



PRESENTS

ICON

6th INTERNATIONAL CONFERENCE

ON

Alchemy of Leadership

For

Innovation and Sustainability

Organized by:

School of Management Sciences, Varanasi

On

(17th -18th February'2018)

Venue : SMS, Varanasi

Conference Secretariat

School of Management Sciences, Varanasi

Khushipur, Mohan Sarai-Mughal Sarai By-pass, P.O.Bachchaon

Varanasi-221011 (Uttar Pradesh)

India

Phone: +91-542-2271771, 2271772, 3259266, 7617018890

Fax: +91-542-2271773

E-mail: smsicon2018@smsvaranasi.com , rksingh@smsvaranasi.com

Website : www.icon.smsvaranasi.com

ORGANIZERS

SCHOOL OF MANAGEMENT SCIENCES

VARANASI

School of Management Sciences ,was established as a premier institution of higher learning in the Varanasi, which is one of the most ancient cities of the world and an acclaimed seat of learning plus undertaking cultural, spiritual and religious pursuits. The institute was established to provide management and technical education of highest quality to the students and making them not only skillful but also an excellent human being full of ethical and moral attributes. Approved By AICTE, Ministry of HRD , New Delhi,, affiliated to UP Technical University and recognized under Section 12 (b) and 2(f) of UGC Act ,SMS, Varanasi has constantly made sincere efforts towards its objectives and has therefore been able to take a quantum jump grading among the India's Top 50 Best Business Schools by reputed Business Magazines and Rating Agencies. The various awards and accolades bestowed to SMS, Varanasi such as Best Emerging B-School of Northern India and Leadership Award at World HRD Congress and Asia Brand Summit, Mumbai plus Pride of the Industry Award amply reflect the excellent standards set up by the institution. SMS, Varanasi which is internationally accredited offers PGDM, MBA and MCA Programs at the master's level as well as BBA,BCA and B.Com. at bachelors level. SMS possesses one of the best and ultra modern lush green campus, embedded with Wi-Fi connectivity, centrally air-conditioned class rooms, seven computer labs with four hundred computer terminals, international summer placements, international student exchange programs, foreign industrial visits and a lot more thrust on pedagogical activities to inculcate budding managers with the value system that shapes them into global citizen whose wider contributions are expected towards the progress of business world.

Moreover SMS, Varanasi has established Centre For Entrepreneurship, Innovation & Skill Development (CEISD), in order to Develop and Promote the Knowledge Capital on National & International Level through Exploration & Promotion of Ecosystem for Entrepreneurship , Nourish & Mentor the Innovations and Enhance the Multidimensional Managerial, Technical and Human Skill in various dimensions looking towards the changing Global Environment.

SMS, Varanasi has also established Centre for Spiritualism and Human Enrichment (C-SHE) with the noble objective to create a strong platform for all those who are interested in contributing towards enriching human lives and the modern management science through the spirituality so that a new sustainable and holistic model of management could be created.

Associate Partners :

Clafflin University, USA

California State University, USA

Limkokwing University, Malaysia

Quality Circle Forum of India

PHD Chamber of Commerce

Confederation of Indian Industries

ASSOCHAM

NHRD

Eastern UP Exporters Association

Varanasi Management Association

About Conference

The world economy is rapidly expanding and it has witnessed bewildering development in the field of technology, individuals, familial and social values and the rapidly moving patterns of consumer tastes and preferences. These tectonic shifts have not only changed the very contours of society, business, Industry and environment, however also altered the whole landscape of entire human activity. In the fast changing dynamics of global economic scenario to have a proper balance and progressive approach the authentic leadership has now become crucial issue. Effective leadership continue to be the core of creation and implementation of winning strategies to get ordinary people to do the extra ordinary things. The present global era is not just labour intensive or not just materials intensive but knowledge intensive. Strategic and innovative learning interlinked with the inspiring leadership would help in performing the alchemy of fostering of sustainable innovation.

Alchemy of leadership for of innovation and sustainability should now address to the innovative business models and managerial decisions grounded in the financial, environmental and social concerns. Sustainable innovations should, Create financial value, Know how their actions affect the environment and actively address those impacts, Care about their employees, customers and communities and work to make positive social change. The leadership should understand these elements are intimately connected to each other. Compared to company that focus on short-term profits and make decisions based solely on the bottom line, leadership of sustainable companies think long term. They forge strong relationships with employees and members of the community.

They find ways to reduce the amount of natural resources they consume and the amount of waste and pollution they produce. Sustainability has become a much discussed issue on the Global level. To face the various challenges related with the Sustainability new and new skill sets are required in every walk of life. In the skill development process obsolete dimensions are not having any relevance today. Now this era require Innovative leadership with every kind of skill sets whether its Managerial, Technical or Human Skill to achieve the organizational goal of Sustainable Development. Global Economy is now looking towards a global leadership to develop the leadership chain up to the Bottom of Pyramid passing through every sphere of life. At the same time its a great need of hour to concentrate on the Global Sustainability Issues based on the Triple Bottom Line Model of “3P” i.e. People , Planet & Profit and see how the Innovative approaches in the leadership development process helping in the entire gamut of Sustainable Development keeping care of Equity of Society , Economy & Environment.

Aim of the Conference :

The Conference aims to common intellectual interactive forum where the leaders representing different walks of life will share their experiences and enhance the learning curve by identifying the common attributes so as to redefine the leadership alchemy most relevant in context of Innovation and Sustainability.

Objectives of the Conference:

- To understand the transformational dynamics and dimensions of Alchemy of Leadership**
- To explore the various Issues, Challenges and Opportunities related with the transformation of Leadership for Innovation & Sustainability in every sphere of Management , Technology, Economics, Commercial, Social, Psychological , Spiritual and Political gamut.**
- To explore all the possible dimensions of Leadership development through the Spiritual and Philosophical approach for the sustainable and holistic model of innovations in the modern management science.**
- To understand the various dimensions of Innovations through the Research and Development in the product , services, process and organizational development process in the global economic scenario.**
- To explore various dynamics of authentic leadership in the Sustainable Development process on the global arena**
- To explore the role of leadership in the integration of Industry, Academia , Government and Society in bridging the skill gap and promotion of innovations**

Thematic Cluster :

- **Gaining Leadership through Sustainable Innovations in the area of Marketing, HR, Finance, Organisational Behavior, Operations , Entrepreneurship & Incubation.**
- **Leadership development through the Spiritual and Philosophical approach for the sustainable and holistic model of innovations in the modern management science.**
- **Effective Leadership through the Innovative Methods adopted by the authentic leadership for Competent High Performance Corporate Training, Team Building and Capacity Enhancement**
- **Dynamics of Authentic Leadership to develop of followership and play a crucial role in the Conflict Management and resolve the issues related with the Toxic Leadership .**
- **Role of leadership to develop the Industry-Academia-Government-Society interface and Triple Bottom Line approach for Innovations and Sustainable Development**
- **Leadership through the Innovations in the Startups Entrepreneurship Development**
- **Innovation through the Green Marketing , Green Audit and sustainability**
- **Innovative Public Policies and emergence of sustainable Socio- Political leadership**
- **Innovative Advancements in the area of Psychology ,Economics, Sociology, Political Science and Commerce to gain the effective leadership and sustainability.**
- **Leadership through the Innovation in the Quality Management System with multidimensional approach**
- **Sustainable Leadership through the Innovative Educational System, Teaching-Learning Methods for Skills Development Process and Vocational Training**
- **Gaining the Leadership through Innovations in Technology for the filling the skill gap and employability enhancement.**
- **Women empowerment for emergence of women leadership**
- **Innovative and sustainable Social Entrepreneurship**
- **Innovative Approaches for Generating Rural Employment through Rural Development**
- **Innovations through R&D in the Science & Technology**
- **Innovative Approaches in CSR , Environmental Science & Sustainable Development**
- **Innovative approaches for gaining leadership through harnessing technological developments in various fields of Engineering & Technology for Skill Development**
- **Modern Innovative Technological Learning Aids in Education for Skill Enhancements**
- **Innovative IT & Computing Skills for work efficiency and decision making**
- **Innovations in E-Commerce , E-Governance, Data Analytics Skills and Big Data**

Who should attend :

This International Conference aims at providing a suitable platform to policy makers, academicians, politicians, beaucrates, researchers, corporate professionals, industrialists, emerging entrepreneurs, technocrats, educationists, scientists, social scientists, political scientists, psychologists, economists, consultants, NGOs, students and other stakeholders to discuss, exchange and present the ideas, thoughts, and research work on the theme of the Conference in the Global Context.

Best Paper Award :

Best paper award for the paper presentations in the Conference will be given in the following categories :

- Academicians
- Foreign Delegates
- Industry Delegates
- Research Scholars
- Students

Registration Fee:

Category	Up to 30th October, 2017	After 30th October, 2017
Academicians & Industry Delegates	INR 3500/-	INR 4000/-
Research Scholars / Students	INR 1500/-	INR 2000/-
Foreign National	200 US Dollars	250 US Dollars

The Registration fee will include the participation fee, conference kit and conference meals.

Spiritual Tour of Varanasi (Kashi):

Varanasi is one of the most ancient cities of the world and is considered as the spiritual and cultural capital of India. For centuries, Varanasi is famous for spiritualism, mysticism, Indian philosophy and Hinduism. The microcosm of Varanasi has fascinated the world for ages and people from across the world come to Varanasi to understand the spiritual tradition of Varanasi. Spiritual Tour of Varanasi has been organized for the participants of this conference where they will be exposed to the spiritual and cultural heritage of Varanasi. The tour will include the visit to places like Sarnath where Lord Buddha gave his first sermon, Famous Hindu Temples, Ghats of River Ganges, and many other places of spiritual learning.

Spiritual Tour Charges for Indian Nationals : INR 1500/-

Spiritual Tour Charges for Foreign Nationals : 50 US Dollars

Mode of Payment

Payment of Registration fee shall be paid either through DD in favour of “Convener, School of Management Sciences” payable at Varanasi (India) or through electronic transfer in the account the details of which are given below:

Name of the Account - CONVENOR, SCHOOL OF MANAGEMENT SCIENCES

Account Number - 408002010007420

Bank Name - UNION BANK OF INDIA

Address -Chetganj Branch, Hathua Market, VARANASI, Uttar Pradesh

RTGS/NEFT Code - UBIN0540803

MICR Code - 221026006

Branch Code - 540803

SWIFT CODE –UBININBBVRN

Guidelines for Papers

- **The abstract with key word of not more than 350 words excluding title and references should be send by 15th Aug., 2017.**
- **After the acceptance of the abstract contributors are required to send the Full Research Paper not exceeding 5000 words including tables and figures by 15th September, 2017.**
- **The text of Abstract and Full Research Paper should be in the double space in 16 , 14 and 12 point Times New Roman font for the Title, Sub-title and Text respectively with 1.5 inches margin all round.**
- **The paper should contain the title of the paper, author(s) name , affiliation(s) and department, institute and university name , along with the contact details, e-mail and the contact phone numbers.**
- **The sub themes under the thematic cluster under which the abstract and full paper should be considered must be mentioned. Key words should be mentioned after the Abstract which should not be more than 5 words.**
- **References should be cited at the end of the paper. This list should mention only those sources cited in the text of the paper.**
- **All the tables and figures must be serially numbered.**
- **Author would have to certify that the material is unpublished, as well as original. It is the responsibility of author to obtain permission to reprint previously published matter with copyright restrictions.**
- **Correspondence will be sent to first named author only.**
- **Paper should be sent through e-mail only at [smsicon2018@smsvaranasi.com/](mailto:smsicon2018@smsvaranasi.com)
rksingh@smsvaranasi.com**

• Selected papers to be published in our any of four reputed national journals of SMS, Varanasi with the ISSN namely, Management Insight (indexed on the OJAS platform of UGC's INFLIBNET apart from Crossref) , Purushartha (indexed on the SCOPUS, ELSEVIER ,OJAS platform of UGC's INFLIBNET) , SMS Journal of Entrepreneurship & Innovations (indexed on Crossref) and Computing Trendz.

Conference Sessions :

- Plenary Sessions
- Technical Sessions and Paper Presentation

Important Dates:

Abstract Submission: 15th Aug, 2017

Communication of Acceptance: 30th Aug, 2017

Full length paper submission: 15th September,2017

All Correspondence regarding Abstract and Paper submission are to be done through e-mail:smsicon2018@smsvaranasi.com or rksingh@smsvaranasi.com

Advisory Committee :

Prof. P. Nag

Vice Chancellor

Mahatama Gandhi KashiVidyapeeth

Varanasi

Prof. S.K. Kak

Former Vice Chancellor,

Mahamaya Technical University,

Gautam Buddha Nagar

Prof. B.P.Singh

Former Head & Dean,

Delhi School of Economics

New Delhi.

Prof. S.K.Singh

Former Head & Dean,

Institute of Management Studies

Banaras Hindu University

Prof. H. Karnick

Deptt.of Computer Science & Engineering

IIT, Kanpur

Prof. A.K. Tripathi

Deptt.of Computer Engineering

IIT – BHU, Varanasi.

Mr. G.K. Pillai

CEO & MD

Walchand Nagar Industries Ltd., Pune

Dr. C M Dwivedi

President & Global Head - Corporate HR

Datamatics Global Services Ltd, Mumbai

Conference Organizing Team

Patron

Dr. Bhishma Narain Singh

Former Governor,

Tamil Nadu

Conference Director

Prof. P.N.Jha

Director

School of Management Sciences, Varanasi

Conference Conveners

Prof. (Dr.) Raj Kumar Singh

**Professor & Chairperson – Centre For Entrepreneurship,
Innovation & Skill Development (CEISD), SMS, Varanasi**

Prof.(Dr.) Kamal Sheel Mishra

Professor and Dean-Systems and IT, SMS, Varanasi

Conference Coordinators

Prof. (Dr.) Alok Kumar

Professor and Dean (R&D) , SMS, Varanasi

Prof.(Dr.) Sandeep Singh

Professor and Dean (DSA) , SMS, Varanasi

Joint Secretaries

Mr. Rishi Raman Singh, Associate Professor, SMS, Varanasi

Dr. Anupam Shukla, Associate Professor, SMS, Varanasi

Mr. Ram Gopal Gupta, Associate Professor, SMS, Varanasi

Dr. Abhishek Srivastava, Assistant Professor, SMS, Varanasi

Dr. Pallavi Pathak, Assistant Professor, SMS, Varanasi

Mr. Kartikeya Singh, Assistant Professor, SMS, Varanasi

Mr. Veeresh Tripathi, Assistant Professor, SMS, Varanasi

Dr. Anil Kumar Gope, Assistant Professor, SMS, Varanasi

Mr. Saurabh Srivastava , Assistant Professor, SMS, Varanasi

Mr. Purnendu Kumar Patra, Assistant Professor, SMS, Varanasi

For Details, Please Contact:

Conference Secretariat :



School of Management Sciences

Khushipur, Mohan Sarai-Mughal Sarai By-pass, P.O.Bachchaon

Varanasi-221011 (Uttar Pradesh), India

Phone: +91-542-2271771, 2271772, 3259266, 7617018890

Fax: +91-542-2271773

E-mail: msicon2018@smsvaranasi.com / rksingh@smsvaranasi.com

Website : www.icon.smsvaranasi.com