

"In the past, man was first.
In the future, the system will be first."

- Taylor

2nd NATIONAL CONFERENCE

Date - 21st & 22nd Feb 2014

Theme

Value Based Management:

Business For Value Or Values In Business



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

Institute of Management
Bhujbal Knowledge City



About Us

Mumbai Educational Trust (MET) is a public charitable trust established in 1989 with a mission to redefine education system radically 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 multi disciplinary 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.

Bhujbal 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 air conditioned 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 Nashik City-

Nashik is a city in India's Maharashtra state. Situated in the north-west of Maharashtra state, the city of Nashik is 180 km from Mumbai and 220 km from Pune. It is situated on the banks 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. Nashik is selected as Mini-Metro city and is 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 growing cities of India and is the next logical destination for major IT and Manufacturing sector industrial areas, like Mahindra & Mahindra, BOSCH, ABB Ltd., Samsonite South Asia Ltd., CEAT Ltd. & more.

About The Theme

Value-Based Management (VBM) is a customer-focused system built upon shared principles and core values, which is designed to instill an ownership culture within an organization. VBM is catalyzed by "authentic leaders" who actively seek to empower others; it is developed and sustained from the ground-up. Value-Based Management follows the market-oriented theory of economic justice first advanced by the ESOP inventor Louis Kelso and the philosopher Mortimer Adler.

Value-Based Management offers workers an opportunity to participate as first-class shareholders in the company's equity growth, and in monthly and annual profits on a profit center basis. Experience has shown that where reinforced by a VBM culture, people become empowered to make better decisions, discipline their own behavior, and work together more effectively as a team.

This is because each person contributes, risks and shares as an owner, as well as a worker, VBM helps unite everyone's self interest around the company's bottom-line and corporate values.

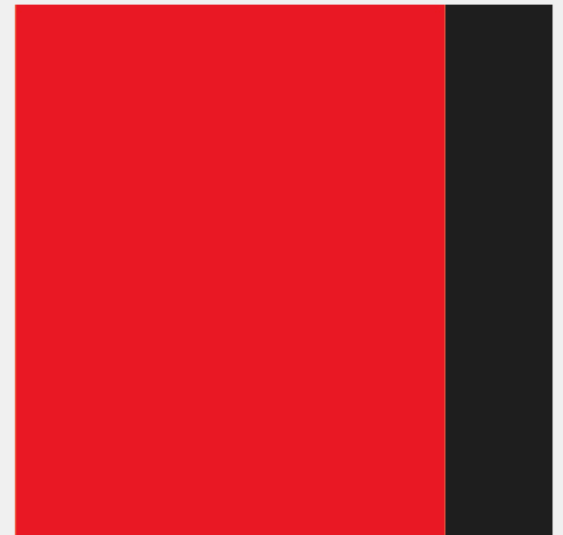
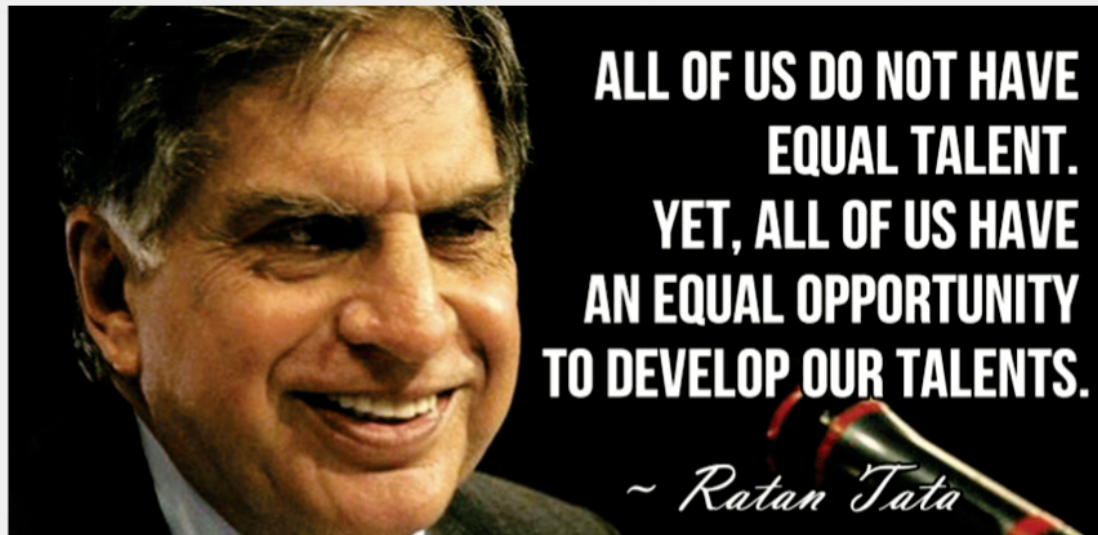
Value Based Management is the corporate governance principle and management approach that ensures corporations are managed consistently on long-term shareholder value creation. VBM achieves this by providing consistency of the corporate mission, corporate strategy, corporate governance, organizational culture, corporate communication, organizational structure, decision making processes, performance management systems and reward management processes with the corporate purpose and corporate values.

VBM is a business philosophy and management system for competing effectively

in the global marketplace, based upon the inherent value, dignity and empowerment of each person-particularly each employee, customer and supplier.

This National Conference has been organized to provide a platform where thinkers and knowledge workers can brainstorm and put their views about Values in business and economic value creation by business houses in the emerging economic culture. The objectives of the conference are:

- 1.To identify and highlight the importance of Value Based Management in current corporate culture.
- 2.To explore how values add more value to business in the era of global knowledge economy.



Call For Paper Tracks

* Good quality papers will be published in 'Meteoroid' journal bearing ISSN no.

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

* Separate tracks for students

Marketing

- Treating Customers Fairly
- Impact of Values in marketing a product, advertisements, Business deals
- Business Challenges in 21st Century (E-Commerce & Core Business Values)
- Ethics In Marketing

Finance

- Managing for value and not just numbers
- Value Creation Index
- Value prepositions
- Value Mapping and Value Creation
- Value drivers and value measures
- Economic value Addition
- Market Value Addition
- Ethics In Finance

Human Resource Management

- High Values and HRM Practice
- Global HR & Values
- Corporate social Responsibility
- Value based management for organizational excellence
- Value based Leadership, Human Resource
- Ethical issues in HR Management
- Ethics & values in dealing with issues of women at workplace
- Strategy Implementation: Behavioral Issues. (Leadership, Corporate culture, Value, Power, CSR, Ethics.)

Operations & General Management

- Managing for Value
- VBM in learning organization
- Why VBM?
- Value disciplines
- Ethics In operation management
- Value Chain & Supply Chain Management

"WHAT I WOULD LIKE TO DO IS TO LEAVE BEHIND A SUSTAINABLE ENTITY OF A SET OF COMPANIES THAT OPERATE IN AN EXEMPLARY MANNER IN TERMS OF ETHICS, VALUES AND CONTINUE WHAT OUR ANCESTORS LEFT BEHIND."

RATAN TATA

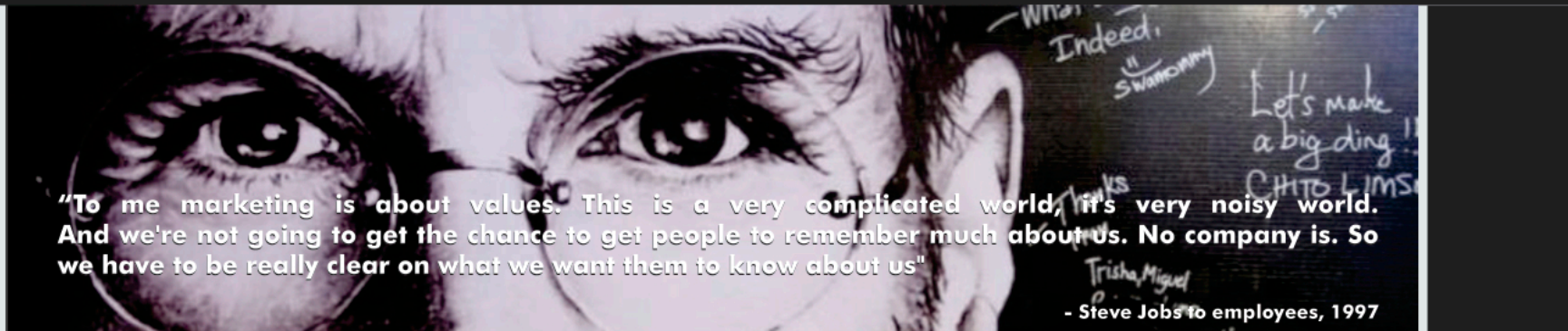
@Ushank Gaur

STRIVE NOT TO BE A SUCCESS, BUT RATHER TO BE OF VALUE.
-ALBERT EINSTEIN



integrity is doing the right thing when no one is watching

Winners from each track will be awarded with memento & Cash Prize



"To me marketing is about values. This is a very complicated world, it's very noisy world. And we're not going to get the chance to get people to remember much about us. No company is. So we have to be really clear on what we want them to know about us"

- Steve Jobs to employees, 1997

Guidelines

- Deadline for the **submission** of full-length paper is **25th January 2014**
- Corresponding author can **submit** the manuscript (i.e. full-length paper) in prescribed by e-mail to **(metbkconf2014@gmail.com)**
- Every contributor will receive an acknowledgment 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 **29th January 2014** in the light of reviewers' comments.
- **Registration 29th January 2014 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 Nashik/or by cash at MET BKC IOM Nashik**

Registration Fees

Particulars	Amount
Research Scholar	1000
Academician	1500
Corporate delegates	2000
Research Paper in Absentia	1000
Student	500

Important Dates

Event	Deadline
Abstract	20-Jan-14
Full paper submission	25-Jan-14
Notification of acceptance	29-Jan-14
Registration	29-Jan-14 Onwards

Key Contacts

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Passion for
customers



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Conference Advisor

Mr. Max D'costa

Conference Convener

Dr. Sonali Gadekar

Commitment
to excellence
and people



Organizing Committee

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Individual
respect and
responsibility



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