ABOUT THE CONFERENCE

Strategic Management is about identification and description of the strategies that managers can carry so as to achieve better performance and a competitive advantage for their organization. Strategic management can also be defined as a bundle of decisions and acts which a manager undertakes and which decides the result of the firm's performance. The manager must have a thorough knowledge and analysis of the general and competitive organizational environment so as to take right decisions. Strategic management is nothing but planning for both predictable as well as unfeasible contingencies. It is applicable to both small as well as large organizations as even the smallest organization face competition and, by formulating and implementing appropriate strategies, they can attain sustainable competitive advantage. It is a way in which strategists set the objectives and proceed about attaining them. It deals with making and implementing decisions about future direction of an organization. It helps us to identify the direction in which an organization is moving. Strategic management is a continuous process that evaluates and controls the business and the industries in which an organization is involved; evaluates its competitors and sets goals and strategies to meet all existing and potential competitors; and then re-evaluates strategies on a regular basis to determine how it has been implemented and whether it was successful or does it need replacement. One of the major roles of strategic management is to incorporate various functional areas of the organization completely, as well as, to ensure that these functional areas harmonize and get together well. Therefore the key role of strategic management is to keep a continuous eye on delivering business goals.

The conference invites original and unpublished papers from various disciplines. The conference aims to be a convergence of academicians, researchers, industry professionals and policy makers to discuss and enlighten minds.

CALL FOR PAPERS

The conference will deliberate upon the following broad tracks and themes, containing both conceptual and empirical papers on Strategic issues concerning corporate sector. A book will be published and Best paper from each broad category will be awarded.

1. STRATEGY ANALYSIS
   - Concept of strategy
   - Role of strategy in success
   - Strategy as a quest for value
   - Corporate, Business and Functional level strategies
   - Beyond profit: values and social responsibility
   - Role of resources and capabilities in strategy formulation
   - Diversification strategy

2. STRATEGIC ISSUES IN HUMAN RESOURCE MANAGEMENT
   - Strategic HRM and Business Strategy
   - Strategic HRM and organisational performance
   - Strategic employee involvement and participation
   - HRM in the public sector
   - HRM in small and Medium enterprises
   - Strategic HRM in the international context
   - HRM in the voluntary sector

   - Developing resources and capabilities
   - Sustaining competitive advantage in different market settings
   - Strategy and cost advantage
   - Strategies to exploit innovation
   - Vertical integration
   - Current trends in Strategic Management.

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- The theory of strategic HRM
- Putting SHRM in context with knowledge based economy
- Changing workforce demographics
- Labor relations and employee security
- Current issues in human resource management
- Course integration /evaluation
- Globalisation, and New technologies
3. BUSINESS ENVIRONMENT ANALYSIS
ISSUES IN STRATEGY FORMULATION
- Examining the Internal Environment: resources, Capabilities and activities
- Exploring the external Environment: Macro and Industry dynamics
- Strategy vehicles for new directions: Alliances and Cooperative strategies
- Forward and Backward Integration
- Developing Corporate Strategies
- Sustainable Development

4. STRATEGIC ISSUES IN MARKETING MANAGEMENT
- Designing and implementing branding strategies
- New products and brand extensions
- Managing brands over market segments
- Customer based brand equity
- Brand equity and performance

5. STRATEGIC ISSUES IN FINANCIAL MANAGEMENT
- Investment decisions
- Project planning and control
- Evaluation of risky proposals for investment decisions
- Financial markets and institutions
- Security analysis and Portfolio management
- Financial risks and Management
- Financial derivatives
- Financial risk management in international operations

IMPORTANT DATES
Last Date of submission of Full Paper: December 8, 2017
Conference Date: December 21, 2017
After screening, best paper from each broad category and selected papers will be published in the form of a book.

REGISTRATION FEE
Registration fee for conference is Rs.2000 per participant.

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One of the oldest Universities in India, the Panjab University has a long tradition of pursuing excellence in teaching and research in science and technology, humanities, social sciences, performing arts and sports. Ranked 39th by the Times Higher Education among BRICS & Emerging Economies, the University supports excellence and innovation in academic programmes, promotes excellence in research, scholarship and teaching. Carrying forward this tradition of the university, the University Business School is built on an integrative value system. The philosophy of the school is translated into a mission of creating wholesome personality of human beings with a view to nurture effective managers, researchers and academicians.