

National Conference 2013- MET BKC IOM

# National Conference

Date– 22 & 23 Feb 2013

Re-engineering & Reverse Innovation:  
New age business strategies



THE MET LEAGUE OF COLLEGES  
**MET**  
AS SHARP AS YOU CAN GET

**Bhujbal Knowledge City**

Institute of Management



## About Us

Mumbai Educational Trust (MET) is a public charitable trust established in 1989 with a mission to radically redefine education system in India. The MET league of colleges is a conglomerate of premier educational institutions, driven by single minded focus of translating aforementioned mission into concrete reality. MET is multifaceted and multidisciplinary centre of excellence.

MET league of colleges is having campuses, emending aura of majestic blend of architectural grandeur and educational piety and serenity in Mumbai as well as in Nashik.

### **BHUBAL KNOWLEDGE CITY(BKC) NASHIK**

MET's nasik campus is situated at the state-of-the-art bhujbal knowledge city. The campus spans over 40 acres of lush green landscape with over 4 lacs sq. ft. of campus floor space. The infrastructure adheres to and exceed international standards with faculty housing, hostel facilities, amphitheatre, Wi-Fi, ultra-modern ac computer laboratories with TFT screens and much more. MET BKC is an institution where students pursue learning wide variety of disciplines ranging from engineering & new technologies to management.

### **MET-INSTITUTE OF MANAGEMENT NASHIK**

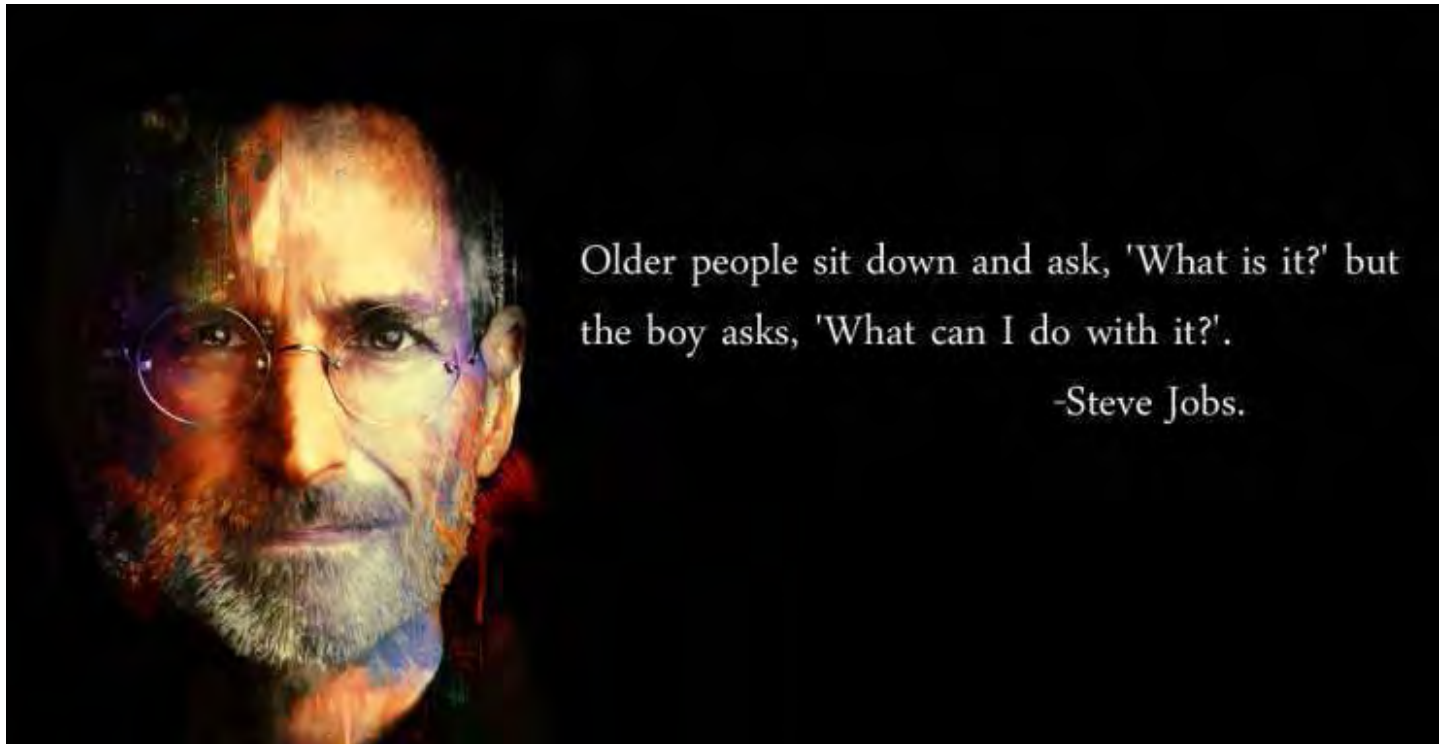
It has evolved from a fledgling enterprise to leading school of management. It all started with the realization that there was need to integrate management as to meet challenges of future. The Institute's core strength is its faculty, whose varied educational and cultural antecedents, global outlook, multi-lingual competence and wide range of interest and expertise support a comprehensive curriculum.

### **A GLIMPSE OF THE NASHIK**

Nashik is a city in India's Maharashtra state. Situated in the northwest of Maharashtra state, the city of nashik is 180 km from Mumbai and 220 km from pune. It is situated on the anks of Godavari river and in recent times it is popularly known as "Wine Capital of India" or "Grape City".

Nashik city is one of the three vertices of Mumbai-Pune-Nashik Golden Triangle. Nahik is selected a s Mini-Metro city and Is and emerging knowledge centre with many top institutes setting up their campuses in and around.

The city is well known for its pleasant climate and scenes surroundings. It is one of the fastest developing cities of India, and is the next logical destination for major. IT and Manufacturing sector industrial areas, with manufacturing plants of prominent companies such as Mahindra & Mahindra, BOACH, ABB Ltd, Samsonite South Asia Ltd, CEAT Ltd., Crompton – Greaves Ltd., Schneider Ltd., VIP Industries Ltd., GlaxoSmithKline Ltd. Etc. operating since long.



## ABOUT THE CONFERENCE

Reverse Innovation is the strategy of innovating in emerging (or developing) markets and then distributing/marketing these innovations in developed markets. Many companies are developing products in emerging economies like China and India and then distributing them globally. Developed and Rich countries have markets that are matured and saturated. The gap between mature and emerging economies is closing, and mammoth economic growth is expected in emerging economies. No longer will innovations traverse the globe in only one direction, from developed countries to developing ones. They will also flow in **reverse**. Most of the world's untapped buying power is in the emerging markets of Asia, South Asia, Eastern Europe, Africa, and Latin America. While companies like Ford set up its global automobile platform in India and catered to the niche premium segments in India, Tata introduced the Tata Nano for the price conscious consumer in India in 2009 and further planned to launch Tata Nano in Europe and U.S. subsequently.

This strategy or the term known as Reverse Innovation was coined by Dr. Vijay Govindrajnan and Prof. Chris Trimble from Dartmouth College, USA. According to them, **“Innovating for emerging markets, rather than simply exporting, can unlock a world of opportunities for multinationals and hence Reverse Innovation is not optional. It is oxygen.”**

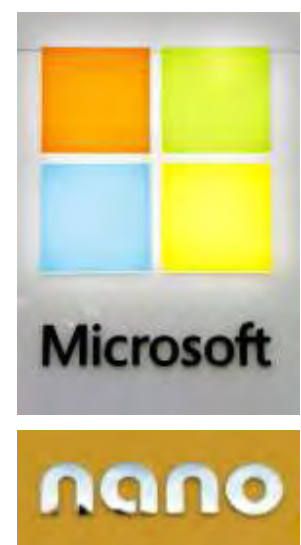
The objective of this National Conference is to provide a platform for discussion on the issues of Reverse Innovation and Reengineering and to explore the promising opportunities on

the backdrop of India being rapidly marching as most emerging economy.

For further reference on theme of conference log on to

1. [www.innovationreverse.com](http://www.innovationreverse.com)
2. [http://www.youtube.com/watch?v=ztna1lt\\_LZE](http://www.youtube.com/watch?v=ztna1lt_LZE)
3. <http://www.youtube.com/watch?v=1KUFkQBDo74>
4. [http://en.wikipedia.org/wiki/Reverse\\_innovation](http://en.wikipedia.org/wiki/Reverse_innovation)

Examples -





## Call for Papers Tracks

“Innovation distinguishes between a leader and a follower”

-Steve Jobs

### Marketing

- Challenges of brand building in today's competitive scenario
- FDI in multi Brands
- Social Media Boon
- Innovation to sustain in steep markets
- Social networks & viral marketing
- Green marketing/social innovation
- Bottom of the pyramid

### Finance

- Risk management & internal Control
- Financial Service management
- Financial Re – Engineering
- Financial Markets & Institutions
- Financial Innovations
- Economic value addition /Business Valuation

### Human Resource Management

- Reinventing HR to manage workforce diversity
- Innovations in HR to manage gen y at workforce
- Cross cultural management
- Impact of Social media of HR
- Reengineering HR to retain women in workforce.
- Change Management

### Operation & IT

- Technology & innovation management
- Information security
- Mobile computing
- Business intelligence & analytics
- In sourcing
- Developing sustainable supply chain
- Green supply chain
- Business opportunity in water conservation

\*All the accepted paper will be published in journal bearing ISSN no.

\*Papers are invited on any relevant topic pertaining to the focal theme of conference

# Guidelines

- Deadline for the **submission** of full-length paper is **10<sup>th</sup> February 2013**
- Corresponding author can **submit** the manuscript (i.e. full-length paper) in prescribed by e-mail to (metbkconf2013@gmail.com)
- Every contributor will receive an acknowledgement of their submission.
- Total word length of manuscript/paper should not exceed 6000 words (inclusive of tables and graphs) or maximum 10 pages (with single line spacing; 10 point font; Times New Roman).
- Authors of the paper will be notified the **acceptance/revision** of the papers on **11<sup>th</sup> February 2013** in the light of reviewers' comments.
- **Registration 11<sup>th</sup> February onwards**
- All the received full-length papers will undergo the review process.
- Referees' decision will be final regarding acceptance / rejection of the paper
- Please follow APS guidelines strictly to complete your final paper/manuscript.
- Please make the Demand Draft in favor of **"MET – Institute of management payable at Nasik/or by cash at MET BKC IOM Nashik**

# Registration Fees

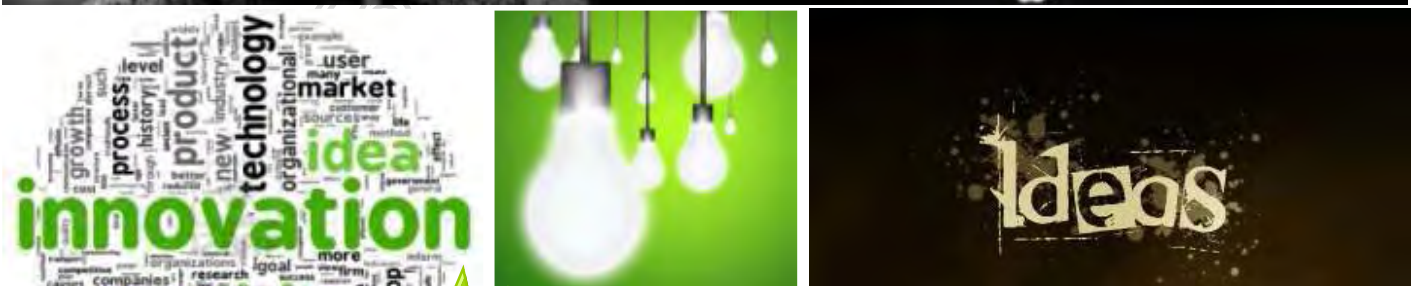
Particulars	Amount
Research Scholar	750
Academician	1000
Corporate delegates	1500
Research Paper in Absentia	750

# Important Dates

Event	Deadline
Abstract	31-Jan-13
Full Paper submission	7-Feb-13
Notification of acceptance	10-Feb-13
Registration	11 February 2013 onwards

# Key Contact

Name	Contact no
Prof.Suneel kelkar	9881640372
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**BEST PAPER FROM EACH TRACK WILL BE SELECTED AND AWARDED WITH MOMENTO AND CASH PRIZE.**

Accolade



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Dr. B.K. Mukherjee

**Conference Advisor**

Prof. Suneel Kelkar

**Conference Convener**

Dr. Sonali Gadekar

**Organizing Committee**

Mr. Pushkar Cholkar

Mrs. Asha Sharma

Mr. Atul Thombre

Mr. Prasad Joshi.

Miss. Payal Chhabra

**Committee Members**

Mr. Zafar Khan

Mr. Surendra Kansara

Mr. Saurabh Sharma

Ms. Pooja Popli

Miss. Neha Sharma

Ms. Rajitha Nair

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