

**CALL FOR PAPERS  
FOR  
CONFERENCE ON EMERGING THEMES IN STRATEGY  
February 25-26, 2016.  
Management Development Institute, Gurgaon.**

The concept of strategy is centuries old. However, business strategy field has come into picture mainly in the last century. Strategy in business literature is a relatively newer term and is still evolving. In the 1960s the focus was on long range planning, in 1970s on portfolio approach, in 1980s on competitive strategy and in 1990s on core competencies and resource based view of the firm. For the major part of the last century the focus of business strategy has been primarily on the USA, Western Europe and Japan and in their context. It is understandable because firstly, Europe had taken lead in the Industrial Revolution and USA became the dominant economic power post World War II followed by Western Europe and later joined by Japan. Secondly, USA had taken a lead in business education and the concept of strategy has found its origin in business context primarily in the USA (Pillania, 2009). There are various emerging themes in strategy at corporate, business and functional level and this is the focus of this conference. Some of these themes at corporate level are business model, family business, emerging markets, institutional view etc. Submissions are invited on various aspects of emerging themes in strategy at corporate-level, business-level and functional-level including marketing strategy, human resource strategy, financial strategy and operations strategy etc.

Submissions can include empirical, conceptual, case based research, viewpoints, case study, etc.

### **AGENDA**

<b>Time</b>	<b>Programme</b>
<b>Day 1</b>	
10.00-11.00	Opening Ceremony
11.00-1.00	Panel Discussion
1.00-2.00	Lunch Break
2.00- 5.30	Workshop on Academic Publishing
5.30	High Tea
<b>Day 2</b>	
9.00 – 1.00	Paper Presentations
1.00-2.00	Lunch Break
2.00- 5.00	Paper Presentations
5.00	High Tea

### **Conference Chair**

Dr. Rajesh K Pillania, Management Development Institute, Gurgaon.

## **Instructions for Authors**

Abstracts: The abstract should not be more than 300 words. It should include the importance of the topic, methodology and key findings.

Paper: Papers could be empirical, conceptual, case based research, viewpoints, case study, etc. Paper should not be more than 7000 words. Please follow APA guidelines.

## **Publication**

Selected papers will be published in a book with an ISBN number.

## **Important Dates**

Last Date for Submission of Abstracts / Full Paper: October 20, 2015.

Information of Acceptance: November 20, 2015.

Full Paper Submission: December 20, 2015.

## **Registration Fee**

<b>Category</b>	<b>Before December 25, 2015</b>	<b>After December 25, 2015</b>
Doctoral student	INR 1000	INR 1250
Academician (Indian)	INR 3000	INR 4000
Academician (Non-Indian)	USD 250	USD 300
Industry	INR 5000	INR 6000

## **Contact**

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