

## Introduction

The Annual International Conference of the Society of Operations Management (SOM) is held every year to enhance knowledge, experiences and share new ideas and innovations in the area of Operations Management for business, academics and non-profit organizations.

These events have provided stimulating buzzing platform for the academicians and the practitioners in the field of operations management and related areas where they assemble and brainstorm for the purpose of holistic knowledge sharing on the contemporary subject related developments.

## Objectives

The objective of the conference is to provide a platform for academicians, practitioners, doctoral students and other researchers exchange knowledge, experiences and share innovative ideas on the shifting roles of operations management in the digital economy through the presentation of papers, panel discussions, one to one or group meetings. Although papers addressing the theme of the conference are desirable, papers addressing a broader area of Operations Management and the interface between Operations Management and other disciplines of Management are also welcome.

## List of Tracks

The XVIII Annual International Conference of the Society of Operations Management invites academicians, practitioners, doctoral students and other researchers to submit theoretical and empirical papers and case studies related to the area of Operations Management in the digital economy and other interrelated area to Operations and Supply Chain Management. The possible tracks for the conference (but not to be limited to) the following:

- ❖ Behavioral Operations Management
- ❖ Sustainable Operations Management
- ❖ Humanitarian Logistics and Disaster Relief Operations
- ❖ Supply Chain Analytics
- ❖ Technology and Operations Management
- ❖ Healthcare Operations Management
- ❖ Empirical Research in OM

- ❖ Supply Chain Risk Management
- ❖ Learning and Knowledge Management in OM
- ❖ Service Operations
- ❖ City/Urban Logistics
- ❖ OM and Economic Models
- ❖ Scheduling and Logistics
- ❖ Inventory Management
- ❖ Marketing and OM Interface
- ❖ Information Systems
- ❖ Revenue Management and Pricing
- ❖ Quality Control and Six Sigma
- ❖ Retail Operations Management
- ❖ Closed Loop Supply Chains
- ❖ General Management

## About Organizing Institutes

### IIT Roorkee ([www.iitr.ac.in](http://www.iitr.ac.in))

Indian Institute of Technology - Roorkee is among the foremost of institutes of national importance in higher technological education and in engineering, basic and applied research. Since its establishment, the Institute has played a vital role in providing the technical manpower and know-how to the country and in carrying out research. The Institute ranks amongst the best technological institutions in the world and has contributed to all sectors of technological development. It has also been considered a trend-setter in the area of education and research in the field of science, technology and engineering.

The institute offers Bachelor's Degree courses in 10 disciplines of Engineering & Architecture and Post Graduate Degree in 55 disciplines of Engineering, Applied Science, Architecture and Planning, Computer Applications and Business Administration. The Institute has facility for doctoral work in all Departments and Research Centers.

### Department of Management Studies, IITR

In the contemporary environment of rapidly evolving global business and commerce, a new knowledge driven society is emerging and revolutionizing the acumen needed for managers. Recognizing this, the Institute

established the Department of Management Studies in 1998 to impart high quality formal education in management science through a comprehensive 2 year regular MBA and a Ph.D programme.

The Department of Management Studies has, over a short period, acquired and developed adequate infrastructure, expertise and resources to excel in imparting management education. The Department is housed in an exquisitely designed double storied building with four spacious lecture rooms, a large computer laboratory, a double storied library with more than 6000 books, syndicate and committee halls, auditorium with teaching aids and a large central atrium. Presently, the Department offers dual specialization in any two of the following areas Marketing, Finance, Information Technology, Operations Management, Human Resource Management.

### ABV-IIITM Gwalior ([www.iiitm.ac.in](http://www.iiitm.ac.in))

ABV- Indian Institute of Information Technology and Management in is an autonomous institute of Government of India. The Institute conducts teaching and research in the cusp areas of Information Technology and Management.

The Institute offers postgraduate programs in the areas of Management and Information Technology. Institute is pioneer in offering unique MBA programmes in the areas of IT enabled Services and Public Service Management & E-Governance. Institute's management programmes offers specialized electives in the areas of Operations and Technology Management, Information Technology & Systems, Management of Non Formal Sector. This coupled with electives in the areas of Marketing, Finance, and Human Resources positions the Institute in the frontiers of management thinking and practice.

Doctoral students of the Institute are conducting cutting edge research in the niche areas of Management and Information Technology. Apart from these Institute also offers faculty development programmes, management development programmes, various training programmes, certificates courses in Management Consulting and Six Sigma.

The Institute recognizes its role in nation building through knowledge creation and dissemination. To this end Institute has geared its endeavors towards developing contextual management and technological solutions for instilling competitiveness in businesses.

## REGISTRATION FORM

### XVIII Annual International Conference of the Society of Operations Management

(To be filled in block letters)

Name \_\_\_\_\_

Gender \_\_\_\_\_

Designation \_\_\_\_\_

Organization \_\_\_\_\_

Title of the Paper \_\_\_\_\_

Address for Correspondence \_\_\_\_\_

City/State: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email id: \_\_\_\_\_

Amount Paid: \_\_\_\_\_

Demand Draft Number (DD): \_\_\_\_\_

Date of issue DD: \_\_\_\_\_

Bank Name: \_\_\_\_\_

Date: \_\_\_\_\_ Signature

Note: Send this registration form along with Demand Draft to:

Dr. A. Ramesh  
Organizing Secretary SOM 2014  
Department of Management Studies,  
Indian Institute of Technology Roorkee,  
Roorkee 247667, Uttarakhand, India

## Accommodation

IIT Roorkee may provide accommodation on payment to a limited number of participants on a first come first serve basis. Depending upon availability of rooms at the Khosla International Guest House (KIGH) and N.C Nigam Guest House (NCNGH), accommodation will be provided on single/twin sharing basis. Registration fee does not include accommodation charges.

([http://www.iitr.ac.in/institute/pages/Guest\\_house\\_complex.html](http://www.iitr.ac.in/institute/pages/Guest_house_complex.html))

**Nearest Airports:** Delhi, 167 Kms, Dehradun, 70 Kms.

## Distance from Roorkee Railway Station and Bus Stand:

The distance from the Railway Station and Bus Stand to KIGH/NCNGH IIT Roorkee is approximately three kilometers and one kilometer respectively.

## Tourist Spots around Roorkee:

Haridwar (30 Kms), Rishikesh (70 Kms), Dehradun (70 Kms), Mussoorie (90 Kms)

## Weather at Roorkee during December:

Average temperature in the month of December is around 15 °C - 20 °C

## For any query, please contact:

### Dr. A. Ramesh

Organizing Secretary, SOM 2014  
Department of Management Studies,  
Indian Institute of Technology Roorkee,  
Roorkee 247667, Uttarakhand.

Cell : +91-7579076291

Phone: 01332-284765(O)

Email: som14.iitr@gmail.com

Or

### Dr. Gyan Prakash

Organizing Secretary, SOM 2014  
Associate Professor,  
Room No. 108, Block- E, ABV-IIITM Gwalior,  
Morena Link Road, Gwalior 474 015, (M.P)

Cell : +91-9406581635

Phone: 0751-2449834 (O)

Email: gyan@iiitm.ac.in, gyanprakash@yahoo.com

## Registration Fee

Participant Profile	From India and other SAARC Countries	From overseas
Delegates from Industry, Academia, Government, R & D Institutions and non-profit organizations	₹ 6000/-	US \$250/-
Research Scholars/ Students	₹ 3000/-	US \$125/-

## Payment Mode

All registration fees should be paid through Demand Draft in favor of "Registrar, IIT Roorkee" and Payable at "Roorkee".

The details of online transfer will be provided shortly.

## Important dates

**September 15, 2014** : Submission of extended abstract (word limit of 250 words)

**September 30, 2014** : Notification of acceptance of extended abstract for presentation

**October 30, 2014** : Registration and submission of full papers (for inclusion in proceedings)

**November 10, 2014** : Submission of full papers in final form after revisions

## Conference Proceeding

The full text of the accepted papers will be published in the form of proceedings. At least one author should register before October 30, 2014 to the inclusion of the paper in the proceedings. Selected full papers after a due review process would be considered for a possible publication in Operations Management related journals in special issues.

## Certificate

A certificate will be issued for presenting a paper/ attending the conference.

### Submission of abstract/Papers:

All the abstract/paper to be submitted only on som14.iitr@gmail.com

## Patron

**Prof. Pradipta Banerji**

Director

Indian Institute of Technology Roorkee

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**Dr. Gyan Prakash**, ABV-IIITM Gwalior

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Dr. J. Dhar, ABV-IIITM Gwalior

## XVIII Annual International Conference of the Society of Operations Management

**Theme: Operations Management in Digital Economy**

**Doctoral Consortium : December 12, 2014**

**Conference : December 13-14, 2014**

**Venue: Department of Management Studies,  
IIT Roorkee**

Organized by



**Department of Management Studies  
Indian Institute of Technology Roorkee  
Roorkee-247 667, Uttarakhand, India**

**Website: [www.iitr.ac.in](http://www.iitr.ac.in)**



विद्यया जीवनामृतं ज्ञानम्

**ABV-Indian Institute of Information  
Technology and Management Gwalior  
Morena Link Road, Gwalior  
Madhya Pradesh - 474015, India  
[www.iiitm.ac.in](http://www.iiitm.ac.in)**