

SAMBHRAM SCHOOL OF MANAGEMENT

A STUDENTS CONFERENCE “EMERGING TRENDS IN SERVICES SECTOR TO TRANSFORM INDIAN ECONOMY”

March 31, 2015

Conference Background and Rationale

The services sector has been a major and vital force steadily driving growth in the Indian economy for a long time. The economy has successfully navigated the turbulent years of the recent global economic crisis because of the vitality of this sector in the domestic economy and its prominent role in India's external economic interactions.

For example, can services, such as IT, be taken to rural areas? This has been done to a great extent where the people have been educated through TV and IT with resulting reductions in illiteracy, infant mortality, and poverty and fertility rates. So it seems that services could lead the economy, but there needs to be greater equality between the different States and a better gender balance. There is also the need for additional fiscal capacity, tax reforms to fund education, reduction in government debt and the revenue account must be kept in balance. Progress is good but still initial conditions for growth have not yet been achieved.

As India's population grows so too does the number of dependents in the lower and higher age groups. For the economy to grow it has to invest and currently the public sector invests more than it saves. The household sector saves in surplus, but this is not increasing so it cannot continue to support private and public sectors. There is a massive need to spend on health and education, particularly the education of women, to reduce the birth rate and also literacy of women lead to overall development of the family. In South India the number of women in the population outnumbers men, so the development of the South of India will depend on the education of women.

In the next two decades (a 'growth window' for India which may not come again because the working population to total population ratio increases up to mid 2030s) it will be important for India to absorb the growing labor force if the services sector is to play an important role. India is in a strong position to do this since it has a history of using English for communication, which in turn supports global trade and finance. Only the services sector can have a major impact on poverty. Improvements in agriculture are not having an effect on poverty. To address poverty there is a need to move people from bad sectors to good sectors or from unemployment to employment. This is happening with growth in human skill intensive sectors such as hotels, restaurants and IT, but there are geographical, labor unions and human skills restrictions on labor movement.

The key question then is: ***Can Services Lead the Economy?***

India, therefore, has a services-oriented economy. It hasn't followed traditional growth models (as in China) in that it has skipped the manufacturing stage and has jumped straight from the agricultural stage to services. Growth in the services sector will support growth in the agricultural and industrial sectors, although growth in manufacturing, which causes pollution, is not so desirable in terms of job creation and increased prosperity.

Conference Participants

Participants will discover the dynamics of the services sector and better understand current and new opportunities and the role of the services sector in stimulating integration in a global context. Post Graduate students and students of final year Degree Courses are eligible to participate in this conference. They can present research and conceptual papers also posters depicting a clear picture of India's Services Sector in the coming days to lead the Economy.

Conference Fees

Rs. 200 will be the delegate fee to cover up program logistics, lunch and tea during the program with participation certificates to all.

Conference Theme/ Sub Theme

The participants should present paper in any chosen service sector depicting present status, what need to be done and how can it facilitate growth of Indian Economy in the coming decade.

Time Line of the Conference

Submission of Paper/Poster: March 15, 2015

Information of Acceptance: March 20, 2015

Date of Conference: March 31, 2015

Timing of Conference:

- Registration: From 9 to 10 hours
- Conference Timing: From 10 hours till 17 hours

Guidelines for Submission of Paper/Poster and Registration

Full text of the paper / poster typed in MS Word using Times New Roman, font size 12 on A-4 size paper in double spacing (not more than 15 printed pages) is to be submitted by an email to Conference Coordinator at sconf2015@gmail.com. The paper / poster must be accompanied with the author's name(s), affiliation(s), and full postal address, email ID, and telephone number along with the title of the paper on the cover page.

Selected papers will be published in the forthcoming issue of SAMSMRITI – The SAMS Journal (our Bi-Annual Journal). Presentation of the paper by at least one author in the conference is mandatory. Authors are encouraged to submit their papers in APA format.

Soon after acceptance of paper / poster for the presentation, an author has to pay registration fee of Rs. 200 by demand draft favoring ‘Sambhram Academy of Management Studies’ payable at Bangalore. All the co-authors have to register for the conference individually.

Sambhram Group of Institutions/Sambhram School of Management

The Sambhram Group of Institutions (SGI) was established by the team of experts in 1991 who were a perfect blend from industry and academic. The above team led by the founder Chairman Sri R. Venkatesh, consists of eminent educationists, distinguished personalities and philanthropists with a global perspective have laid a solid foundation and are nurturing it to grow phenomenally. The SGI forayed into Higher Education sector and established its cradle in the IT hub Bangalore launching the Management Program at the outset.

With the above as the thrust, the SGI from then till now have the following Institutions under its aegis:

- Sambhram School of Management- Bangalore
- Sambhram Academy of Management Studies- Bangalore
- Sambhram Institute of Technology - Bangalore
- Sambhram College of Hotel Management - KGF
- Sambhram Institute of Medical Sciences and Research- KGF
- KGF College of Dental Sciences and Hospital-KGF
- Sambhram College of Nursing-KGF
- Sambhram Pre-University College – Bangalore
- Sambhram Degree College -Chittoor
- Sambhram Junior College - Chittoor
- Sambhram International School-Chittoor

Sambhram School of Management is the Post Graduate wing of Commerce and Management offering MBA and M.Com Programs affiliated to Bangalore University. The Programs are accredited by NAAC and recognized by AICTE, New Delhi. Started in 1999, the School is marching towards excellence in all its spheres ranging from teaching to research and consultancy to gain competitive edge in a socially responsible manner.

We strive to explore new horizons across industry and government interfaces, cross sectional learning from one’s diverse peer group and involve in current events to shape the economy through academic-corporate engagement.

We believe in providing practical exposure to students apart from building strong layers of theoretical base. In this endeavor, we organize a number of guest lectures by inviting experts from industry and academia; arrange frequent industrial visits to imbibe a sense of corporate culture and functionalities. We have both academic and activity clubs that help students to unfold their potentials and add value in order to make them employable.

The School has built an excellent faculty pool with experience and a rich intellectual capital base, State-of-the-Art infrastructure, technology-savvy campus along with other bests towards ensuring quality.

For Further Details Contact

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Website: www.sambhram.org

SAMBHRAM SCHOOL OF MANAGEMENT

STUDENTS' CONFERENCE

Sub: "EMERGING TRENDS IN SERVICES SECTOR TO TRANSFORM INDIAN ECONOMY"

Date: March 31, 2015

Research and conceptual papers and Posters depicting a clear picture of India's Services sector in the coming days to lead the Economy are invited from our Students' fraternity.

Participants: STUDENTS OF POST GRADUATE AND OF FINAL YEAR DEGREE

Conference Fees: Rs. 200 which covers lunch and participation certificate.

Conference Theme/ Sub Theme: The participants should present paper in any chosen service sector depicting present status, what need to be done and how can it facilitate growth of Indian Economy in the coming decade.

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GUIDELINES:

PAPERS:

Fonts: Times New Roman, MS Word, Size **12** on **A-4** size paper, double spacing, **15** printed pages with Author's name(s), full postal address, email ID and Contact phone number on the cover page. Papers to be sent to our E mail ID: sconf2015@gmail.com Selected papers published in our bi-Annual Journal 'SAMSMRITI'. Presentation by at least one author is mandatory. Co authors should register separately.

POSTERS:

It should be neatly typed in MS Word in Times New Roman with size **18** in Body and **22** in Headings, Maximum 4,000 words on **A3 Size flex**.

No cut copy and paste please.

For details contact: Your Head of the Institution. &

Dr. Zabiulla

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Mr. H A Raghavendra

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Cell Numbers: **09844239296, 09902433944, 09035564258**

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