

**GURU NANAK INSTITUTE OF MANAGEMENT STUDIES -MUMBAI**  
**BS EN ISO 9001:2000 Institution certified by LRQA**

**CALL FOR PAPERS**  
**GNIMS-2008 National Research Conference**

**“INNOVATIONS AND BUSINESS SUCCESS”**

**(15<sup>th</sup> March 2008)**

**RESEARCH PAPERS, CASE STUDIES, PAPERS DEALING IN ALL AREAS OF PRACTICAL ASPECTS OF INNOVATIONS AND BUSINESS SUCCESS ARE INVITED.**

**Suggested Areas: Innovation** in Product & Services, Services Management, Business Processes, Financial Management, Marketing Strategy, Marketing & Branding, Social Responsiveness, HR Practices, Sunrise Sectors

**Instructions for submission of Papers for review:**

All submitted papers and abstracts will be reviewed. Paper presentation in absentia is permitted.

**Deadline for submission:** 20<sup>th</sup> February 2008

**Paper Format:** MS Word 12point single spacing, Margin 1 inch each

Paper should be maximum of 12 pages (3000 words approx), including abstract, keywords, references, exhibits and appendices.

**Registration Fees:**

Rs.1000/- for Research Scholars, Corporate and Professionals

**Registration Fee Includes**

- Opportunity to present your paper at a National Forum, receive valuable feedback & listing of your paper in the Program.
- Opportunity to meet and network with your of peer group colleagues.
- An opportunity to publish your accepted paper in the GNIMS Research Journal.
- Revitalize your research / teaching potential.
- Lunch & Snacks during the Conference.

The registration fee may be sent by DD in favor of "GNIMS", payable at Mumbai by **February 15<sup>th</sup>, 2008.**

**Conference Chair**

Dr. Bernadette D'silva  
Director

**Research Coordinators**

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