

National Conference

on

**“TRANSFORMING FROM DEVELOPING TO
A DEVELOPED ECONOMY”**

2nd & 3rd March, 2019

Enabling Environment

Market Component

Human Capital

Innovation Ecosystem

-: Venue :-

**School of Management Sciences
19th K.M. Stone, Sultanpur Road, Lucknow-226501**

SMS Intro

School of Management Sciences, Lucknow, established in 2008, is approved by AICTE, Ministry of HRD, New Delhi and affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow. SMS Lucknow has been accredited with B++ Grade by National Assessment and Accreditation Council (NAAC) and SMS is the only Institute in Lucknow among Engineering & Management colleges to receive NAAC grading. SMS Lucknow has also been accorded with A+ rating in 2013 which was upgraded to A+++ in 2016 & secured 32nd rank in 2017 in survey of B-Schools conducted by Business India. SMS, Lucknow offers quality education in the areas of Management and Technology offering PGDM (AICTE approved), MBA, M.Com, BBA, BCA, B.Com, B.Com (Honors), B.Voc. (Software Development), B.Sc. (Maths) and BJMC; B.Tech programmes in ME, CE, EC, EN & CS branches, Diploma in Engineering in Mechanical-Production and Civil affiliated to Board of Technical Education, Uttar Pradesh. SMS, Lucknow is considered today among the leading Management and Engineering Institutes in U.P.

SMS Lucknow dedicates its efforts in grooming future managers and technocrats to become outstanding entrepreneurs and business professionals. The Institute is maintaining high global standards by imparting value - based education, emphasizing on excellence in academics, research initiatives, strong industry interface, regular industry visits and enviable summer placements and churning out industry ready professionals who are emerging as outstanding contributors in the corporate world. The strides of SMS have been recognized in various national and international forums. The numerous awards viz. B-School Leadership award at world HRD Congress, Pride of Industry Award, Innovation and Outstanding B-School Award at Asia Brand Summit, and Outstanding Leadership Award by Star News, National Education Leadership Award for being the Outstanding Engineering Institute (North) by ETNow, UP Brand Leadership Award 2018, Educationist Award and ASSOCHAM National Leadership Excellence Award in Technical Education (North) are a testimony of the inputs that go into making a good institute into

About NHRDN

The National HRD Network is the apex national body of professionals committed to promoting HRD movement in the country and enhancing the capability of human resource professionals to compete globally and thereby creating value for society. It was established over 28 years ago, as an autonomous, not-for-profit, professionally managed organization, aiming to play a catalyst role in grooming Leaders for tomorrow. NHRD through its network provides education, training, research and experience sharing to the professionals. It has 12,500 members from various Multinationals, Public & Private organizations including Government, MSME & NGOs spreading across 30 chapters in India. The Network is managed by professionals in honorary capacity out of their interest in the field. The institution believes that every human being has the potential to do remarkable things and hence helps people to acquire new competencies continuously and make them more self-reliant.

Lucknow Chapter of NHRDN is active since 2001. Leaving a footprint not just in Lucknow but covering the other major cities such as Kanpur, Faizabad, Varanasi and other parts of UP as well. In Lucknow and the extended UP region, the chapter has actively played the role of a flag bearer for the entire management fraternity in general and for the HR fraternity in specific. The activities of the Lucknow Chapter have focussed on bringing closer the HR & other professionals of the region for mutual learning & inclusive development along with bridging the gaps between industry & academia in the areas of management, HR and employability development. The Lucknow Chapter is a very active platform with representation from organizations like TCS, Tata Motors, Reliance, Airtel, Aircel, Idea, Times Group, NTPC, HPCL and many more. The chapter tries to blend unique modes of pedagogy such as theatre, films, management games, simulation games and other interactive media to deliver learning which is relevant for management professionals.

The Conference

India is one of the fastest developing economies in the world. However after more than 70 years of independence India is still labeled as a developing economy mainly because of its slow overall development. The Indian economy is marred by a number of factors that prevent a healthy rate of growth to achieve a status of developed economy.

One of the most important indicators of development of any country is its economic status. The economic status of a country depends upon its GDP and per capita income. Some economists prefer to see a per capita GDP of at least \$25,000 to be comfortable to confer developed status to a country. Clearly India lacks far behind this criterion. Another important indicator is the Human Development Index (HDI), an index developed by the United Nations as a measure to assess the social development along with the economic status of a country. It quantifies life expectancy, education, income and other factors into a standardized index between 0 and 1; the closer to 1, the more developed the country. No minimum requirement exists for developed status, but most developed countries have HDIs of 0.8 or higher. Here also India is not in a very comfortable position.

The need of the hour is to enable the growth environment through policy reorientation & removing infrastructure bottlenecks, increase the market efficiencies through reforms in product, labor and finance markets, development of the human capital and inculcate an innovative ecosystem to harness the technology to address drivers of growth and develop resilience to the dynamic environment. As per the Global Competitiveness report by World Economy Forum, the important dimensions for the development of an economy are derived from the twelve pillars of competitiveness. This conference primarily focuses on the research work related to transforming India from developing to developed economy. The conference aims to generate ideas and suggestion to provide impetus to the pace of development in India through strengthening the twelve pillars of competitiveness covered in the sub themes of the conference.

Sub Themes

Enabling Environment

- **Institutions:** Social Capital, Budget, Judiciary, Legal Framework, Contract Enforcement, Government's Future Orientation, Corruption, Intellectual Property Protection, Governance and Social Welfare.
- **Infrastructure:** Road, Air and Sea Connectivity, Electricity, Water and Technology.
- **ICT Adoption:** E-Participation, Cellular Connectivity, Internet-Broadband, Fiber & Wireless, E-Governance, Digital Transition, Social Media, E-Commerce, E-Retailing, Cloud Computing, Green Computing, Internet of Things and Artificial Intelligence.
- **Macroeconomic Stability:** Economic Policies, Debt, Inflation and Interest Rates etc.

Human Capital

- **Health:** Public Health, Life Expectancy, Health Centers, Critical Disease Eradication and Treatment, and Emergency.
- **Skills:** Primary & Higher Education, Training & Skills Development, Soft Skills, Interpersonal Skills, Vocational Training, Digital Skills, Critical Thinking and Lateral Thinking.

Market Component

- **Product Market:** Market Structure, Competition, Taxes and Subsidies, Trade Tariffs, Non-Tariff Barriers, Services, Marketing 4Ps, Green Marketing, Experiential Marketing, Marketing 3.0.
- **Labor Market:** Labor Employees Relations, Active Labor Policies, Worker's Right, Hiring and Firing Practices, Pay and Productivity, Female Participation, Labor Tax, Professional Management, Internal Labor Mobility and Foreign Labor, HRM Processes, E-HRM, Present and Future HRM Issues, Challenges and Trends.
- **Financial System:** Financial Markets, Banking System & Regulation, Credit to Private Sector, SMEs Financing, Credit Gap, Venture Capital, Market Capitalization, Insurance, NPAs, Accounting & Audit and Demonetisation.
- **Market Size:** GDP, Sustainable GDP Growth, Per Capita Income, Income Disparity, Imports-Dependency & Substitution.

Innovation Ecosystem

- **Business Dynamism:** Starting & Closing a Business, Entrepreneurship, Business Innovation & Disruption, Business Analytics and Big Data, Business Strategy & Policy, Industry 4.0, Make in India and Indian Rural Markets.
- **Innovation Capability:** Diversity of Workforce, International Co-inventions, R&D, Patents Sustainable Development, Buyer Sophistication and Globalization 4.0.

Call For Papers

SMS Lucknow invites original and unpublished research work from Academicians, Corporates, Research Scholars & Students.

Manuscript Requirements for Paper Submission

Abstract and Paper should be submitted by e-mail to smconference@smslucknow.com with "SMS Conference Paper 2019" as the subject line mentioning the sub theme. Abstracts must include a clear indication of the purpose of research, research methodology, major findings & implications. All submissions will be reviewed.

The authors must ensure adherence to the following guidelines for submitting full length paper.

Cover Page: A cover page shall mention the title of paper, sub theme, name of author/s and their affiliation.

Abstract: 300-500 words, **Key words:** Maximum 4 words

Maximum Length: 4000 words excluding title/ cover page and references.

Font: Times New Roman, font size 12 pt. with 1.5 line spaces and single column with 1" margin.

Tables & Figures: All tables and figures should be serially numbered and properly labeled.

References: References must be given at the end of the paper in APA style.

Abstracts would be considered in souvenir only after after receipt of payment before 3rd February, 2018. Selected papers of the conference may be considered for publication in Conference Proceedings having ISBN number or peer reviewed National Journal.

Registration & Payment Details

Visit <https://www.smslucknow.com/national-conference-2019/index.html> to download broucher & registration form. The registration form should be sent along with the demand draft. The demand draft should be drawn in favour of "School of Management Sciences, Lucknow", payable at Lucknow, India. Those who are opting for online payment mode must send scanned copy of filled registration form along with the payment details. Registration fee includes conference kit, networking lunch and tea for the conference days. Details of registration fee is as follows :-

Corporate Executive (Paper Presenter/ Delegate)	₹ 2000
Paper Presenter(Single Author)*	₹ 1500
Academic Delegate (Only attending)	₹ 1000
Research Scholar & Students (Only attending)	₹ 500

* ₹ 500 extra for each co-author

Payment Modes

1. Online Mode:

Account No: **7337002100000289**

A/C Holder: School of Management Sciences

Bank : Punjab National Bank,

Branch -Gosainganj, Lucknow

IFSC Code : PUNB0733700

* For any payment related query contact : **9026249635**

2. Offline Mode:

Demand draft in favour of

"School of Management Sciences, Lucknow", payable at Lucknow, India.

Best Paper Award

To recognize the outstanding contribution and paper focusing on theme & sub-theme, "Best Paper Award" will be felicitated.

**Completed registration form shall be sent to :-
School of Management Sciences, Lucknow
19th K.M. Stone, Kasimpur Biruha, Sultanpur Road,
Near Gosainganj, Lucknow-226501**

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Itinerary

Day-1

Registration	09:30 a.m. -	10:00 a.m.
Inaugural	10:00 a.m. -	11:30 a.m.
Tea Break	11:30 a.m. -	12:00 noon
Plenary Session	12:00 noon -	2:00 p.m.
Lunch	2:00 p.m. -	3:00 p.m.
Technical Session-I	3:00 p.m. -	5:00 p.m.

Day-2

Technical Session-II	10:00 a.m. -	11:30 a.m.
Tea Break	11:30 a.m. -	12:00 noon
Technical Session-III	12:00 noon -	2:00 p.m.
Lunch	2:00 p.m. -	3:00 p.m.
Valedictory & Award Ceremony	3:00 p.m. -	4:30 p.m.

Important Dates

Abstract Submission Deadline

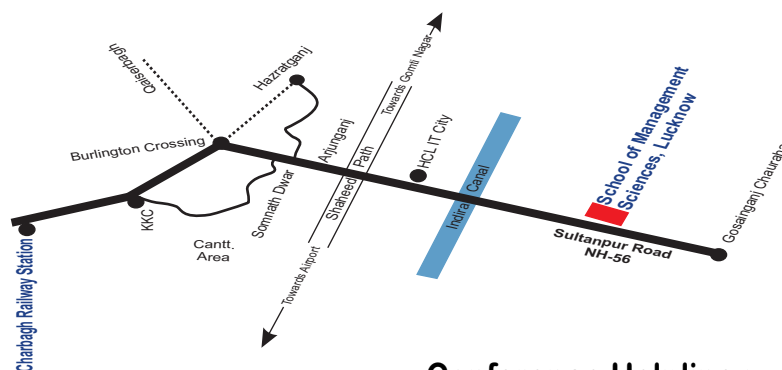
February 03, 2019

Abstract Acceptance Confirmation

Within One Week of Abstract Submission

Full Paper Submission Deadline

February 10, 2019



Conference Helpline :-

9919876678, 9839323650

9792633331, 9506033170

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