



International Conference

On

Emerging Trends in the Pharma Management

Venue: SIЕСCOMS, University Of Mumbai - 150 years of standing ,
Sri Chandrasekarendra Saraswati Vidyapuram, Plot 1-E, Sector V,
Nerul, Navi Mumbai – 400706

Date: 23rd – 24th August, 2010

SIЕС College of Management Studies, University of Mumbai-150 years of standing invites paper to the International conference on **Emerging Trends in the Pharma Management**.

The Objectives of the conference are

- To provide a special forum to present and discuss research on **Emerging Trends in the Pharma Management**.
- To facilitate research based knowledge among academicians and practitioners.

This will be only achieved through multi-disciplinary research based idea generation and discussion. The objective is to bring about richness in discussion by encouraging contribution from the industry worldwide and researchers across academic institutes.

Areas of interest

Paper should broadly address the conference theme and issue related to changing business practices. Academicians and research professional are encouraged to contribute new ideas, concepts, and paradigms.

Paper should be original research which could be empirical, theoretical or based on case studies.

Papers based on Research (i) in the context of and/or (ii) Applicable to changing Business Practices in Current Scenario in the following track, are invited. The tracks are mentioned below are indicative.

- E- commerce
- Retailing
- Marketing Research
- Brand Management
- Sales Management
- Distribution
- Contract Management

Guidelines for Abstract Submission

The liberalisation process started in 1991 in India has integrated Indian economy with the world economy and protection in the form of sheltered markets; subsidies licenses, quotas and restriction for import are being gradually removed. Globalisation of Business is witnessing a major revolution in the Pharma Industry

Selection of the paper would be based on detailed abstracts of at least 800 words and up to 1,500 words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implication, and key references. The author(s) should clearly mention under what area of interest of the conference the abstract is to be included. They should adhere to the following.

Length 800 to 1,500 words excluding title/cover page and references
Margins 2.5cm. or 1inch

Font	Times New Roman, 12 point
Spacing	1.5
Title Page	Title author(s), affiliation, contact details
Key Words	Four

A soft copy of the abstracts in the Microsoft Word for windows for the same should reach the conference committee not later than 30th July,2010 The electronic copy should be mailed to srivastava@vsnl.net, chitra_raman@yahoo.com Acceptance of the abstracts implies that at least one of the authors will attend the conference and present the paper. In case the paper is submitted for presentation *in absentia*, a processing fee of US \$100 would be charged.

BEST PAPER AWARD

To recognize the outstanding contribution in the field of **Emerging Trends in the Pharma Management** with a particular focus in the theme of the conference, one paper shall be selected for the best paper. The author(s) should clearly indicate on the title page whether there paper to be

Registration

Registration fee of **Rs.5000 (US \$150)** per participant should be sent latest by 30th November, 2010 through a Demand draft in favour of SIES College of Management Studies, Navi Mumbai, payable at Navi Mumbai. For Research Scholar the fee would be Rs2500 (US \$100). Registration fee will include inaugural lunch and tea for the conference days, and a copy of the conference proceeding. Registration forms to be downloaded from www.siescoms.edu. The registration form should be sent along with the demand draft. For Hotel Booking you can contact Parag Amin at parag20@gmail.com, or mail to vikram@yahoo.com

IMPORTANT DATES

Last date of submission of paper	30th June, 2010
Notification of acceptance of abstract	15th July, 2010
Last date for registration	12th August, 2010

Committee Member:

1. Dr. Chitra, chitra_raman@yahoo.com
2. Prof. Nitin Vazirani, vazirani.nitin@gmail.com
3. C R Radhakrishan, crradha@rediffmail.com
4. Vidya Iyer, vidya.iyer16@gmail.com
5. Dr. Tambe, suhastambe@hotmail.com

International conference on Emerging Trends in the Pharma Management

Sri Chandrasekarendra Saraswati Vidyapuram,

Plot 1-E, Sector V, Nerul, Navi Mumbai - 400706

Tel: 91-22 -2770 8376 / 77, Fax: 91-22- 27708379

Email id: srivastava@vsnl.net, Website: www.siescoms.edu

For further details contact:

Name: Mrs. Lalitha Pillai Research Associate/Ms Deepa S Donde

Email Id: lalitha.pillai1@gmail.com/deepa.donde@rediffmail.com

Mobile: +91 9833280245 /+91 9920846408