



**sasmira's**

**Institute of Commerce and Science**

Affiliated to University of Mumbai

(An Initiative of SASMIRA, linked to Ministry of Textile, Govt. of India)

भारतीय मानक यंत्रो



BUREAU OF INDIAN STANDARDS

IS/ ISO 9001



QMS

# International Conference

On

## Innovation, Growth & Sustainability



**8th & 9<sup>th</sup> March 2019**

## **About SASMIRA**

The Synthetic & Art Silk Mills Research Association (SASMIRA) a Research Association registered under The Societies Registration Act XXI of 1860 and Bombay Public Trust Act, 1950 and having its registered office at Sasmira Marg, Worli, Mumbai 400030, Maharashtra, India, linked to the Ministry of Textile, Government of India established on 12th January 1950 under Registration No. 2505 of 1949-1950. It is a cooperative venture set up by the man-made textile industry of India after independence as a multi-functional institute to serve its scientific and technological needs. It is the Premier Research and Development Organization and Centre of Excellence in Agro-tech with facilities for demonstration, product development, incubation, testing & certification and training in textiles.

SASMIRA has multifaceted development activities including R & D, Testing and Technical Services, Skill Development  
The major areas of functioning of SASMIRA are:

Research & Development	Testing Services
Technical Services and Consultancy	Services to Decentralized Sector
Textile Instrument Development	Educational Activities
Publication	Knowledge Dissemination

## **About SICS**

“Sasmira Institute of Commerce & Science (SICS)” is an Institute located at Worli, Mumbai. It is affiliated to University of Mumbai and offering the Undergraduate Courses in Management and Science. It is an initiative of SASMIRA (The Synthetic & Art Silk Mills' Research Association), started in Year 2016 to impart quality education in the field of Commerce and Science.

SASMIRA as Parent Body Linked to the Ministry of Textile, Govt. of India was established on 12th January 1950 under Registration No. 2505 of 1949-1950 granted under Societies Act XXI of 1860 and is a cooperative venture set up by the Man-Made Textile industry of India after independence as a multi-functional institute to serve its scientific and technological needs.

## **Introduction to Theme**

“Innovate or Perish” is the mantra in organizations today. Innovation in business means the process of translating an idea or invention into a good or service that creates value or for which customers will pay. Thus Innovation must lead to “Growth” in an organization. Innovation is integral to sustainability and the two can work in partnership. In order to stand out in the changing landscape, companies need to think about sustainable practices in order to achieve their desired growth.

It is clear that sustainability as an important driver in value creation but differentiation of products and services will help a company to lead in the competition, and this can be achieved through innovation. Innovations can either be sustaining, or they can be disruptive. Both types of innovation are important because they add value to the company, but disruptive innovation opens up new roads that organizations may not have considered.

Perpetual growth is incompatible with the finite world we live in. The creation of products and services requires the use of natural resources and therefore will always come at an environmental cost. In business, growth must sustain growth, meaning resources must continue to be used in order to keep growth up infinitely. We currently use resources three times faster than they are replaced by the Earth, which is clearly unsustainable. Business relies on ecological and environmental resources in order to survive. However, Business tends to forget this in the midst of their search for short-term fulfillment through economic growth and materialistic need. The aim of the Conference is to look into Innovative Sustainable Growth in various fields of Business and Society.

## Tracks/Topics for Research Paper

- Finance & Accounting
- Marketing & Consumer Behavior
- Human Resource & Organization Behavior
- Media & Advertisement
- Entrepreneurship
- Education
- Textile
- Agriculture Business
- Public Policy
- Information System & Technology
- Banking
- International Business
- Green Technology
- Logistics & Supply Chain
- Business Analytics & Big Data
- Skill Development & Employability
- Rural Economics
- Strategic Management
- Health Care Management
- Data Science in Practical
- Economics
- Project Management
- Social Media Practices
- Discipline Technology
- ICT and Education
- Crypto currencies & Block Chain
- App Based Business
- Digital Marketing

*Note: This is just an indicative list and any other topic related to the theme can be included in the conference*

## Important Dates

- Submission of Full Paper : 17<sup>th</sup> February 2019
- Intimation of Acceptance of Paper : 20<sup>th</sup> February 2019
- Conference Date : 8<sup>th</sup> & 9<sup>th</sup> March 2019

## Registration Fee

- Faculty/ Academician/Research Scholar : Rs.1000
- Industry/Corporate Delegates : Rs. 1500
- Students (UG/PG) : Rs. 300
- Foreign Delegates : USD. 25
- In Absentia : Rs. 2000

*Note: (i) Registration Fee includes conference kit, soft copy of Research Conference Book, participation in conference proceedings, refreshments and lunch.*

*(ii) For Print copy of the Research Conference Book, Additional Fee of Rs. 500/- will be applicable.*

## Mode of Payment

Cash/Demand Draft/ NEFT

- Demand Draft in favour of “**sasmira Institute of Commerce and Science**” payable at Mumbai.
- Cash payment can be made in the college office: Monday to Saturday (Working Days) between 9.00 am to 4.0 pm

### NEFT Details:

- Bank : Allahabad Bank, Worli Branch, Mumbai
- A/C No : 50355603923
- IFS Code : ALLA0211775

## Guidelines for Paper Submission

- *Abstract* : Abstract should not exceed 300 words and should precede the text of a paper.
- *Keywords* : Each paper should include three to five keywords on its title page.
- *Size* : Article should maximum of 3,000 words excluding References and Abstract.
- *Format, Length & Style*: Paper Title in Capital letter with 14pt font size and Times New Roman Font. The manuscript should be submitted in MS Word document, with 1.5 spacing and 12pt font size for full text, all main and subheadings. Heading and sub- heading in bold. Use 10 font size for footnotes.
- *Order of the Manuscript*: Title page, Abstract, Keywords, Introduction, Review of Literature, Research Methodology, Data Interpretation/Analysis, Findings & Conclusion, and References.
- *Tables and Figures*: All tables, charts and graphs should be black & white. Tables must be concise and cited consecutively using Arabic numerals in the text (Table 1, Table 2, etc.
- *References*: All references should be in American Psychological Association (APA) style
- *Copyright*: Wherever copyrighted material is used, the authors should be accurate in reproduction and obtain permission from copyright holders, if necessary. Research work published in any other journals should not be reproduced or reprinted in any form, either in full or in part, without prior written permission from the Editor/Journal authorities.
- *Undertaking*: The author should mention the undertaking that the manuscript has not been published elsewhere or considered for publication by any other journal. Research article should also accompany another undertaking that the article is the original work of the author(s).

The Paper/Article will be submitted via Email to [conference@sics.edu.in](mailto:conference@sics.edu.in)

*Note: Registration Form & Undertaking Form will be fill only after the confirmation from the College.*

## Publication

All the Research Papers selected for the conference will be publish in UGC Approved Journal “*International Journal of Advance & Innovative Research*” (ISSN 2394-7780) with an *Impact Factor of 7.36*

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- Shri. Mihir R. Mehta, Vice- President, SASMIRA

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