



The Albertian Institute of Management is a new generation B- School with state of the art facilities, approved by the AICTE and affiliated to the Mahatma Gandhi University (Kottayam, Kerala), offering full time MBA course and fostering management development, research and consultancy. The vision of AIM, which belongs to the St. Albert's Group of educational institutions, promoted by the Archdiocese of Verapoly, with centuries long glorious tradition in the field of educational and social service, is to be a leading B-school of International repute, constantly striving to contribute to societal needs and welfare.

Location

The St. Albert's College, the parent institution and AIM are located on the Banerji road, at the heart of the lake side city, Ernakulam, which is the commercial centre of Cochin. It is well connected by air, rail and road.

The City of Cochin

Cochin, known for its scenic beauty and acclaimed as the Queen of Arabian Sea, is the industrial and commercial hub of Kerala, the 'God's own Country', featured as one of the "Fifty Greatest Places of a Lifetime" in National Geographic Traveller.

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ORGANISING COMMITTEE

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Albertian Institute of Management



National Seminar on
Turnaround Strategies in the Dynamic Business Environment
On Friday 27th March 2015
Venue: Albertian Institute of Management



Albertian Institute of Management

(A unit of St. Albert's College, Ernakulam. Accredited with "A" grade by "NAAC")

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About The Seminar

In a highly dynamic business environment many companies experience corporate distress which may affect their long term prospects. All is not lost for these firms as turnaround specialists from around the world are trying to make faltering companies profitable again.

In order to effect a turnaround, a company must acknowledge and identify its problems, consider changes in management and develop and implement a problem-solving strategy. In some cases, the best strategy may be to cut losses by liquidating the company rather than trying to turn it around.

Indicative areas for Paper Presentation

Turnaround Strategies in:

- Formulation of Marketing Strategies & Marketing Programs
- Performance Management System
- Operational Controls & Technology management
- Finance and Cost Management
- Administration & General Management
- Management of information technology
- Shutdown as a strategy
- Disinvestment

(Any broad sub theme related to the seminar topic shall also be accepted)

Turnaround management is a process dedicated to corporate renewal. It involves management review, activity based costing, root failure causes analysis, and SWOT analysis to determine why the company is failing. Once analysis is completed, a long term strategic plan and restructuring plan are created.

Albertian Institute of Management has chosen turnaround strategies as the theme for its national conference with the following objectives:

- To enhance a company's turnaround management capabilities and to ensure a team approach in the planning and execution of turnaround strategies.

- Provide a comprehensive understanding of effective

turnaround management techniques and implementation.

- Create awareness of strategic planning methods and an integrated organizational approach in the execution of successful turnarounds.
- Incorporate latest developments in turnaround planning and management techniques and emerging industry trends.
- Make the turnaround planning and execution process efficient, professionally rewarding and with the minimum stress and conflict

Call for Papers

We invite Researchers, Academicians, Business people, Professionals and Practitioners to present papers on the seminar topic and its related areas.

Guidelines for Paper Submission

- Abstract of not more than 300 words should be submitted prior to submission of the full paper
- Only original, unpublished work will be accepted for the seminar
- All papers submitted for presentation must be below 5000 words in length
- Author should submit abstract / paper through e-mail to turnaroundseminar@aim.edu.in
- Papers should be typed in MS-Word (Font: Times New Roman, Size: 12, Line spacing: 1.5, Paper A4)

Registration Details

The Delegate fee will include Seminar Kit, Lunch and Coffee/Tea

Corporate: Rs. 500/-; Academicians & Research scholars: Rs. 300/- Students: Rs. 200/-

Important dates:

Abstract Submission	: 14 March 2015
Full Paper Submission	: 21 March 2015
Date of Conference	: 27 March 2015

Programme Schedule

8.30 am – 9.30 am	: Registration
9.30 am – 10.30 am	: Inauguration
10.30 am – 10.45 am	: Tea Break
10.45 am onwards	: Plenary Sessions
1.00 pm – 2.00 pm	: Lunch Break
2.00 pm- 3.00 pm	: Plenary Sessions Cont.
3.00 pm – 4.00 pm	: Technical Session
4.00 pm- 4.30 pm	: Valedictory Function