

Prof. Naresh Kumar Malhotra, College of Management, Georgia Institute of Technology, USA delivering keynote address at inaugural session.



ITM UNIVERSITY GWALIOR

“CELEBRATING DREAMS”

ITM School of Business

2nd International Conference

‘INNOSERVE-2015’

Innovations in Services:
Strategies for Global Business Excellence

January 13-15, 2015

Two Day Workshop

January 15-16, 2015

Partial Least Squares Structural Equation Modelling (PLS-SEM)

Professor Joseph (Joe) F. (Franklin) Hair
(Kennesaw State University in Kennesaw, Georgia)





ITM University Gwalior is pleased to announce 'INNOSERVE 2015', International Conference on Innovations in Services: Strategies for Global Business Excellence which will be held at ITM University Gwalior Campus, Madhya Pradesh, India from Tuesday January 13 through Thursday January 15, 2015. A doctoral consortium will be held during the day on January 14. The conference registration and the opening reception will be held on January 13, with presentations from Monday 13 to Wednesday, January 15, 2015.

INNOSERVE-2015

In the 21st century, companies have to excel in their business practices in order to compete in global markets. Business excellence is the application of quality management strategies, techniques and tools to achieve the world-class performance in managing business. Innovation in service industries is a new or significantly improved concept that is taken into practice. It can be for example a new customer interaction channel, a distribution system or a technological concept, strategy for global business excellence or a combination of them. A service innovation benefits both the service producer and customers and it improves its developer's competitive edge and business excellence. Innovations in service industries can also be, new solutions in the customer interface, new distribution methods, novel application of technology in the service process, new forms of operation with the supply chain or new ways to organize, manage services and strategy for global business excellence.

The objectives of the conference are -

- To provide a special forum to discuss research on "Innovations in Services: Strategies for Global Business Excellence"
- To facilitate sharing research based knowledge among academicians and practitioners.

This will be achieved through multi-disciplinary research based idea generation and discussion. The attempt is to bring about richness in discussion by encouraging contributions from researchers across academic institutions and industry worldwide.

Areas of Interest

Papers should broadly address the conference theme and issues related to "Innovations in Services: Strategies for Global Business Excellence". Academicians and professionals and those working on this theme in different parts of the world are encouraged to contribute new ideas, concepts, and paradigms. Papers should present original research which could be empirical, theoretical or based on case studies.

Keynote Address: Inaugural Session



Prof. Naresh Malhotra is listed in Marquis Who's Who in America continuously since 51st Edition 1997 and in Who's Who in the World since 2000. He received the prestigious Academy of Marketing Science CUTCO/Vector Distinguished Marketing Educator Award in 2005. In a landmark study by West et al. (2008) examining publications in the top four marketing journals (JMR, JM, JAMS, and JCR) over a 25-year period from 1977 to 2002, Professor Malhotra has three top-three rankings: ranked number three based on publications in all the four journals combined, ranked number three based on publications in JMR, and ranked number one based on publications in JAMS. He has published ten papers in JMR. He has published more than 100 papers in major refereed journals, including the Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Management Science, Journal of Marketing, Journal of Academy of Marketing Science, Journal of Retailing, Journal of Health Care Marketing, and leading journals in Statistics, Management Science, Information Systems, and Psychology. In addition, he has also published numerous refereed articles in the proceedings of major national and international conferences. Several articles have received best paper research awards.

He was Chairman, Academy of Marketing Science Foundation, 1996-1998, and was President, Academy of Marketing Science, 1994-1996, and Chairman, Board of Governors, 1990-1992. He is a Distinguished Fellow of the Academy and Fellow, Decision Sciences Institute. He is the Founding Editor of Review of Marketing Research and served as an Associate Editor of Decision Sciences for 18 years and has served as Section Editor, Health Care Marketing Abstracts, Journal of Health Care Marketing. Also, he serves on the Editorial Board

Papers based on Research (i) in the Context of and/or (ii) Applicable, but not limited to “Innovations in Services: Strategies for Global Business Excellence” in the following tracks, are invited. The tracks mentioned below are indicative only.

Marketing

- Impact of ICT on Marketing Practices • The Challenge of Adapting Culture
- Role of SSTs on Consumer Behaviour • Effectiveness of Advertising and Promotional Campaigns • Supply Chain Management in Services Domain
- Conceiving New Service Ideas and their Commercialisation • Branding of Services • Pricing Aspects of Services • Customer Relationship Management
- Use of Data Base Marketing in Services • Service Quality Assessment of Services in Different Industries • Strategic Positioning of Services • Rural Marketing of Services • Adoption and Diffusion of Service.

Human Resources Management

- Human Resource Management in Service Industries – Issues and Challenges • Managing and Rewarding Performance in Service Industries
- Changing Role of Organization Behaviour in Service Arena • Strategies for Recruitment and Retention in Service Industries • Managing Working Conditions and Employee Relation • Performance Appraisal Methods and Technology • Knowledge Management • Organizational Innovation
- Leadership Cultivation and Assessment • Employee Retention • Team Building • Work Stress Management • Learning Organization • Corporate Culture and Organizational Performance • Theory and Practice on Corporate Culture Construction.



(from left to right) Prof. Raj Dhankar, Dean FMS Delhi University, Prof. Naresh Kumar Malhotra, College of Management, Georgia Institute of Technology, USA, Prof. Shailendra Singh- IIM-Lucknow and Prof. Yogesh Upadhyay, Vice Chancellor-ITM University Gwalior delivering the welcome address.



Prof. Arun Kumar Jain- IIM-Lucknow delivering the 4th C.K. Prahalad Memorial Lecture Series.



(from left to right) Mr. Charles Darwin, VP-Operations Safexpress, Arianth Jain, VP - Business & Operations, HealthKart, Ms. Divya Jain -CEO, Safe Educate and Capt. Sanjeev Harjai, GM-Logistics & Contracts, Ministry of Defence (NAVY)

of eight (8) journals. His book entitled Marketing Research: An Applied Orientation, Sixth Edition, was published by Prentice-Hall, Inc in 2009. This book has been translated into Chinese, Spanish, Russian, Portuguese, Hungarian, French, Bahasa Indonesia, and Japanese. In addition to the eight translations, this book also has several English editions including North America, International, Europe, India, and Australia & New Zealand. The book has received widespread adoption at both the graduate and undergraduate levels with more than 144 schools using it in the USA. His book, Basic Marketing Research: A Decision-Making Approach, Third Edition, was published by Prentice Hall in 2008.

Special Lecture on Theory Development and Testing: 14 January, 2015, Prof. Naresh Kumar Malhotra

Keynote Address – Prof. Joe Hair, Coles College Of Business at Kennesaw State University.



Joe Hair is Professor of Marketing in the Coles College of Business at Kennesaw State University. He has authored over 50 books, including market leaders Multivariate Data Analysis, Prentice-Hall, 7th edition, 2010, and Principles of Marketing, Thomson Learning, 12th edition, 2013, used at over 600 universities globally. He also has numerous publications in journals such as Journal of Marketing

Research, Journal of Academy of Marketing Science, Journal of Business/Chicago, Journal of Advertising Research, and Journal of Retailing. His publications have been cited more than 144,000 times (Google Scholar citations). He is a Distinguished Fellow of the Academy of Marketing Science and the Society for Marketing Advances. In 2011 he was recognized as the Academy of Marketing Science Marketing Educator of the year, in 2009 he was the Academy of Marketing Science/Harold Berkman Lifetime Service Award recipient, in 2007 he was named the Innovative Marketer of the Year by the Marketing Management Association, and in 2004 he received the Academy of Marketing Science Outstanding Marketing Teaching Excellence Award.

Two Days Workshop

Partial Least Squares Structural Equation Modelling (PLS-SEM)

Professor Joseph (Joe) F. (Franklin) Hair

(Kennesaw State University in Kennesaw, Georgia) January 15-16, 2015, Last Date for Registration- October 30, 2014
Registration Fees – INR 5,000/-

Keynote Speaker: Prof. N Ravichandran Professor, IIM Ahmedabad



Dr. N. Ravichandran is a leading management professional with a distinguished academic and research career. He obtained his MPS from IIPS, Mumbai and Ph.D. from Tata Institute of Social Sciences, Mumbai, India.

He has been awarded fellowships and honors by various prestigious Associations / Councils such as Science and Engineering Research Council (1996), The Population Council (1999), South Asian Network of Economic Research Institutes (2005) for carrying out outstanding research activities. He was conferred “ASIA Fellow Award” under the Royal Patronage of H.R.H. Princess Maha Chakri Sirindhorn, Thailand (2008-9) thru ASEAN Scholarship Foundation for his outstanding contribution in the field of public health. He has done pioneering work of creating and promoting research in health policy and health systems and programmes. To establish his credentials, he has published numbers of research papers at national and international level and written Books, which have been distributed widely. His knowledge contribution has been acknowledged in terms of publication of books by SANEI, ICSSR, World Health Organization, United Nations Development Programme and IFES-USAID. Over the past one and a half decades of his distinguished career, he has completed more than 100 research studies and projects supported by various Organizations/Agencies to his credit. Besides his long-standing



(from left to right) Prof. Manjula Choudhary, Director IITTM Gwalior, Prof. Prasanna Chandra, Ex-Prof. IIMB, Prof. R.D. Gupta, VC, ITMU, Prof. Yogesh Upadhyay, Pro-VC, ITMU.



(from left to right) Rishikesh T. Krishnan, IIMB, Venguswamy Ramaswamy, Global Head, iON TCS, Debashish Ghosh, CEO: Times Business Solutions Ltd., Prof. R.D. Gupta, VC, ITMU.



Prof. N. Ravichandran, Director, IIM Indore delivering the 1st C.K. Prahalad Memorial Lecture.



Participants at 3rd National Workshop on Research Methodology for Management and Statistical Analysis Using PASW 20.0 held on 27 May to 2 June, 2013.



Panelists from industry at HR Conclave 2014.

Finance

- Accounting policies and procedures
- Activity based cost management
- Activity costing and pricing
- Performance Management/Benchmarking
- Financial/Strategic Planning
- Asset Management
- Resource Costing and Pricing
- Lease Management
- Management Reporting
- Merger, Acquisition and Divestiture
- Metrics and Measurement
- Network Management Accounting
- Service Industries and Financial Reporting
- Accounting, Auditing and Taxation
- International Finance
- Corporate Finance
- Market Microstructure
- Information and Market Efficiency
- International Financial Markets.

teaching experience, he has been conducting management development programmes for professionals in World Health Organization, USAID, United Nations Development Programme, Commonwealth Secretariat, and national and international corporate organizations. Currently, Dr N Ravichandran is Professor at IIM Ahmadabad, India.

Keynote Speaker in Technical Session on Financial Mgmt.

Prof. Raj S Dhankar, Faculty of Management Studies, Delhi University



Prof Raj S Dhankar is the Dean and Head of the prestigious Faculty of Management Studies, University of Delhi. Prof. Dhankar has been awarded with various honors & awards including 'Haryana Ratan' for institution building and welfare of Society. He has been Vice-Chancellor of Maharshi Dayanand

University, Rohtak. He has been Director, Centre for Canadian Studies, University of Delhi and has also served as Principal, Maharaja Agarsen College, and University of Delhi. His research interests include Merger & Acquisition, Efficiency of Security Markets, Global Capital Flow and Economic & Financial Liberalization policies of Government of India.

Keynote Speaker in Technical Session on Qualitative Research

Prof. Manisha Pathak-Shelat Associate Professor, Academic Area: Communication



Prof. Manisha Pathak Shelat has taught and worked as media consultant/trainer and researcher in India, Thailand, and the US. She has recently completed her second doctorate in Mass communication at the University of Wisconsin-Madison, USA. She has a Ph.D. in Education from the Maharaja Sayajirao University of Baroda, India.

Prof. Shelat's special interests are new media, civic engagement, young people's media cultures, media literacy and gender. Recent projects include an Academy of Finland sponsored multi- country youth media participation project, and a study on digital youth cultures in India.

Prof. Shelat has received a number of awards and fellowships including The Soviet Land Nehru Award, Shastri Indo-Canadian Faculty Research Award, Salzburg Seminar Fellowship and TATA Fellowship for the Study of Contemporary India.

Other Keynote Speakers / Session Chairs

Prof. Monika Prakash
Professor of Finance, IITTM Gwalior

Prof. Neeraj Singhal
Professor of International Business, APEEJAY Institute, New Delhi

Prof. Dheeraj Sharma
Professor of Marketing, Development Management Institute, Patna

Dr. Kavita Sharma
Professor of Marketing, Delhi University

Prof. Lakhwinder Singh
Professor of Human Resource Management, Guru Nanak Dev University, Amritsar

Prof. Suvigna Awasthi
Dean & Head, School of Management, Jiwaji University Gwalior

Prof. S.S. Bhakar
Director, Prestige Institute of Management, Gwalior

Prof. S.K. Singh
Professor, School of Commerce, Jiwaji University Gwalior

Prof. Nimit Chaudhary
Professor-Business Studies, IITTM Noida

Prof. Rajnish Jain
Devi Ahilya Vishwavidyalaya, Indore

Prof. S.K. Sharma
Department of Management, Dayalbagh Educational Institute Agra

Prof. Rajeev Sharma
Department of Management, Dayalbagh Educational Institute Agra

Prof. Kavita Shukla
Professor, Amity University Noida

Prof. V.K. Singh
Head and Dean, Faculty of Management Studies (FMS), Gurukul Kangri University, Haridwar, Uttarakhand, India

Prof. Y.P. Singh
Retd. Professor, Delhi School of Economics, Delhi University

Prof. Gurjeet Kour
Sr. Assistant Professor, Department of Commerce, University of Jammu

Prof. Sangeeta Jain
Professor, Devi Ahilya Vishwavidyalaya, Indore

Prof. V.K. Pandey
Associate Professor, Institute Of Management Studies, Ghaziabad

Prof. Ashutosh Dash
Professor, MDI Gurgaon

Prof. (Dr.) Harsh Dwivedi
Director, R.A. Podar Institute of Management, Jaipur & Dean, Faculty of Management Studies.

Prof. Karunesh Saxena
Director, FMS, MLSU, Udaipur

Dr. Raj Kumar, Professor, BHU
Dr. P.S. Tripathi, Professor, BHU

Prof Nawal Kishore
Professor, School of Management Studies, Indira Gandhi National Open University (IGNOU)

Dr. Rakesh Mohan Joshi
Professor & Chairperson, International Collaborations & Research, IIFT

Prof. Parimal H. Vyas
Department of Commerce and Business Management

Programme Structure

There will be four main forums for presenting and discussing research and scholarly thought-

- **Special Topic Track:** Invited papers will be arranged under tracks that reflect similar scholarly interests. Scholars will get an opportunity to present and deliberate upon theoretical, applied and methodical aspects of the theme under which their paper has been arranged.
- **Working Paper Track:** Participants who are on the early stages of their research work and desire inputs from scholars to make it more focused can circulate copies of their work. They can even present their work in poster form.
- **Roundtables:** Participants will get an opportunity to arrange or participate in deliberation on some interesting conceptual or methodological issue or an emerging practice.
- **Doctoral Consortium:** It is a forum designed where research scholars can seek assistance for their research.
- **Best Ph.D thesis award:** Participants will get a chance to showcase their doctoral work and best work will be selected by an expert panel.

General Submission Requirements and Procedures

Abstract Requirements

Prior to submitting the full manuscript, authors must supply a structured abstract in following format -

1. Purpose (mandatory)
2. Design/methodology approach (mandatory)
3. Finding (mandatory)
4. Research limitations/implications (if applicable)
5. Practical implications (if applicable)
6. Originality/value (mandatory).

Abstracts sent must consist of maximum 250 words with 4 key words encapsulating the principle topics of the paper.

Manuscript Requirements

1. A title
2. A brief autobiographical note should be supplied including:
 - Full name
 - Affiliation
 - E-mail address
 - Full contact details
 - Brief professional biography.

This information should be provided on a separate sheet and authors should not be identified anywhere else in the article.

3. The body of the full paper must not exceed 20 double-spaced pages in total length, including all tables, figures, notes, and references. This length restriction assumes the use of a font no smaller than 12 points, no more than 75 characters per line, and no more than 26 lines per page including headers and footnotes and should be between 4000-8000 words in total. Papers must follow Harvard style except that tables, figures, and footnotes are to be included within the text, not appended to the end of the paper. References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency.

Judging/Notification

Judging of papers will be blind. Authors of accepted papers will have a short time to revise their papers based on reviewer comments.

Submission of Papers

All submissions, reviewing, and notification regarding 'INNOSERVE 2015' will be conducted electronically through the web site or through email: conference@itmuniversity.ac.in The 'INNOSERVE 2015 Reviewing Website' will be available for till December 15, 2014. For details kindly visit: <http://event.itmuniversity.ac.in/Academic-Events/innoserve2015/index.php>

Submission and Decision Deadlines

Event	Date
Last Date for Abstract Submission	November 20, 2014
Last Date for Notification for Acceptance of Abstract	November 25, 2014
Last Date for Manuscript Submission	December 5, 2014
Notification of Acceptance (or revision) of the Manuscript**	December 10, 2014
Last Date for Submission of Revised Manuscript	December 13, 2014
Last Date for e-mailing Scanned Registration Form	December 13, 2014
Last Date for Registration Fees	December 15, 2014
Conference Dates January	13-15, 2015

**Final acceptance is conditional upon submission of paper or extended abstract with references (for publication in the proceedings), revised as needed to address reviewers' comments, by December 13, 2014.

Best Paper Awards

The best papers will be chosen by the panel based on presentation of selected papers in different sessions. The decision of the panel will be final and binding.

Registration

Registration forms can be downloaded from the conference website <http://event.itmuniversity.ac.in/Academic-Events/innoserve2015/index.php>. Scanned registration forms with requisite details should be sent to conference@itmuniversity.ac.in by December 15, 2014.

Fee

• Participants (all categories) attending both International Conference and Two-Days Workshop on PLS-SEM- INR 6000/- • Industry INR 3,000 (Resident Indians)/ USD 300 (Foreign)*. • Participating Authors (per author) INR 2,500 (Resident Indians)/ USD 200 (Foreign)*. • Students/ PhD Scholars INR 1500 (Resident Indians)/USD 100 (Foreign)*. • Gwalior has number of hotels, with charges ranging from INR 1,000-6,000. All those willing to avail the facility should inform the programme co-ordinator in advance. • *The Registration fee includes the Conference Kit, Lunches, Dinners and Tea/Coffee during session breaks.

Registration fee should be sent latest by December 15, 2014.

For Domestic (India) transfers:

Fee can be deposited either by Bank Draft drawn in favour of "ITM University", payable at Gwalior, or via. On-line payment at IDBI Bank

Account Name : ITM University - Gwalior

A/C Number : 0056104000295482

MICR Code : 474259002

IFSC : IBKL0000056

Branch Code : 056 or through cash deposited at the cash counter of ITM University.

(Please write your Name, Contact number & Title of the Conference behind the DD).

For Overseas transfers:

Account Number: 63000272330

Account Name: Institute of Technology & Management, Gwalior

SWIFT Code: STININBB203

Bank Name and Address: State Bank of Indore, Cannanught Circus, New Delhi -11

For further query or information feel free to contact the organising committee.

Publications

A selection of papers presented at the conference will be considered for publication in "Journal of Management & Cross Cultural Research" with ISSN No 2320- 6152 published by ITM School of Business, ITM University Gwalior. Selected papers will also be considered for an edited (ed. Prof. Yogesh Upadhyay) book on Innovations in Service Industries published during the first half of 2015.



ITM University Gwalior – A Silhouette

ITM University is a multidisciplinary University with an international reputation for the quality of its research and teaching across the academic spectrum, with subjects spanning Sciences, Engineering, Management, Education, Pharmacy, Library Science, Commerce, Agriculture, Medical, Nursing etc. It is at the forefront of learning, teaching and research and leader in many different fields. It seeks to sustain and enhance its excellence as an institution of higher learning through outstanding teaching and world-class societies they serve. ITM University Gwalior has many Awards, Accolades & Recognitions to its credit with few to mention as:

- Awarded in July 2013 by ABP News for Education Leadership.
- Awarded as Best Private University Serving Social Cause by Enhancing Employment Opportunities on 9th April, 2013 by Dr. M.M. Pallam Raju, Minister-HRD, Govt. of India, Planning Commission & ASSOCHAM.
- "Best Innovative University for Industry Interface in India" Awarded on 14th April, 2013 by Brands Academy.
- Awarded in Feb., 2013, "Most Promising University of North and Central India" - (One Planet Research).
- One of the Five Most Promising Universities of India (India Today Aug. 2012).
- Awarded in December 2012 "Best University of Central Northern India."

ITM School of Business

ITM School of Business is one of the flagship and leading schools of Central and North India. It has received highest ratings for its learning-outcomes based academic programmes, state-of-art infrastructure, rich academic resources, continuous evaluation system, credit based system and global outlook. Our programmes are a showcase of flexibility, predictability, and transparency. All our academic programmes are based on a system of credits generally guided by ECTS (European Credit Transfer and Accumulation System) as a proper means of promoting the most widespread student mobility.

About Gwalior

Gwalior is a historical city in the heart of India, situated in the State of Madhya Pradesh, 120 Km from Agra (The city of Taj Mahal) and 317 Km from Delhi. It is well connected with Delhi, Bhopal, Mumbai, Bangalore and Hyderabad by train and road, and by air from Delhi and Mumbai. Gwalior, known as city of music, has perhaps the richest musical tradition among all the cities in this great country starting from Tansen, Baijuba, Hassukhan, Haddukhan, Krishnarao Pandit, Bala Saheb Puchhwale, Chote Bahyya Puchhwale, Bande Ali Khan, Shankar Rao Pandit and to come to the living legends Malini Rajurkar, Ustad Amjad Ali Khan, the list is endless. The legendary musician Tansen who belonged to Gwalior was recognized as one the nine jewels of Emperor Akbar's court. Most famous and memorable landmarks include Gwalior Fort, the living palace of Scindia's, Jai Vilas Palace, the Tomb of the famous musician Tansen and museums. Agra, the city of Taj, is 110 Kms from Gwalior and 1.5 hours journey by express trains. The world famous Khajuraho group of temples, depicting all facets of life, are 4 hours journey by road. Mitawali & Padavali has a group of 108 ruins of temples and is 20 Kms from Gwalior. Orchha is 100 Kms from Gwalior and is a treat for weekend trips as the village still carries old time feel with palaces, temples, cenotaphs and ruins along the banks of Betwa River.

Programmes Offered

Post-Graduation Programmes

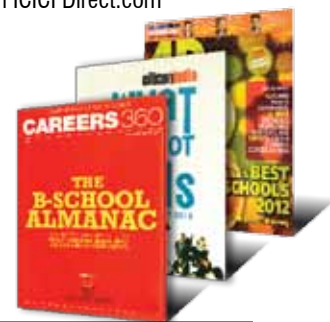
MBA-Supply chain & Logistics with Safexpress
MBA-Human Resource Management and Industrial Law in association with Waichand Dale Carnegie Finishing School (WDFS)
MBA in Wealth Management in association with ICICI Direct.com
MBA-Dual Specialization

Graduation Programmes

- BBA
- B.Com.
- BBA (Hons.)
- B.Com (Hons)
- B.Com (Hons) programmes for CA/CS/CMA

Ph.D Programmes

- Ph.D. in Management



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Dr. R.D. Gupta, Advisor to Chancellor, ITM University Gwalior

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Prof. Yogesh Upadhyay
Vice Chancellor, ITM University Gwalior

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Prof. S.B. Geeta Narhari
Dean, ITM School of Business, ITM University Gwalior

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ITM SCHOOL OF BUSINESS

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