

## National Research Conference on “Imperatives of Corporate Social Responsibility” On 4<sup>th</sup> February 2017

### About the Organization and Institute

South Indian Education Society (SIES) is known as one of the oldest educational trusts in the city of Mumbai, having been established in 1932. SIES is a learning organization that adapts itself to the fast growing dynamic environment, while retaining the cultural values and ethos. SIES College of Management Studies (SIESCAMS) at Navi Mumbai is an outfit of SIES and is a well established and leading B-School in Mumbai and has over the years achieved a distinct position on a Pan-India basis too. It is today ranked as one of the top B-Schools in the country.

SIESCAMS is affiliated to University of Mumbai, approved by AICTE and is involved in teaching, training and promoting research in the fields of Management and Technology. The institution offers 5 PG programs in various disciplines. The institution is committed to deliver global quality in management and technical education by nurturing a conducive learning environment for a better tomorrow through continuous improvement and customization.

### About the Conference

CSR in recent years has gained its importance and is often discussed at the highest levels of companies in a variety of interpretations as to what it actually means and the impact of company's action on the society.

The focus of the business schools invites considerations on current social issues by providing resources, ideas, consulting for “B” school aspirants working to bring a gigantic social change for the good. In view of this objective SIESCAMS a responsible institution is continuously preparing itself for a change in its processes in creating socially responsible managers

As a part of its social commitment SIESCAMS has clearly understood the need for such an act and tried to enter into this area since last couple of years and has been putting all its untimely efforts in achieving the goal of building Indian Managers with global perspective by inculcating serious thoughts towards analyzing the social problems and making them feel the importance of their role as socially responsible budding managers.

Besides, SIESCAMS students, undertake various social activities throughout the year by taking up specific projects for certain concern causes and coming up with recommendations in collaboration with NGO's.

The institute has come out with this conference exclusively for the social sector. As a business

school we believe in standardizing, streamlining and scaling up whatever initiatives we undertake. While our existing social initiatives have got streamlined, we are now exploring new projects / areas that could be taken up to cater to the changing development sector.

Under the above context, SIES College of Management Studies (SIESCAMS) announces the National Research Conference on “Imperatives on Corporate Social Responsibility”. This conference will be held at the sprawling campus of SIESCAMS, on 4<sup>th</sup> Feb 2017. This research conference identifies key social issues. It will provide an opportunity to academicians, NGO / CSR partners and corporate to debate and discuss through research findings the imperatives on **Corporate Social Responsibility** and to come forward with suggestions to explore new avenues in this arena.



### Conference Convener

Dr. Durga Surekha  
Mobile No.9820043509

### Registration Details

Corporate Executives: Rs 2000/-  
Academicians: Rs 1500/-  
Students: Rs 1000/-

Registration fee includes Conference kit,  
Lunch & Tea.

Cheque / DD are to be drawn in favor of “SIES College of Management Studies”, payable at Mumbai.

### Guidelines for Abstract Submission

Abstract (not exceeding 300 words) should be sent by email in the form of a word file to the conference convener at:

**management.con@siescams.edu**

Abstract should include a clear indication of the purpose of research methodology, major results and implications. Abstracts will be blind reviewed for the purpose of acceptance.

Abstract submission should include in a separate page, names of author(s), title of the paper, affiliations, their addresses (postal and email), phone/fax numbers, and 4-5 key words.

### Guidelines for Full Paper Submission

**Software:** MS WORD.

**Length:** Paper should not exceed 3500 words (including abstract, reference and appendix), maximum 8 pages, in Times New

Roman font with size 12 and line spacing of 1.5.

**Title Page:** Article title, author(s) name(s) with affiliation and e-mail, corresponding author's address, telephone number, mobile number and fax number should be included.

**Second Page:** The title and an abstract of 300 words, with maximum 4-5 key words. The second page onward the paper should be completely anonymous for blind review.

**Main Text:** Should be more readable, technical details should be provided in appendix, ideas proposed should preferably be supported by examples from real life scenarios.

**Footnotes:** Should be used as sparingly as possible and must be identified in the text by consecutive numbers placed as superscript.

**Tables and Figures:** Should be numbered consecutively. Tables should be titled at top and figures captioned below. No table and figure included in the paper should be left unreferenced in the text. Referencing should be done as per table number figure number. Any illustration/photos should be considered as figure and numbered accordingly.

**References:** Within the text as the author's name followed by a comma and year of publication, all in round brackets. At the end of the paper a reference list in alphabetical order must be given as follows:

For books: Surname, initials, (year), title, publisher, place of publication.

For journals: surname, initials, (year), journal, volume (number), pages.

For articles: surname, initials, (year), title, journal/proceedings name, pages.

### Important Dates

Submission of abstract on or before: 30th November 2016.

Intimation of acceptance: 10th December 2016.

Submission of full paper on or before: 15th December 2016.

### Certificate and Publication of Paper

A participation certificate will be issued to all paper presenters at the conference. Selected papers will be published with ISBN number.

### Organizing Team