

## IMPORTANT DATES

- Conference Date **2<sup>nd</sup> February 2019**
- Last date of submission of Abstract **30<sup>th</sup> November 2018**
- Confirmation about acceptance of Abstract **10<sup>th</sup> December 2018**
- Last date of complete paper submission **22<sup>nd</sup> December 2018**
- Last date for registration and confirmation about paper presentation in person- **27<sup>th</sup> December 2018**

## CONFERENCE PROCEEDINGS

The blind reviewed conference papers will be published in the conference proceedings (full paper) bearing an International Standard Book Number (ISBN).

## GENERAL INSTRUCTIONS FOR PAPER SUBMISSION

- Contributors are requested to ensure that their paper should not exceed 8 Printed pages. The paper should be typed in Times New Roman (12 pts.) font on one side of A-4 paper in double line spacing with wide margins.
- One paper should not contain more than two authors.
- All charts and graphs should be drawn and labeled clearly.
- Only those references, which are actually used in the text, should be included in the reference list.
- The contributor should certify on a separate sheet that the manuscript is his/her original contribution. It should be mentioned that the paper has not been submitted or accepted for publication anywhere else.
- Paper should contain abstract not more than 500 words along with key words.
- Paper, Abstract and registration form must be sent at [events@tecnia.in](mailto:events@tecnia.in).

## PARTICIPANTS PROFILE

- Academic Fraternity, Students, Research Scholars & Professionals from Industry and Research in the areas of Management, IT, Media, LIS, Health Sciences & Medicine, Agriculture, Insurance, Banking; Publishers; IT and Information Service Providers.

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- Dr. Sandeep Kumar, Co-convener

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### Registration Fee Details (Please mark (✓) accordingly):

Delegate Category	✓	Registration Fees		
		National	Draft	Cash
Students Delegate		Rs. 300/-		
Research Scholar		Rs. 500/-		
Academicians		Rs. 1000/-		
Corporate Delegate		Rs. 1500/-		

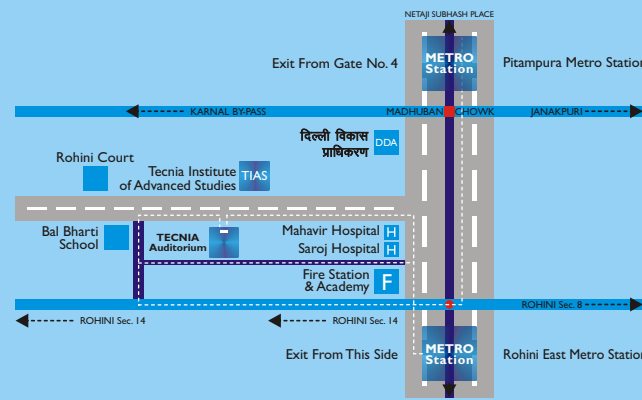
All Drafts should be in favour of "Tecnia Institute of Advanced Studies" Payable at New Delhi.  
 For **ONLINE TRANSFER:-** Bank A/c No.: 53001143127; Bank Name: State Bank of India; IFSC Code: SBIN0030432; MICR Code: 110005012; Bank Address: Sector-14, Rohini, New Delhi

### Please Note:

- Please fill the form neatly in capital letters.
- Last date for receiving the registration forms: 27th January, 2019
- The fee includes conference material and refreshments. A certificate would be issued to the participants.
- Fee does not include accommodation, local/outstation travel. No refund will be allowed for cancellations made. Outstation candidates needing assistance in accommodation (on payment) may contact the Conference Convener at the address given below.

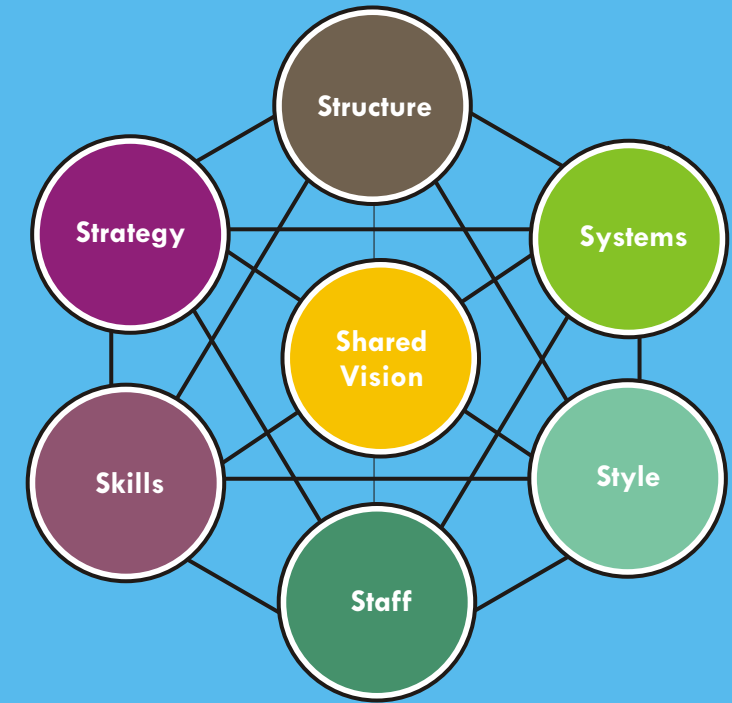
**Kindly send your Registration Form and DD by post to:**  
**Dr. Ajay Kumar, Convener; Dr. Sandeep Kumar, Co-convener**  
**TECNIA INSTITUTE OF ADVANCED STUDIES**  
 3PSP, Institutional Area, Madhuban Chowk, Rohini, Delhi-85, India  
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**9818083607 • Fax: 27555120**

## ROUTE MAP



# 35<sup>th</sup> National Conference Mckinsey 7S Model

Innovation, Growth, Sustainability and Scalability of Business



Date: Saturday, 2nd February 2019

Venue: Tecnia Auditorium

Organized by  
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## TECNIA INSTITUTE OF ADVANCED STUDIES NAAC ACCREDITED GRADE "A" INSTITUTE

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## ABOUT TECNIA



GIVE YOURSELF THE EDGE OF EXCELLENCE THROUGH TECNIA

The Tecnia Institute of Advanced Studies (TIAS); NAAC Accredited Grade "A" Institute; ISO 9001:2015 & 14001:2001 Certified Institute; Rated by Joint

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## ABOUT CONFERENCE

Every organization needs to have specific objectives, or goals, that it is striving to achieve. Without these targets in place, it is easy for a business to just 'wander' from day to day, without ever making any headway in the market. If your company is going to not just scrape by, but actually thrive moving forward, you want to have clear and measurable objectives that you are working to achieve. Of course, it is one thing to have objectives in mind that you would like to reach – but it is another thing entirely to actually have your organization aligned correctly in order to achieve those goals. No matter what size of organization you happen to be running, it is imperative that all actions within the company are designed to help move closer and closer to your stated goals. It is common for businesses to 'lose their way' while trying to do too much, or too many different things. The businesses that are successful in the end tend to be those who work cohesively as a unit to check off goals one at a time. With that in mind, one of the best business models available to help you stay on the same page throughout your company is the McKinsey 7-S Framework.

McKinsey 7S model was developed by Robert Waterman and Tom Peters during early 1980s by the two consultants McKinsey Consulting organization. The model is a powerful tool for assessing and analyzing the changes in the internal situation of an organization. It is based on 7 key elements, which determine the organization's success, which should be interdependent and aligned for producing synergistic outcomes. The model can be used widely in various situations where an alignment is required:

For improving organizational performance.

- Analyzing and evaluating the effects of futuristic changes on the organization.
- Can be a useful framework during the situation of Merger and Acquisition
- Involving striking an alignment between the key processes of an organization.
- Providing a recommendative framework for implementing a strategic plan of action.
- The model can be effectively applied to various teams or groups or projects as well.

### How to Use the Model

The model is based on the theory that, for an organization to perform well, these seven elements need to be aligned and mutually reinforcing. So, the model can be used to help identify what needs to be realigned to

improve performance, or to maintain alignment (and performance) during other types of change.

Whatever the type of change – restructuring, new processes, organizational merger, new systems, change of leadership, and so on – the model can be used to understand how the organizational elements are interrelated, and so ensure that the wider impact of changes made in one area is taken into consideration.

## OBJECTIVES OF THE CONFERENCE

Against the backdrop of this emerging scenario, the Department of Management Studies, Tecnia Institute of Advanced Studies, brings the "McKinsey 7S Model for Innovation Growth, Sustainability and Scalability of Business" conference aimed at addressing the following objectives:

- To explore the opportunities, issues and challenges in the domain of business strategy, service and system;
- To explore ways and means by which businesses can innovate, sustain and progress in the ever-evolving 21st century business environment.

The conference invites researchers and practitioners to share their understandings on "McKinsey 7S Model for Innovation Growth, Sustainability and Scalability of Business" and provide a forum where researchers and practitioners engage in robust discussions on ideas, new directions and create innovative practices concerned to McKinsey 7S Model.

## CALL FOR PAPERS

Original Research Papers (both empirical and conceptual) are invited from academicians, industry practitioners and research scholars engaged in the field of business and management. The conference discussion may include the following and the related areas:

### Track 1: Strategy

- Blue Ocean Strategy
- Building Core Competencies
- Business And Sustainable Development
- Change Management
- Competency Mapping
- Competitive Strategies And Business Models
- Cooperative Strategy
- Corporate Ethics
- Employee Engagement
- Entrepreneurship
- Export Marketing
- Family Business Management
- Functional Strategies
- Government Policy And Society
- Green Management
- Human Capital
- Innovation Strategy
- Innovations And Entrepreneurship
- Intellectual Property Rights
- Knowledge Management
- Make In India
- Online Marketing
- Rural Marketing
- Startup India, Standup India
- Strategic And General Management
- Strategic Human Resource Management
- Strategic Leadership
- Strategic Management Process
- Swot

### Track 2: System

- Systems Modeling For Risk Assessment

- Management Information System
- Convergence And Integration Of Ict
- Innovations In It Applications
- Ict And Disruptive Innovations
- Networking Techniques And Technologies
- Network Dynamics
- Advancing Through Innovation
- Data Analytics, Data Mining
- Business Analytics And Business Intelligence
- Erp Application Integrations
- Functional Information Systems & Dss
- E-commerce – B2c, B2b, C2c
- E-business And E-commerce Security
- E-governance (g2c, G2g, G2b,g2e)
- E-crm, E-scm
- Cim
- Data Warehouse & Information Security
- Legal Systems, Cyber Laws And It Act
- Intellectual Property Rights
- Internet Of Things (iot)
- Social Networks And Cloud Computing
- Artificial Intelligence
- Virtual Reality & Augmented Reality
- Green Technology And Issues
- Green Computing
- Cognitive Computing
- Digitalization And Digital India
- Technology And Operational Management
- Capacity Management
- Product Design Development

- Productivity And Efficiency Analysis
- Innovative Applications In Modelling And Decision Techniques
- Lean Manufacturing
- World Class Manufacturing
- Agile Manufacturing
- Quality Management And Six Sigma
- Green Manufacturing
- Tqm, Jit, Kaizen And Six Sigma

### Track 3: Services

- Innovation In Delivering And Managing Services
- Effective Service Management
- Banking And Financial Services
- NBFCs And Development
- Financial Inclusion And Development Finance
- Small Finance Banks & Payment Banks
- Derivatives And Financial Risk Management
- Capital Markets, Trading, And Portfolio Management Services
- Global Investment Decision Making.
- Digital Platforms For Growth
- Marketing Of Financial Services
- Customer Relationship Management
- Service Design, Productivity And Quality
- Service Engineering And Operations
- Services Communication
- Decision Making For Marketing
- Government And Public Sector
- Startups Finance And Venture Capital
- Capital Markets & Industrial Finance
- Corporate Finance And Governance
- Medical Tourism
- Consultancy Services
- Service Operations Management
- Logistics And Distribution
- Management
- Healthcare Management
- Procurement Management
- Viral Marketing
- Digital And Social Media Marketing
- Strategic Brand Management
- Hospitality Management
- Travel And Tourism Management
- Green Marketing And Consumerism
- Industrial Marketing & ITES

### Track 4: Innovation

- Innovation In Digital World
- Innovation With Limited Finance
- Management Through Innovation
- Technology To Manage Process Innovations
- Innovation In Entrepreneurial Attitudes
- HRM Function Impact In Innovation.
- Controlled Innovation
- Innovation And Technology
- Innovation Management In Services
- Intrapreneurship And Scope For Innovation Management
- Challenges To Innovation
- Creativity, Diversity & Globalization
- Quality Control And Innovation
- Technological Innovation
- Antecedents For Strategic Innovation
- Track 5: Growth
- Market Penetration
- Market Expansion
- New Product Development
- Product Development For New Market

- Strategic Partnership
- Joint Venture
- Company Acquisition.
- Market Segmentation
- Leveraging Partnerships
- Acquisitions
- Become A Leader In The Industry

### Track 6: Sustainability

- Sectoral Linkages And Growth Prospects
- Structural Transformation Of Business And Services
- Sustainable Development Models
- Export-led Growth & Sustainability
- Global/regional Financial Organisations And Growth
- Business Sustainability: Challenges And Issues.
- Sustainable Business Models – SMES
- Environmental Sustainability: Issues And Challenges.
- Resource Consumption And Sustainability.
- Corporate Governance And Sustainability
- Corporate Social Responsibility And Sustainability.
- Skill India Initiative
- Sustainable Manufacturing
- Climate Change Management
- Sustainable Supply Chain Management
- Global Reporting Initiatives And Corporate Sustainability
- Human Values, Ethics And CSR
- Corporate Citizenship And Corporate Governance Issues And Challenges
- Role Of Spirituality In Sustainability And Responsible Businesses
- Social Businesses, Sustainable Innovation And Ecopreneurship
- Millennium Development Goals
- Project Management
- Education, Training , Development Of Rural Manpower
- Rights And Opportunities For Disabled
- Problems Encountered By Disabled
- Role Of Technology In Life Of Disabled
- Self Employment And Paid Employment Among Disabled
- Legislative Provisions For Rehabilitating Disabled
- Role Of Institutions And Government In Rehabilitating Disabled

### Track 7: Scalability

- Inclusive And Equitable Economic Growth
- Economies Of Scale.
- Diversification And Growth
- Market Development And Expansion
- Mergers And Acquisitions
- Mass Customization
- Scale Up Strategies
- Scalable Business Models
- Scalability Matrix