

## About IPE

The Institute of Public Enterprise (IPE) was established in 1964, as an autonomous non-profit society at the initiative of Mr SS Khera, ICS (the then Cabinet Secretary, Government of India). Having just completed its Golden Jubilee, during the five decades of its existence, IPE has made an outstanding contribution to research, consultancy, executive training and management education and its courses are duly accredited by the Association of Indian Universities and the South Asian Quality Assurance Systems (SAQs). IPE is among the top 40 Management Institutions in India according to Ministry of HRD, Govt. of India.

IPE is also recognized as 'Centre of Excellence' by the Indian Council of Social Science Research (ICSSSR), Ministry of Human Resource Development, Government of India, New Delhi for doctoral studies. Over the years, the Institute has developed strong linkages with renowned academic institutions and industries including Universities in USA, UK, Australia, Slovenia amongst others. The institute has undertaken research and consultancy assignments for national and international organizations like the World Bank, Asian Development Bank (ADB), International Centre for promotion of Enterprises (ICPE) etc., The Institute has also been offering consultancy services to various departments of the Government of India, State Governments, public and private sector organizations.

Prof. R. K. Mishra, who is a widely recognized expert in public enterprise management is currently the Director of IPE. The Institute is governed by a body of eminent professionals, academics and administrators with Shri K. Madhava Rao, IAS (Retd), as the President.

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# NATIONAL CONFERENCE ON MODERN RETAILING-SOCIAL & ECONOMIC PERSPECTIVES (30 -31 January, 2017)

Sponsored by  
Indian Council of Social Science Research (ICSSR)



Convenor

**DR. V. SRIKANTH**

Organized by



**INSTITUTE OF PUBLIC ENTERPRISE**

Hyderabad

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## Introduction

In recent years, there has been a significant shift in the balance of power between the consumer and the organizations providing them products and services all over the world. Business the world over, is struggling to sustain competitiveness in a rapidly globalizing economy. The key to profitability and to maintain sustainable competitiveness is to build long-term and effective relationships with the customers.

The National Conference on Modern Retailing – Social & Economic Perspectives is being organized by the Institute of Public Enterprise, Hyderabad to provide a forum to corporate professionals, professionals from retail sector, academicians, researchers and other interested persons to deliberate on the issues pertaining to Retail Management and its impact on the society, business and economy.

## Conference Objectives

The retail sector in India is emerging as one of the largest sectors in the economy. Retail industry is expected to grow to US \$ 1.3 trillion by 2020, registering a CAGR of 9.7 percent during 2000-2020 (Source: IBEF).

The Indian retail market is in its nascent stage. Unorganized players accounted for 92 percent of the market during 2015. There are over 15 million Kirana stores. Organized retail in India witnessed a CAGR of 19-20 per cent during 2009-13. Organized retail is expected to account for 24 per cent of the overall retail market by 2020 (Source: IBEF). A huge growth of organized retail will have impact on the society and its key stakeholders such as consumers, small players like Kirana shop owners, employees, vendors, franchisees, suppliers etc. Hence, this National Conference is being organized to provide a platform to the industry, academia, research scholars to come together to deliberate on various aspects of Modern Retailing in general and Social & Economic dimensions in particular.

## Suggested Themes of the Conference

The Conference provides a platform to exchange ideas on topics relevant to the field of Retail Management for professionals from the industry and academics, as also from research scholars and students. The Institute of Public Enterprise **Calls for Papers** from the professionals of the industry, academicians and researchers in the following areas:

- ▶ Retail Management
- ▶ Social Science Dimension of Retailing: Impact on Society, Consumer, Kirana Players, Entrepreneurs, Employment Opportunities.
- ▶ Impact of Retail Environment
- ▶ Decoding the behavioural dimensions of Customers (both traditional and online)
- ▶ Store Layout, Design, & Visual Merchandising
- ▶ Leadership, Vision, Culture for effective Retail Management
- ▶ Impact of GST on Retail Industry, Particularly on online Retailers.
- ▶ Online Consumer Behavior Patterns.
- ▶ Leadership, Vision, Culture for effective Retail Management
- ▶ Human Resources Dimensions for effective Retail Management
- ▶ Emerging forms Retail Intermediaries
- ▶ Online Retail Models
- ▶ Ethical, Legal and Social Considerations of Retail Management
- ▶ Customer Relationship Management impact on Retail Management
- ▶ Impact of Demonitization on Retailers (traditional and online)
- ▶ Impact of Demonitization on Kirana (unorganized retailers)

The last date for the submission of abstracts is **10<sup>th</sup> January, 2017** and for the submission of the full papers is **20<sup>th</sup> January, 2017**.

## Participation

Senior and Middle Level Managers/Officers in the areas of Marketing, Customer Care/Customer Relationship/Customer Support involved in Retail Industry, Consultants, Functional Heads, and Trainers from Public Sector, Private Sector, Government Departments and, Faculty, Research scholars and students from Management Institutes, Universities, Deemed Universities and other Educational Institutions.

## Conference Schedule

The programme will be divided into 6 technical sessions. If necessary concurrent sessions shall be held. Each session shall be chaired by an expert from an educational institute/industry. Each author will be given 15 minutes to present his/her paper, which will be followed by discussion for about 10 minutes. Conference venue will be well equipped with LCD Projector for presentations.

## Registration

All attendees (Delegates/ Authors) are required to register for the conference.

## Registration Fee

Organization Type	Single nomination
Corporate	RS. 6000
Academicians	RS. 3000

## Nominations and Payment of Fees

Nominations along with the demand draft in favour of **"Institute of Public Enterprise"**, payable at Hyderabad should be sent to Dr. V. Srikanth, Convener, National Conference on Modern Retailing- Social & Economic Perspectives, Institute of Public Enterprise, Shamirpet, Hyderabad – 500 101, on or before **25th January, 2017**.

## Proceedings

Selected accepted papers shall be published in the conference proceedings in the form of an edited book.

## Best Paper Contest

The Paper Review Committee will select the three best papers for which the following cash prize and citation will be awarded.

• Best Paper	:	Rs. 10000/-
• II Best Paper	:	Rs. 7500/-
• III Best Paper	:	Rs. 5000/-

## Convener

### Dr. V. Srikanth, M.B.A. Ph.D. (Management)

Dr. V. Srikanth has Twenty two years of industry, research, training and teaching experience. He had been awarded Ph.D. by Osmania University, Hyderabad for his doctoral thesis in Marketing Management. He had published articles in reputed national and international journals. He had interacted with the Marketing Guru, Dr. Philip Kotler on his visit to India. He has also conducted National Conferences on Cyber Marketing (2007), Customer Relationship Management (2008) and National Conference on Customer Oriented Services Management (2009). He has completed an AICTE funded research project on Customer Relationship Management. He has successfully completed Consultancy Projects for Karnataka Soaps and Detergent Ltd., HOPCOMS, and Karnataka State Agriculture and Marketing Board, Government of Karnataka, MECL and NMDC. He is currently Advisor for the two year Post Graduate Diploma in Management – Retail Marketing course offered by IPE. Presently, he is undertaking consultancy projects for the Government of Assam, Karnataka Evaluation Authority, Government of Karnataka, Govt. of A.P. and Govt. of Telangana.