

#### PAST CONFERENCE:

##### **2nd International HR Conference, 2013 at SDMIMD Mysore:**

The conference received overwhelming responses from India and countries, such as, US, Saudi Arabia, Nepal, Bangladesh, Nigeria, Cameroon, Mexico, Indonesia, France and Iran. 375 research abstracts have been received in various areas of Human Resource Management. More than 325 participants attended the conference. Mr. Nishchae Suri, Head of People and Change Practice, Partner, KPMG India Private Limited inaugurated the conference. Some of the other eminent corporate personalities, who graced the conference as speakers, were: Mr. R. Venkatanarayanan, President – HR, IT & Education, Rane Holdings Limited, India; Mr. M. Krishna, Managing Director & Chief Financial Officer (CFO), AT&S India; Dr. Selvan D, Vice President – Capgemini, India; and Mr. Girish Karunakaran, President of Eurasia, SPI, India.

##### **1st International HR conference, 2012 at SDMIMD Mysore:**

More than 250 paper presenters from academic and corporate world from India and countries, such as, US, Malaysia, and China, attended the conference. The conference was inaugurated by Mr. Madan Padaki, Co-founder & CEO, MeritTrac Services, Bangalore. Eminent corporate personalities, such as, Mr. E. S. Chakravarthy, Centre Head, TCS Bangalore; Mr. Niranjan Nikam, Chief of Bureau, Deccan Herald, Mysore; Mr. C. S Anil Kumar, V P – HR, Reliance Retail; Mr. Ajish M J, Manager HR, Tata Elxsi, Trivandrum; Mr. P. Sudeep, Registrar, Center for Earth Science Studies, Trivandrum, addressed various HR issues in the technical sessions in the conference. The valedictory address was delivered by Mr. C. Mahalingam, Executive VP & CPO, Symphony Services, Bangalore.

#### ABOUT SDMIMD:

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), ranked among the top Business Schools in India, is located at the foot of Chamundi Hills in the heritage city of Mysore in Karnataka, 140 kilometers from Bangalore. The Institute has been recognized as a leading centre for post graduate management learning, as is evidenced by the A★★ rating accorded to it by CRISIL. Its charming campus has won architectural and landscape awards, and provides a great setting for learning and germination of managerial intellect. The institute is promoted by the Shri Dharmasthala Manjunatheshwara Educational Trust, a much admired non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including engineering and medical colleges. Dharmasthala, 'the abode of dharma', has been a renowned pilgrimage centre for hundreds of years and canons of selfless service, integrity, and social development stand embedded in all of the Trust's activities. The Trust and all the associate Institutions benefit from the visionary leadership of our Chairman, Padma Bhushan Dr. D. Veerendra Heggade. SDMIMD's AICTE-approved PGDM program that is accredited by NBA runs for six terms over two years with an impeccable quality of academic rigor. The institute is well known for its research activities. The dedicated research publications, such as, 'Cases in Management', 'Contemporary Research in Management', 'Excerpts of Select Summer Internship Reports', have come in for praise from the world of academics. The Institute's journal 'SDMIMD Journal of Management' has evolved as a prestigious publication, well known for the quality of the papers, therein.



**SHRI DHARMASTHALA MANJUNATHESHWARA  
INSTITUTE FOR MANAGEMENT DEVELOPMENT**

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Mysore—570 011, Karnataka, INDIA  
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Email: hrcon2014@sdmimd.ac.in  
Conference Webpage: <http://sdmimd.ac.in/hrcon2014/home.html>

  
sdmimd

## 3<sup>rd</sup> International Conference on **Managing Human Resources at the Workplace**

December 5 & 6, 2014



Shri Dharmasthala Manjunatheshwara Institute for Management Development  
(SDMIMD), Mysore –570011, Mysore, INDIA. [www.sdmimd.ac.in](http://www.sdmimd.ac.in)



**About the Conference**

In the ever-changing business context, the role of Human Resources Management is not only undergoing a metamorphosis, from being a functional contributor towards the rate performance to becoming a strategic partner of business decisions. The focus of shifting from merely addressing day-to-day issues of People Management towards oriented performance-based approaches to retain the best talent for facing up to stresses in the business world. This requires a paradigm shift in perceiving the HRM in a company, which thrives for business sustainability, even in times of volatility, and uncertainty. [Read More](#)

**Conference Countdown**

228:04:15:42  
2014 IHR Conference  
2014

**Previous Conferences**

2nd IHR Conference 13.12.2013  
2nd International HR Conference held on 13 to 14 December 2013. [Read more...](#)

1st IHR Conference 14.02.2014  
1st International HR Conference held on 14 to 15 December 2013. [Read more...](#)

Natl. HR Conference 06.12.2011

**Key Dates:**

Deadline of abstract to be sent by: **10 September, 2014**

Beginning of Registration Process: **10 September, 2014**

Deadline for sending Full Paper: **22 October, 2014**

Deadline of Full paper to be sent by: **05 November, 2014**

Deadline for Registration: **25 November, 2014**

[Quick Contact](#)

## ABOUT THE CONFERENCE

Due to the ever-changing business context, the role of Human Resources Management is currently undergoing a metamorphosis, from being a functional contributor towards the corporate performance to becoming a strategic partner of business decisions. The focus of HR, is shifting from merely addressing day-to-day issues of People Management towards future-oriented performance-based approaches to retain the best talent for facing up to competitiveness in the business world. This requires a paradigm shift in perceiving the role of HRM in a company, which thrives for business sustainability, even in times of change, volatility, and uncertainty.

In the above backdrop, SDMIMD is organizing its 3rd International Conference on Managing Human Resources at the Workplace, on 5 and 6 December, 2014, at SDMIMD campus, Mysore.

For more information please visit  
**CONFERENCE WEB PAGE**  
<http://sdmimd.ac.in/hrcon2014/home.html>

This conference seeks to provide a platform to address and deliberate on various issues and concerns in field of human resource management. Research papers, case studies and articles are invited from various inter-disciplinary areas and sectors for the conference.

### AN INDICATIVE LIST (NOT EXHAUSTIVE) OF AREAS AND SECTORS FOR THE CONFERENCE IS MENTIONED BELOW:

- |  |   |
|--|---|
| HR AND BIG DATA ANALYTICS                          | GLOBAL HRM  |
| HRIS AND ITS USES FOR STRATEGIC DECISION-MAKING    | COMPENSATION AND BENEFITS FOR EFFECTIVE TALENT MANAGEMENT |
| ETHICAL HR FOR SUSTAINABLE GROWTH                  | PERFORMANCE MANAGEMENT FOR STRATEGIC GOAL-SETTING         |
| CROSS-CULTURAL ISSUES IN HRM                       | CHANGE MANAGEMENT IN COMPETITIVE ORGANIZATIONS            |
| WORK-LIFE INTEGRATION FOR EMPLOYEE WELL-BEING      | EMPLOYER BRANDING IN STRATEGIC MARKETS                    |
| LEADERSHIP DEVELOPMENT IN FUTURISTIC ORGANIZATIONS | HUMAN RESOURCE DEVELOPMENT                                |
| MANAGEMENT OF TALENT PIPELINE                      | MOTIVATION AND TEAM BUILDING IN HYBRID ORGANIZATIONS      |
| HUMAN RESOURCE ACCOUNTING                          | COUNSELLING AND MENTORING                                 |
| INDUSTRIAL RELATIONS: CHALLENGES IN THE NEW ERA    | EMPLOYEE ENGAGEMENT FOR ATTRITION MANAGEMENT              |
| HR GOVERNANCE FOR SUSTAINABILITY                   |   |

#### FOR WHOM:

Faculty Members and Academicians, Management Practitioners, Consultants, Entrepreneurs, Ph.D. Scholars and Management Students.

## CONFERENCE PUBLICATION

Accepted and registered papers will be published in the Conference Proceeding CD with ISBN Code 978-93-83302-01-7. At least one author needs to register for the conference to get considered for publication of the abstract/paper. Papers which are rich in academic/practical content may also be considered for publication in the Institute's journal – SDMIMD Journal of Management, subject to modifications/enhancement suggested by the Journal's Editorial Board.

#### GUIDELINES TO AUTHORS:

An abstract should not be of more than 500 words. Along with the abstract, authors need to send not more than 5 key words. Abstract should be sent as a word document only. Full papers should not be of more than 5000 words and not more than 15 pages (A4 size), with APA style reference list, Font Times New Roman, Font size 12, Single Spaced. Up to three authors are allowed for each paper. Authors need to send the full papers as word document only.

Correct name, designation, e-mail ID of the authors and affiliating organization need to be clearly mentioned in the abstract and full paper.

Copyright declaration: A declaration should be provided from the corresponding author along with the paper stating that the work is an original one and does not violate Copyright.

#### CONFERENCE CONTACT:

For submission of abstract / full paper, or any other clarification, please contact the following:

Dr. Mousumi Sengupta, Conference Chair  
Phone: 0821-2429722, 2429161; Extn: 1005 | E-mail : [hrcon2014@sdmimd.ac.in](mailto:hrcon2014@sdmimd.ac.in)

Dr. Nilanjan Sengupta, Conference Co-Chair  
Phone: 0821-2429722, 2429161; Extn: 1007 | E-mail : [hrcon2014@sdmimd.ac.in](mailto:hrcon2014@sdmimd.ac.in)

#### ORGANIZING TEAM:

Dr. N. R. Parasuraman Director, SDMIMD	Dr. Mousumi Sengupta Conference Chair	Dr. Nilanjan Sengupta Conference Co-Chair
Dr. Sunil M. V. Member, Conference Committee		Ms. Rekha Ganapathy Conference Secretary

#### ACCOMMODATION:

A list of budget hotels in Mysore will be provided to the participants. Participants may kindly contact the hotels directly.

## IMPORTANT DATES:

Last date for sending Abstract :  
**5 September, 2014**

Acceptance of abstract by:  
**10 September 2014**

Beginning of Registration Process:  
**10 September, 2014**

Last date for sending Full Paper:  
**22 October 2014**

Acceptance of Full paper by:  
**5 November, 2014**

Last date for Registration:  
**25 November, 2014**

### REGISTRATION FEE (NON-RESIDENTIAL)

It includes conference kit, lunch and tea/ coffee for two days:

For Executives / Consultants / Managers : **INR 3500.00**

For Faculty Members:  
**INR 3000.00**

For PhD Scholars:  
**INR 1500.00**

For Students:  
**INR 950.00**

*Early Bird Discount of 20% to participants who register on or before*  
**25 October, 2014**

### PAYMENT PROCEDURE:

**Option I:**  
Payment may be made in the form of DD/Cheque drawn in favor of **The Director, SDM Institute for Management Development**, payable at **Mysore**.

**Option II:**  
Electronic Fund Transfer (EFT) at the following account numbers:

**HDFC Bank**, Saraswathipuram Branch, Mysore,  
SB A/C 00651450000156  
IFSC Code: HDFC0000065

**Axis Bank**, V.V Mohalla, Mysore,  
SB A/C: 912010058973773,  
IFSC Code:UTIB0000151