range of undergraduate and postgraduate courses. DSI students numbering over 12000 studying in varied professional courses are from diverse cultural and national backgrounds.

Dayananda Sagar College of Management and Information Technology (DSCMIT) was established in the year 1999 under the flagship of Dayananda Sagar Institutions is a progressive Management Institute in Bangalore offers postgraduate programmes in Management (MBA), approved by AICTE and Bangalore University.

Dayananda Sagar Institutions campus which is Wi-Fi enabled is very useful for the students to get the latest information on the global basis. The facilities for playing, recreation, theatre serve as good forum for a holistic development of every individual. Diverse group of highly motivated and enthusiastic MBAs with their study groups and related activities will result in obtaining knowledge which is almost as equal to formal classroom studies.

With hard core faculty team who offer the insights both in education and industry arena, students are benefitted a lot. This is proven over the years with the placement records achieved.

Conference Committee :

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For Abstract/Paper Submission and any other clarifications, please contact the following:

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DAYANANDA SAGAR COLLEGE OF MANAGEMENT AND INFORMATION TECHNOLOGY

AICTE - Sponsored

National Conference

On

"Services Management"

"An Insight into Sustenance during Challenges"

Venue : CD Sagar Auditorium, DSI

29th - 30th OCTOBER 2009



Dayananda Sagar College of Management and Information Technology

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560078

www.dscmanit.org

The service sector plays a vital role in an economy and in shaping its future. As India moves increasingly towards a services economy, one needs to know more about managing services. During the past decade services have increasingly assumed an important role in the Indian economy. The competition, simultaneously in service organizations is becoming intense and severe.

As India reaches out to the world and goes along the road of liberalization to integrate the economy with the global economy, there will be many more milestones with the opening of the service sector. The services generating organizations realized the interests of customers and thereafter they were compelled to assign due weightage to the interests of society in the face of the holistic concept of management.

This National Conference on services management is a forum for sharing knowledge about the practices of the organizations in dynamic economies of different contents. The Conference will incorporate both conceptual and empirical research papers that link knowledge to different country contexts and thus enables both academics and practitioners to understand the influences of socio-cultural issues on services internationalization, branding and social responsibility practices.

This Conference will address cultural and socio-economic complexities of internationalization of service organizations and their social responsibilities to different stakeholders. This Conference will provide an opportunity to illuminate the challenges the services organizations face globally and also a chance to discuss the options that they may consider as part of their strategies.

For whom :

This unique initiative is meant for management teachers and scholars of AICTE approved institutions and management practitioners from corporate. The focus of the programme is on the advances in the area of services management during the turbulent period.

Call for Papers

We invite scholarly original research papers to be presented in services management conference.

The topics for the seminar include, but not limited to the following :

Track	Themes
A	Internationalization strategies of service firms
B	Market entry modes and market selection strategies
C	Globalization and its impact on service sectors and / or firms
D	Cross cultural HRM strategies and practices in service industry
E	Financial management and corporate social responsibility
F	Social networking
G	Challenges for marketing a service brand
H	Service brands and emotional positioning
I	Public service brands
J	Bench marking strategies for services brands
K	Pricing strategies for service brands.

Important Guidelines for Submission of Research Papers

- Abstracts should reach us on or before the deadline. Authors must clearly indicate the broad area (Track) in which their papers are sent.
- They are requested to adhere to the following:

For Abstract :

Length about 500 words excluding title / cover page and references
 Margins 2.5 cm. or 1 inch
 Font Times New Roman, 12 point
 Spacing 1.5
 Title page Title, author(s), affiliation(s), contact details

For Full Paper :

Maximum length 6,000 words excluding title/cover page and references
 Margins 2.5 cm. or 1 inch
 Font Times New Roman, 12 point
 Spacing 1.5
 Title page Title, author(s), affiliation(s), contact details

- For registration, the name of the author and co-author if any, corresponding address, e-mail ID, fax, telephone number, title of the paper, DD particulars, etc have to be sent either through E-mail or Post prior to Dead line.
- The manuscript will be subject to blind review process.
- Title of accepted papers for presentation will be intimated through e-mail.
- Participants may submit their paper as an e-mail attachment using MS Word.
- Certificates will not be given for those who have not presented the Papers.
- Certificates, Seminar Kit, fee receipts and proceedings etc will be issued only at the venue on the day of the Seminar.
- Certificates, Seminar Kit, fee receipts and proceedings etc will not be sent by post, under any circumstances.

Key Dates

Submission of Abstracts: Aug 29, 2009
 Communication of Acceptance of Abstracts: Sep 5, 2009
 Submission of Full Paper: Sep 30, 2009.

Registration Fee

Participants	Rs.
Academics	300
Research Scholars and Students	200
Corporate	500

The registration fee covers lunch, tea and seminar kit. The participants are requested to make their own travel arrangements. For outstation participants the accommodation will be arranged by us, on prior request. The fee should be paid in the form of Cash / Crossed DD drawn in favour of DAYANANDA SAGAR INSTITUTIONS payable at Bangalore. The author and co-author should register separately.



REGISTRATION FORM

National Conference

On

“Services Management”

“An Insight into Sustenance during Challenges”

Date : 29 - 30 October, 2009

1. Name (in capital letters)

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2. Designation and Affiliation

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3. Address for Correspondence

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Phone No. Fax No

Email :

4. Whether or not presenting Paper : Yes/No

5. Title of the Paper

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6. Details of Demand Draft/Cheque

Amount No.

Dated

Drawn in favor of DAYANANDA SAGAR INSTITUTIONS payable at Bangalore

Please inform us :

1. I would like to contribute a paper: Yes/No

2. I would like to attend the conference: Yes/No

3. I need the assistance to get accommodation: Yes/No

Note : This form can be photocopied for the use of other willing participants.