

# GLOBAL TRANSFORMATION CHALLENGES AND OPPORTUNITIES



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# **Global Transformation Challenges and Opportunities**

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Web: [www.ncrdsims.edu.in](http://www.ncrdsims.edu.in), Email: [ncrdconference@gmail.com](mailto:ncrdconference@gmail.com)

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Tel.: 022-2768 2234

E-mail : [designabhinav@gmail.com](mailto:designabhinav@gmail.com)

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# PROLOGUE

NCRD's Sterling Institute of Management Studies is a premier management institute, founded in the year 2004. It is approved by AICTE, DTE and Government of Maharashtra and affiliated to the University of Mumbai. It is ranked "A" grade B-School by Business Standard Survey 2017. NCRD's Sterling Institute of Management Studies offers two-years MMS and three years MCA programs. Today it has emerged as a Centre of Excellence imparting managerial and technical education.

In continuation of our endeavour to provide quality research publication, this year we are coming up with the fifth book containing selected papers to be presented during the third International Conference on ***Global Transformation: Challenges and Opportunities***. Globalization has strongly impacted not only the businesses or economics but also human life. The creation of new technologies, new processes are transforming the nature of work and work cultures. Global transformation is the flavor of the day. Organizations and Individuals are moving beyond old ways. These changes are revolutionary in nature and involve a major reinvention of the organizations. Under this backdrop, this conference encompasses the essence of global transformation. It has captured unique practices, processes, thoughts and strategies to face global challenges and opportunities.

This present book is a compilation of edited research papers/articles which deals with the issues related to global transformation in varied spectrum of management and technology. This book is divided into five sections- Sections I: Human Resource, Section II Marketing, Section III: Finance, Section IV: General Management and Section V: Information Technology. The collection of papers published in this book reflects the quality research work in the field of management and technology. The collective talent pool assembled at the conference from all across the globe has come up with new strategies to deal with global transformation. It would hopefully stimulate further thinking and research orientation among budding research scholars. The present work is a collection of selected papers edited with an objective of deciphering the observations of the contributors.

We hope that this would add value to the field of Management and Information Technology. We appreciate your valuable feedback on the usefulness of this publication.

You can send your feedback at [ncrdconference@gmail.com](mailto:ncrdconference@gmail.com)

***Editors***

**Dr. Arjita Jain**

**Dr. Murlidhar Dhanawade**

## ACKNOWLEDGEMENTS

This conference is the result of extensive planning and teamwork. We express our heartfelt gratitude to all who have contributed and put in their dedicated work to give a final shape to the book in its present form.

Our heartfelt thanks to all the **Authors** for their valuable contribution. We are grateful for their interest and efforts in making this conference a grand success.

We express our sincere gratitude to our **Chairman, Hon'ble Shri Dilip Walse-Patil** and **Smt. Kiran Tai Walse Patil** for their support and blessings.

We express our profound thanks to **Mr. Amarjit S. Kharade, Chief Administrative Officer, NCRD** for his guidance and support.

We express our heartfelt thanks to **Dr. Prashant Gundawar, Director, NCRD's Sterling Institute of Management Studies** for guiding us throughout this endeavor.

We are also thankful to the entire team of **Abhinav Graphics, Navi Mumbai** for bringing out this book on time.

We also extend our gratitude towards all the eminent speakers and guests for honoring us with their presence. We especially appreciate the efforts put in by the coordinators **Prof. Rahul Wantmure and Prof. Sonu Khetre** for their immense contribution. We also extend our appreciation to all the faculty members, students and entire supporting staff of Sterling Institute of Management Studies for their support and encouragement throughout the planning and execution of the event.

*Editors*

**Dr. Arjita Jain**

**Dr. Murlidhar Dhanawade**





**Dr. Prashant Gundawar** is currently the Director of NCRD's Sterling Institute of Management Studies. He has more than two decades of work experience. Apart from his masters in Business Administration, he has also been awarded with Masters in Global Management from Germany and a Ph.D. in International Business.

A passionate corporate trainer, he has also worked for the pharmaceutical and biotech sector in various capacities as a business development manager, project manager etc. In the role of Chief Executive Officer for a Bangalore based consultancy, was instrumental in carrying out major reforms. He has co-authored a book on "Customer Relationship Management." His doctoral work was in the area of impact of cultural diversity on work performance in global corporations. His areas of interest include **intercultural management, international economics, branding and consumer buying behavior**. He has attended and presented many papers in various National and International Conferences. He is the recipient of '**Best Teacher Award**' by **Lions Club**. A regular speaker at many academic events he has chaired many conferences, seminars and workshops as a keynote speaker.





**Dr. Arjita Jain** is currently Professor in the area of Human Resources Management. She is an approved faculty of the University of Mumbai. She has been associated with the NCRD's Sterling Institute of Management Studies, Nerul from past 13 years. She has 17 years of professional experience. Her doctoral work was in the area of employee retention in BPO sector, Mumbai. She is a approved Ph.D. Guide. Dr. Jain has evaluated more than 20 synopsis and thesis for Banasthali University .Two research scholars have been awarded Ph.D. under her guidance. Her areas of interest include Work-Life Balance, Employee Attrition, Employee Engagement, Reward Management and Competency Based HRM and Employee Well-Being etc. She has to her credit more than 50 research papers and articles published at various national and international journals such as A.T. Business Management Review- Academy of Taiwan Business Management Review, International Journal of Organizational Behavior & Management Perspective and IUJ Journal of Management etc. Dr. Jain is a key member of Editorial Board for various Management and Technical journals and also Editor for four books.





**Dr. Murlidhar S. Dhanawade** is currently Professor and HOD in the field of computer application. He joined the NCRD's Sterling Institute of Management Studies, Nerul in September 2014. His area of interest is Information Technology and its social relevance. Dr. Murlidhar has acquired the qualifications of MCM, MCA and Ph.D. He has been working in this field for more than 22 years now. He has diversified experience. Concurrently he worked as corporate trainer for 5 years. He also worked on various University and State level committees in academics. Along with teaching he has contributed/presented several research papers at national and international Conferences as well as published research papers in International Journals. He has completed his Ph.D. in Design, Role and Implementation Issues of Health Management Information System (HMIS). His research has helped to improve effectiveness of existing public health system and health care data to enable Government health program in rural India. He is the recipient of '**Best Educationist Award**' by **International Institute of Education & Management, New Delhi**. Dr. Murlidhar is a key member of Editorial Board for various Technical and Management journals and also Editor for two books. He has authored a book titled as "**Health Management Information System for Rural Development**" published by Advance Academic Publisher.





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