

BABA FARID COLLEGE OF MANAGEMENT & TECHNOLOGY (BFCMT)

Organizes

3rd National Conference

On

“TRENDS AND ISSUES IN PRODUCT AND BRAND MANAGEMENT”

March 20-21, 2013



BABA FARID COLLEGE OF MANAGEMENT & TECHNOLOGY (BFCMT)
MUKTSAR ROAD, BATHINDA - 151001 (PUNJAB)



ABOUT US

Baba Farid Group of Institutions is managed by Baba Farid Vidyak Society founded in 1993 under the encouraging patronage of prominent educationists of Malwa Region of Punjab. The society aims at providing quality education at affordable fee along with preparing the young minds to face the competitive world on all fronts. The lush green campus, spread over 50 acres, is situated 4 kilometers away from municipal limits of Bathinda city on Bathinda- Muktsar road. The group is determined to prepare a team of young scholars who are enthusiastic enough to rise to the need of the hour and resolve to fight the evils of the society. Baba Farid Group of Institutions offers a number of Under Graduate courses and Post Graduate courses and has created a niche for itself in the field of education in a very short span of time.

Baba Farid College of Management & Technology established in 2008 offers MBA with specialization in Marketing, Finance, Human resource and Retail Management. College has well experienced, highly qualified faculty. It endeavors to groom tech savvy managers and entrepreneurs for the competitive environment throughout the world. The infrastructure includes Air Conditioned classrooms, Air conditioned Conference Room, Centrally air conditioned library, Seminar Hall and Computer Labs, etc. The institute has separate air cooled hostels for boys and girls having rooms with attached bath rooms. The institute provides a well connected transport services to all the adjacent areas with in the radius of 60 Kms.

ABOUT THE CONFERENCE

In this competitive market scenario, managing the brands efficiently is a highly tough job for the marketers. Customers always expect the best product at the competitive price. The inflow of the global manufacturers and service providers has brought all the stakeholders always on their toes. This conference is planned with the base concept of bringing various sections of Marketing Professionals, Academicians, Students & Research Scholars on a common discussion platform to pool their views on the emerging concept of Product Management and Branding in this competitive scenario. The result of this conference in the form of a well organized Proceedings Book will be very handy for all these people in understanding the Trends and Issues in Product and Brand Management.

Main Theme of the Conference:

“TRENDS AND ISSUES IN PRODUCT AND BRAND MANAGEMENT”

Sub Themes:

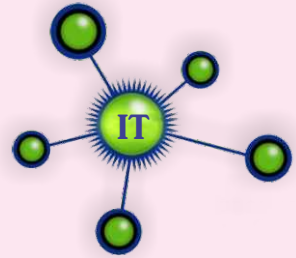
Core Concept

- ≈ Issues in Product Development
- ≈ New Product Development Process
- ≈ Impact of Consumer Behaviour on Product Development
- ≈ Product Management
- ≈ Product Launching
- ≈ Product Life Cycle
- ≈ Brand Development
- ≈ Brand Planning
- ≈ Branding and Design Development
- ≈ Brand Positioning
- ≈ Brand Equity & Brand Building
- ≈ Brand Environment
- ≈ Brand Life Cycle
- ≈ Branding and Corporate Social Responsibility
- ≈ Corporate Identity Management



Engineering and Information Technology

- ✍ Role of Internet in Product & Brand Development
- ✍ Role of Engineering in Product & Brand Development
- ✍ Quality Control
- ✍ Advanced design techniques in Product Development
- ✍ Prototyping and Product Testing
- ✍ E-Advertisement
- ✍ Role of ICT in Product & Brand Management



Human Resource

- ✍ Human Resource Capacities – Motivation and Goals in Product development
- ✍ Reflection of Company's Manpower on a Brand
- ✍ Leadership styles and impact on Product Development
- ✍ Emotional and Experiential factors in Branding
- ✍ Internal Marketing
- ✍ Performance Management in Product Development
- ✍ Cross cultural Brand Management
- ✍ Impact of HR concerns on Company Branding
- ✍ Shortage of skilled manpower
- ✍ Compensation and performance management issues for stable brands



Finance

- ✍ Financing Product Development
- ✍ Outsourcing of Product Development
- ✍ Risk Management in Product Development
- ✍ Cost of Branding
- ✍ Leveraging a Brand through Brand Extension
- ✍ Return on Investment in Brand Management
- ✍ Role of Process Evaluation Review Technique in Product Development
- ✍ Use of Critical Path Method in New Product Development
- ✍ Building Financial Brands



Marketing and Advertising

- ✍ Consumer is always Right; not a product
- ✍ Celebrity endorsements in Branding
- ✍ Branding of Educational Institutions: New Innovative Measures
- ✍ Emerging Trends in Brand Management
- ✍ Social Marketing
- ✍ B2B Branding
- ✍ Branding Issues from Emerging Markets
- ✍ Product Mix and Line Decisions in today's context
- ✍ Brand Communication strategies
- ✍ Service quality is the core of a Brand
- ✍ Customer Perception towards Brand Extension
- ✍ Role of Customer Relationship Management in Branding of Services
- ✍ Product and Brand Failures
- ✍ Issues in Supply Chain Management
- ✍ Role of Information Technology in Supply Chain



Other papers are also invited related to the theme.

Note: The selected papers will be published in the proceedings with ISBN/ISSN Number.

Guidelines for Abstract/Paper Submission

Your Abstract/Paper should adhere to the following parameters

- The length of abstract should be between 100-150 words & Full length paper should not exceed 2500 words (including abstract). Full length paper/abstract should be typed in MS-Word, double spacing, Times new roman with font size 12 & margin of 2.5 cm. or 1 inch
- The Title page of the paper should contain Title of the paper, Author's name (s), Designation, Official & Contact address, Phone number & E-mail address.
- Only key/limited sources should be mentioned in references. Limited numbers (up to 5) of tables/ graphs can be included.
- The complete paper should reach to Ms. Babita Singla (Conference Secretary) at bfcmt.conference@gmail.com as per the schedule mention below.

The authors should send the certificate of originality and consent for publication in proceeding without which it will not be accepted. Only original Articles will be accepted for publication. The manuscript submitted for publication would be screened by the editorial board to check its relevance. Published manuscript will be exclusive copyright of BFCMT. The copyright includes electronics distribution as well.

Key Dates:

Last Date for receiving Abstract	: March 02, 2013
Intimation of Acceptance	: March 04, 2013
Last Date for Receiving Paper	: March 12, 2013
Last Date for Registration	: March 15, 2013

Registration Fee (Per Author)

Corporate/Industry (Including hard copy of proceeding)	Rs. 1500
Academicians/Research Scholars (Including hard copy of proceeding)	Rs. 1000
Students (Including soft copy of proceeding)	Rs. 600

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