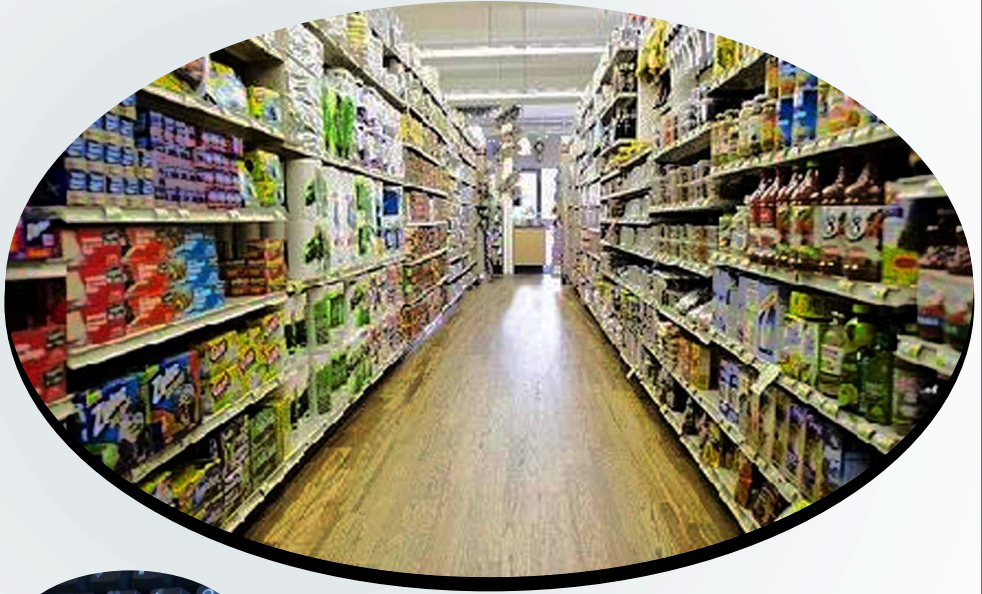


BABA FARID COLLEGE OF MANAGEMENT AND TECHNOLOGY (BFCMT)

**Organizes
2nd National Conference
On**

“RETAILING IN INDIA: OPPORTUNITIES AND CHALLENGES”

March 15-16, 2012



Sponsored by
Indian Council of Social Science Research,
North-Western Regional Centre,
Chandigarh

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

www.bfcmt.com

ABOUT US

Baba Farid Group of Institutions established in 2005 is managed by Baba Farid Vidyak Society founded in 1993 under the leadership of an eminent educationist of Malwa Region, Bharat Jyoti awardee S. Gurmeet Singh Dhaliwal, Managing Director of this group. The institute is situated 4 kms away from the municipal limits of Bathinda city on Bathinda- Muksar road. It has a lush green, eco-friendly campus spread over 50 acres. Baba Farid Group believes in imparting such education which inculcates the ideas of humanism, modesty, morality and spirituality. 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 like B.Tech., BBA, BCA, B.Sc. in Agriculture, Biotechnology, Computer Science, Medical, Non-medical, Airlines Tourism and Hospitality Management, B.Com, B.A and B.Ed. Baba Farid Group also offers P.G courses viz. MBA, M.Sc. in Math, Chemistry, Physics, Airlines, Tourism and Hospitality Management (ATHM), Service Industry Management (SIM), Information Technology; M.A. in English, Punjabi, Economics, P.G. Diploma in Banking & Insurance, Retail Management, Journalism and Mass Communication, Computer Application.

To overcome the problems of unemployment the group has established Department of Training and Placement & Department of career Guidance and Counselling to benefit students not only from BFGI but also from the whole Malwa region . Understanding its responsibility towards society, the institution has also established Baba Farid Blood Donor's Squad. Beside this, Baba Farid Group of Institution also provides student support services like Awards and Scholarships, Skill Development Programme, Seminars & Workshops, National Cadet Corps(NCC), Social Activities, Cultural Exchange Programme, and sports activities etc.

Baba Farid College of Management & Technology established in 2008 is managed by Baba Farid Vidyak Society. College has well experienced, highly qualified faculty members. The college organizes various seminars, guest lectures, industrial visits, placement training which helps to improve the student's calibers. The infrastructure of the institute includes hi-tech campus with centrally air conditioned library, computer labs, laboratories etc. The institute has separate air cooled hostels for boys and girls having fully furnished rooms. The institute provides a well connected transport services to all the adjacent areas with in the radius of 50 Kms.

ABOUT THE CONFERENCE

In India, there are around 15 million retail outlets which cater to the day to day needs of the customers. They are convenient, affordable, provide add on services, etc. which a customer doesn't find in big retail shops. Big Chains though enjoy large scale efficiencies but they also face a lot of problems in terms of huge operations cost, supply chain and inventory management, retaining customers, etc. which work in favour of small players in the industry. India largely comprises of low and middle class population which is catered by these small retailers.

This conference aims at sharing research and experience based knowledge among researchers, academicians and Practitioners on contemporary field of Retail and Marketing. The conference shall also explore innovative Practices and strategies that might assist Retail and related organizations in their business operations.



Main Theme of the Seminar:

"Retailing in India: Opportunities and Challenges"

Suggested Tracks:

Core Concept

- Modern Retailing
- Indian Retail transforming from Family Managed to Professionally managed
- Role of Consumption Pattern in Retailing
- International Retail Giants in India
- The fortune at the Bottom of the Pyramid
- Future of Retailing in India
- Key Drivers for Creating 'Customer Retailing Experience'
- Building Sustainable & Viable Shopping Centres in India
- Influence of External and Internal Environment on Retail
- Innovative strategies in Retail
- Latest trends in Retail Management
- Legal factors in Retail Business
- Organized Rural Retail
- Political & Legal environment in Retail
- Role of B-schools in Retail sector growth
- International Retailing
- Retailing Global v/s Indian Experience
- Rural retailing : an Indian Perspective
- Retail Marts : Targeting Niche Market
- Organized v/s Unorganized Retail

Layout and Ambience

- Retail Store Design
- Visual Merchandizing in Retail
- Consumer Expectations, Perception and Participation in Retailing
- Whatever is seen is sold" JO DIKHTAHAI, WOH BIKTAHAI"
- Formats in Retailing
- Sales Promotion Tactics in Retailing

Finance and Investments

- FDI in Retail: Issues and Challenges
- Source of Investments in Retail
- Who Gains from FDI in Retail?

Information Technology

- Information Technology in Retail
- E Commerce and Online Retail Business
- Technology and Loss Prevention

Marketing and Channel Management

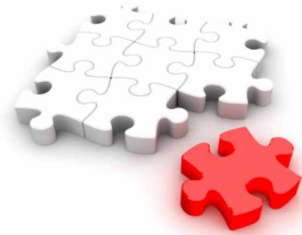
- Strategic Vendor Management and Private Label
- Branding in Retail
- Promotion in Retailing
- Customer Loyalty and Retail Business
- Multi-channel integration - Selling beyond the stores
- Supply Chain Management in Retailing
- CRM in Retail
- Vendor-retailer Collaboration in Retail
- Advertising and Promotion in Retail
- Buying behaviour of Retail customers
- Influence of opinion leaders in Retail buying
- Loyalty Programs in Retail

Human Resources

- Human Resource Practices in Indian Retail Industry
- Retail Training Systems

Other papers are also invited related to theme

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



Guidelines for Abstract Submission

Selection of papers for presentation will be based on abstract of around 300 words. Abstract must include a clear indication of the purpose of research, methodology, major results, implications, and key references. The author(s) should clearly mention under what area of interest of the conference the abstract is to be included.

They should adhere to the following:

Length: 300 words excluding title/cover page and references

Margins: 2.5 cm. or 1 inch

Font: Times New Roman, 12 point

Spacing: 1 (Single)

Title page: Title, Author(s), Affiliation(s), Contact details

Key words: Four

Abstracts will be reviewed by our panel of reviewers. A soft copy of the abstract in Microsoft Word format should reach the conference coordination not later than February 17, 2012. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper.

Guidelines for Detailed Paper Submission

The complete paper shall have to be sent to conference secretary by February 29, 2012 in the electronic version only, through email. Papers should adhere to the following details:

Maximum length: 2,500 words, excluding title/cover page, references, charts, tables, etc.

Margins: 2.5 cm. or 1 inch

Font: Times New Roman, 12 point

Spacing: Single

Title page: Title, Author(s), Affiliation(s), Contact details

Selected papers would be published in conference proceeding/edited book with ISBN/ISSN. Along with the full length paper the author(s) needs to send completed registration form and the Declaration of originality and consent for publication in proceeding without which it will not be accepted. All rights of publication of papers included in the conference shall rest with the Conference Organizers.

Key Dates:

Last Date for receiving Abstract : February 17, 2012

Intimation of Acceptance : February 19, 2012

Last Date for Receiving Paper : February 29, 2012

Last Date for Registration : March 02, 2012

Registration Fee

Corporate/Industry Rs. 1200

Academicians/Research Scholars Rs. 900

Students Rs. 600

Conferece Organizers

Chief Patron –

S.Gurmeet Singh Dhaliwal,

Chairman, Baba Farid Group of Institutions, Muktsar Road, Bathinda.

Conference Director –

Dr. Manish Bansal,

Director- Principal, Baba Farid College of Management & Technology, Muktsar Road, Bathinda.

Conference Co ordinators –

Ms.Neetu Singh, Mr.Sachin Dev

Conference Secretaries –

Ms. Babita Singla & Mr. Deepinder Singh

Organising Members

Mr. Jatinder Gaba, Mr. Navneet Setia, Ms. Navdeep Kaur, Mr. Abhishek Ruhela,

For Any Enquiry, Contact:

Ms. Babita Singla, Assistant Professor (Mobile:9501115638)

Mr. Deepinder Singh, Assistant Professor (Mobile:9501115627)

Email – bfcmt.conference@gmail.com

Helpline No.:- 1800-4191-005 (Toll-Free)



BABA FARID

GROUP OF INSTITUTIONS

Muktsar Road, Bathinda Ph. 0164-2786001, 02, 03, 04 / 9501115001, 02, 03, 04 www.babafaridgroup.com