

### Guidelines to Authors

Total number of authors for one paper should not be more than three, Each author will have to register separately. Authors may follow the sequence of Abstract, Information, Theoretical background, Research Methodology, Findings, and Conclusion. Each paper should furnish the bibliography. Authors also need to ensure that the paper is neatly typewritten using Times New Roman with font size of 12. Line spacing is to be 1.5. Word limit for each paper is not more than 3000 word.

### ISSN Publication:

Paper received as per the above guidelines shall only be undergoing stringent scrutiny and plagiarism check from our editorial committee, and shortlisted papers will be published in Review of Research(an UGC listed journal) carrying ISSN 2249894X, IMPACT FACTOR 5.2(UIF)

### REGISTRATION FEE PAYMENT

Participants	Paper Publication and Participation	Only Participation
Foreign Delegates	50 US Dollar	30 US Dollar
Professional / Academicians	Rs. 2000/-	Rs.1000/-
*Research Scholars(PhD registered)	Rs. 1500/-	Rs. 500/-
*Students	Rs.1300/-	Rs. 300/-

### \*Enclose Supporting Document

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Name of the Bank	Bank Of India, Pimpri
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Submission of completed research paper along with registration fees	15 <sup>th</sup> January, 2019
Communication of Acceptance and Presentation Slots	2 <sup>nd</sup> February, 2019

Papers can also be presented in absentia. Such papers shall also be considered for publication in the journal subject to the clearance from Review and Editing Committee. \*\*\* Kindly download Registration, Copyright form and Guidelines to author from institute web site <http://www.dypatilmba.com>

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For email correspondence related to the Seminar  
[seminardypcmr@gmail.com](mailto:seminardypcmr@gmail.com)



**DYPCMR**  
Dr. D. Y. Patil Centre  
For Management & Research

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**Dr. D.Y.Patil**  
**Center for Management & Research**

Gat No. 1029, 1030, NewaleVasti, Chikhali, Pune  
[www.dypatilmba.com](http://www.dypatilmba.com)

Is organizing  
**Two days National Level Seminar**  
On

**"Financial Management of  
Enterprises in  
Emerging Market Economies in India"**



**15th & 16th February, 2019**



### Venue

**"Sau. Pushpalata D. Patil Seminar Hall"**  
In Association with Savitribai Phule Pune University  
under Quality Improvement Program



### ABOUT INSTITUTE

Dr. D.Y.Patil Centre for Management and Research, NewaleVasti, Chikhali, Pune.

It is our strong belief that every individual has an urge to grow by developing their inborn potentials and gifts that are endowed upon them by nature. Reorganizing this & the need of quality education "ShikshanMaharshi Dr. D. Y. Patil Shikshan Sanstha" has developed education facilities from KG to PG.

The MBA Course started in the year 2008, recognized by AICTE, Approved by DTE, Government of Maharashtra, and affiliated to University of Pune. This being a professional Course we endeavor to groom the students to be ready for the requirements of the industry and business. We develop our students by offering them Industry/Market oriented entrepreneurship and leadership as well as skill development programs to supplement the curriculum of Savitribai Phule Pune University.

### VISION

To become a Centre of excellence for learning, research & entrepreneurship for all aspiring students.

### MISSION

To be a global, socially conscious & integrated school of management.

### ABOUT EVENT

The term Financial Management typically applies to an organization or company's financial strategy, while personal finance or financial life management refers to an individual's management strategy. It includes how to raise the capital and how to allocate capital, i.e. capital budgeting. Not only for long term budgeting, but also how to allocate the short term resources like current liabilities. It also deals with the dividend policies of the share holders.

For new enterprises, it is important to make a good estimation on costs, sales. Consideration on appropriate length sources of finances can help businesses avoid the cash flow problems even the failure of setting up. There are fixed and current sides of assets balance sheet. Fixed assets refers to assets that cannot be converted into cash easily, like plant, property, equipment etc. A current asset is an item on an entity's balance sheet that is either cash, a cash equivalent, or which can be converted into cash within one year. It is not easy for start ups to forecast the current asset, because there are changes in receivables and payables.

### Seminar Theme

DYPCMR has constantly projected on subjects relating to the social order and general interest by organizing Seminars every year. We are happy to announce that this year we are organizing Two days National Level Seminar On "Financial Management of Enterprises in Emerging Market Economies in India" 15th & 16th February 2019, in Association with Savitribai Phule Pune University under Quality Improvement Program

The Seminars are the main way of "breaking the ice" away from the formalities of the conference hall, providing an informal setting for discussing different points of view connections that in turn create lasting research partnerships. This Seminar intends at offering a broad setup to Academicians, Researchers, Industry Professionals, Social Reformers and Students to display their research work and generate a debate for successful swap of thoughts to deal with the prospective universal confronts.

### OBJECTIVES OF SEMINAR

1. To provide opportunities for academics from a range of disciplines to share their research both through the Seminar podium and Journal publications.
2. To provide opportunities for academics to receive informal in-depth feedback through discussions, and to enable them to establish contact with professionals in other institutions. The Seminars are the main way of "breaking the ice" away from the formalities of the conference hall, providing an informal setting for discussing different points of view connections that in turn create lasting research partnerships.

### CALL FOR PAPERS- PRESENTATION AND PUBLICATION

Research papers (not published and not even in process of publications) are invited from Research Scholars, Academicians, Professionals and Students. The Subthemes are as follows:

### TRACK I-FINANCIAL MANAGEMENT

1. Diversification and Finance
2. Foreign Direct Investment
3. Financial Inclusion
4. Monetary-Fiscal Policy Interactions
5. Alternate Revenue Sources for the Bank

### TRACK II-MARKETING MANAGEMENT

1. Brand Promotions and Successful Marketing Strategies
2. Customer Experience Analysis and Social Media Marketing
3. B2B marketing trends
4. Marketing myopia
5. Transformative Marketing

### TRACK III-HUMAN RESOURCE MANAGEMENT

1. Future Trends in HR
2. Blockchain & HR
3. Big Data and HR
4. Artificial Intelligence & HR
5. Human resource outsourcing

### TRACK IV-GENERAL MANAGEMENT

1. Managing and measuring the effects of Innovation
2. Investment in CSR activities
3. Long term digital preservation
4. Managing technology & innovation
5. Social entrepreneurship

(These themes are suggestive; we welcome contributions that match the theme of seminar)

