

Strategic Management Forum- 19th Annual Convention
Dec 15 -17, 2016

Continuing the sustained efforts to provide a platform to faculty members and scholars of Strategic Management Area, to share their research work, and engage in a fruitful discourse with the experts and peer community in a focused discussion on a contemporary topic, the **Strategic Management Forum** along with the **Indian Institute of Management Lucknow** is organizing its **19th Convention at Indian Institute of Management Lucknow at its Noida Campus, from December 15-17, 2016.**

The Convention will have four major components

1. A Conference on "Make in India: Perspectives and Challenges"

The Prime Minister of India has given a "Make in India" call to generate employment and give impetus to growth of Indian economy. It requires, however to have a clarity on various implementation issues without which results may not materialise as expected. The implementation issues regarding thrust, focus, appropriate policy measures, development of appropriate skills, target setting and monitoring of actual progress for timely corrective actions and so on. The role and responsibilities of various agencies involved in successful implementation also needs to be addressed. Looking at the importance of the subject, the 19th Annual Convention at IIML has selected this theme for a focussed conference.

Research based papers/ case studies are invited covering any one or more of the following aspects.

- 1.1. Genesis of the call
- 1.2. Historical Perspectives
- 1.3 Implementation issues and requirements for necessary policy and actions
- 1.4. Policy imperatives from government and contours of implementation
- 1.5. The role, tasks and challenges to Industry
- 1.6. Role, responsibilities and challenge to Management and Technical Institutions
- 1.7. Challenge to School and College Education
- 1.8. Any other significant topic/ issue relevant to the above theme.

2. Presentation of Research Papers in Strategic Management area.

The Convention provides an opportunity to research scholars to share findings of their empirical/ field based, independent/ joint research work on various topics/ themes in strategic management area. This will also help one in identifying significant topics for future research and help participants identify partners for joint research, besides getting them meaningful feedback to give finishing touches to their research papers presented.

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3. **Case Colloquium**, Case study forms an integral part of management teaching. Representing new contexts in the field of management would require development of new case studies. To support the case study development process, this track would provide the delegates an opportunity to

- share with the larger audience original case studies written,
- obtain experts' / peer groups' feedback at the prepublication stage, to bring improvements in one's case study,
- obtain alternative perspectives on the use of the case study as a teaching aid, benefit from the experiences of other case writers.

This track solicits submission of original case studies based on real world management situations/ problems and application of management concepts, tools and techniques to address/ solve them. Selected case studies may be published as a Case Book

4. Industry Seminar on "Opportunities and Challenges for Indian MNCs"

To provide an opportunity to faculty members and research scholars to have practical, firsthand experience based insights from industry experts, the Forum organises an Industry Seminar every year.

The topic for this year's Industry Seminar is "**Opportunities and Challenges for Indian MNCs**". The presentations will cover large, medium and small Indian MNCs, from different industry sectors. It will also have presentations from policy makers in the area.

Faculty members and research scholars working on the subject are also welcome to submit empirical/ field research based papers on the topic.

Submission of Papers & Cases

The papers and cases to be presented in various sessions must be submitted in advance. *Abstracts of papers/ cases must reach **the Co-ordinator of the Convention by September 30, 2016 and full text of papers/ cases by November 15, 2016.***

Please indicate the track of your submission as given below:

Track 1:

Conference on "Make in India: Perspectives and Challenges"

- 1.1. Genesis of the call
- 1.2. Historical Perspectives
- 1.3 Implementation issues and requirements for necessary policy and actions
- 1.4. Policy imperatives from government and contours of implementation
- 1.5. The role, tasks and challenges to Industry
- 1.6. Role, responsibilities and challenge to Management and Technical Institutions
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Track 2:

Presentation of Research Papers in Strategic Management area.

Track 3:

Case Colloquium,

*All the research papers/ cases accepted for presentation will form part of Convention Proceedings.
Selected papers/ cases may be published in a book for which consent will be taken in due course, after the convention.*

For further details regarding the convention please send an email addressed to

Tentative Schedule of the Convention

Day 1, Thursday, December 15, 2016

- Thematic Conference on Make in India: Perspectives and Challenges

Day 2, Friday, December 16, 2016

- Case Colloquium
- Presentation of Research Papers in SM Area

Day 3, Saturday, December 17, 2016

- Industry Seminar on "Opportunities and Challenges for Indian MNCs"

Detailed schedule will be sent to you/ posted on the website of the Forum www.smfi.org after the participants' nominations and their contributions are received

**The Organising Committee
XIX Strategic Management Forum
IIM Lucknow**

At the following email id:

[<smfcon19@gmail.com>](mailto:smfcon19@gmail.com)

Convention Registration Fee

	Residential	Non-Residential
Registration Fee	Rs. 7,500	Rs. 5,000
Doctoral Students	Rs. 5,000	Rs. 3,000

Convention fee includes the cost of Convention material, tea/coffee and lunch for the convention period. In the case of residential delegates it also covers the cost of accommodation (twin sharing basis) and dinner at its Executive Centre.

Registration fee is to be paid through Demand Draft or multicity cheques in the name of Indian Institute of Management Lucknow, payable at NOIDA

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ABOUT THE STRATEGIC MANAGEMENT FORUM

Strategic Management Forum is an association of strategic management professionals from industry, academic and public administration fields, to propagate the concept and practice of strategic management in the country. Registered as a non-profit making body in January 1997, it has leading management institutions / corporates and professionals as its institutional and individual members. The Forum is one of the few virtual organisations in the country. It has so far organised 29 events with the help of leading management institutions in which more than 800 people have participated so far, without having any regular staff or physical asset of its own. It is a shining example of collaboration spirit of leading institutions of the country. The Forum organized its first conference at the Indian Institute of Management, Lucknow January 1997, The second conference was held in Indian

Institute of Management Bangalore in May 1999, the third conference at Indian Institute of Management Calcutta in May 2000, fourth at Indian Institute of Management Ahmedabad in May 2001. The fifth annual convention was held at Management Development Institute, Gurgaon in April 2002 and the sixth at XLRI, Jamshedpur in April 2003. The seventh and eighth annual conventions were held at Indian Institute of Management Indore and IIFM Bhopal in May 2004 and 2005 respectively. The ninth convention was held at IIMK during May 18-20, 2006. This was followed by Conventions at IIT Bombay, IIT Kanpur, IIM Bangalore, IIM Lucknow, IIM Indore, IIM Kozhikode, IIM Calcutta and IIFT New Delhi in 2007, 2008, 2009, 2010, 2012, 2013, 2014 and 2015 respectively, The First International Conference was held at IIM, Ahmedabad in December 2010. The Nineteenth Convention is being held at IIM Lucknow NOIDA Campus in December 2016.

Besides the above, the Forum also undertook a major initiative of organizing a series of Seminars / Workshops on WTO and Allied issues, conducted in a building block manner, in collaboration with IIM (Ahmedabad, Bangalore, Calcutta, and Lucknow), IIFT New Delhi, University of Goa TERI etc. The first seminar was held at IIM Lucknow in February 2001 and the second one at IIFT New Delhi in February 2002. The third seminar was held at the International Centre, Goa, in collaboration with University of Goa and TERI, Goa.

The Forum also took a major initiative of launching week-long foundation and elective courses for Faculty Development. These modular courses help the faculty members in specializing in strategic management area. The courses were are conducted by IIFT, IIMA, IIMB, IIM1, IIMK, IIML, IIFT MD1 and XLRI with financial support from AICTE. Twenty one foundation courses were conducted in March 2004 to December 2012. Forty four Elective course have been conducted so far. So far a total of 687 people have undergone foundation courses. Further a total number of 1088 faculty members have attended elective courses conducted so far. By June 2016, over 140 faculty members had attended 4 or more courses, and over eighty among them having attended 6-9 courses.

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The professional individual Membership of the Forum is open to the academicians, managers, and administrators having demonstrated interest in strategic management. Business organizations and academic institutions engaged in teaching/training of strategic management can become institutional members.

INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW

The Indian Institute of Management Lucknow is fourth in the prestigious IIM family of management schools to be established in India after IIM Calcutta, IIM Ahmedabad and IIM Bangalore. The establishment of IIMs was envisioned and initiated by the first Prime Minister of India – Pandit Jawaharlal Nehru.

The Institute was established in the year 1984. Since then IIML has touched million lives directly or indirectly through its faculty, alumni and support staff. IIML moulds its students into value driven leaders, managers and global players. The institute undertakes a diverse range of academic activities aimed at creation, dissemination and application of management knowledge and practice.

The Noida Campus of IIM Lucknow came into being in July 2005, and shifted to its present 20 acre Campus in 2007. It has become a hub for executive education and research, training and attracts international visitors in these areas. The first IIM to set up a second full fledged Campus, IIM Lucknow has expanded its realm of influence in line with its mission to create thought leadership through its research centers, at Noida and dissemination of knowledge through its three focussed executive PG programs in management, the executive fellow program, and its vibrant executive student community.



Venue of the Convention
Indian Institute of Management, Lucknow
Noida Campus
B1, sector 62, Institutional Area
NOIDA 201307
Uttar Pradesh