



ICCGC 2011

INTERNATIONAL CONFERENCE ON CHALLENGES OF
GLOBALIZATION & STRATEGY FOR COMPETITIVENESS

14-15, January 2011

Call for Papers

Organized by



National Institute for Entrepreneurship
and Small Business Development (NIESBUD)
India



AKGIM
Ghaziabad
www.akgim.edu.in

Ajay Kumar Garg Institute of Management
Ghaziabad, India

Introduction

AKGIM, India and NIESBUD, India take pleasure in inviting you to contribute papers and participate in **International Conference on Challenges of Globalization and Strategy for Competitiveness**.

The conference aims to provide a platform for academicians, research scholars, practicing managers and students of management to develop, contribute and present papers. The event will help in bringing together executives from Industry and academics to meet, discuss, exchange views and experiences on various issues for critical decision making in attaining global competitive advantage in the era of globalization which has thrown open challenges like global meltdown or recession and opportunities of globally integrated markets through innovation.

Conference Theme and Focus

The theme of the conference remain business challenges in globalization era, however, a special focus will be on **Small Business Development, Entrepreneurship and Skill Development and challenges before Small and Medium Enterprises**.

The conference also invites research papers on **Value Based Decision Making** in light of the scenarios and challenges the world has faced as a cause and sequence to the recent global meltdown and recession.

Call for Papers

Original papers on the various below-mentioned areas of interest are invited. The areas mentioned below are only indicative and are not exhaustive in coverage. The contributor can include any other topic falling under the broad gamut of the main theme.

Track I Management

- Issues related to Global Meltdown, Regulatory Failures
- Relevance of Value Based Decision Making
- Business Ethics
- Leadership and Management
- Corporate Governance
- Other Allied areas in Management
- Strategy and Organization for Building Competitive Advantage

Track II Small Business Development, Entrepreneurship and Skill Development

- Microfinance
- Small and Medium Enterprises
- Entrepreneurship
- Team Entrepreneurship
- Skill Development
- Promoting Rural Employment through Skill Development
- Managing Risk
- Quality Management

Track III Economics and Globalization

- General Economics
- International Economics
- Growth and Development
- Other Allied areas in Economics

Track IV Finance, Banking and Insurance in Integrated Global World

- Corporate Finance
- Cost Control
- Investments and Banking
- Capital and Money Market
- Mergers and Acquisitions
- Foreign Direct Investment
- Real Estate
- International Finance

- Other Allied areas in Finance
- Insurance

Track V Accounting Practices and Challenges

- Management and Cost Accounting
- Financial Accounting
- Audit & Forensic Accounts
- Accounting Education
- Accounting Ethics
- Behavioral Accounting
- Other allied Areas in Accounting

Track VI Marketing Globally

- Brand Building
- Consumer Behavior
- Marketing Strategy
- E commerce and Technology
- Marketing Education
- International Marketing
- Research and Development in Marketing
- Innovative Marketing Practices for Competitive Advantage
- Marketing of Services
- Supply Chain Management

Track VII Legal Aspects of Global Business

- Business Laws
- Corporate Laws
- Exit Policies, Practices for different Countries
- International Law
- Intellectual Property Rights and Patents
- Contract Labour
- Employment
- Contracts and Technology
- Legal Studies

Track VIII Operations and its Challenges

- Design of Product, Processes and Services
- System Design
- Product and Processes Re-engineering
- Cutting Edge Technology
- Inventory Control
- Purchases and Vendor Development
- Assets Acquisitions and Management
- Adapting to Diverse Technologies

Track IX Information Technology

- Decision Sciences
- Information Systems
- Virtual Teams, Groups and Communities
- Business Data Networks
- Business Data Security
- Information Management
- Other Allied areas in IT and Computers

Track X Interdisciplinary

- Energy Conservation and Alternate Sources of Energy
- Issues in Globalization of Business
- International Business
- Business Cases
- Service and Experimental Learning
- Women in Business
- Professional Development
- Multicultural Issues

Who Can Submit Papers

- Faculty Members/Academicians
- Research Scholars
- Managers and Consultants
- Post Graduate Students(one of the authors should be a faculty member)

Guidelines for Papers

All papers will be evaluated through a double blind review process constituted by drawing experts from Institutions/ Universities/ Organizations of repute in and outside India.

Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered.

In the covering letter accompanying the manuscript, the contributors should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication.

The delegates are requested to send the abstracts of their papers not exceeding 300 words, 12 point font size, Times New Roman font on MS Word/PDF with single line spacing to the Conference Chairs along with the name and address of the author(s), Contact No. & E-mail IDs latest by 15th October, 2010.

The blind review expert committee will screen the papers. Full length paper should not be more than **3000 words** (Maximum 10 pages).

Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table.

Only those references that are actually utilized should be included in the reference list and should be alphabetically arranged. For complete paper guidelines visit www.akgim.edu.in/iccg2011

The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number, fax number (if any) and e-mail address.

Please do not indicate author(s) name, affiliation or any other such information in the manuscript elsewhere. One soft copy of the paper in the above mentioned format should also be submitted by e mail at iccg2011@akgim.edu.in

Presentation Schedule

- The conference shall be organized in sessions.
- Each session shall be chaired by an expert from an educational institute/industry.
- Presentation by authors: 15 minutes.
- Discussion replies to questions by authors: 10 minutes.
- LCD Projector/OHP/LAPTOPS will be provided for presentation.

Registration

- All the participants are requested to register by filling in the registration form and sending by email at iccg2011@akgim.edu.in
- One author must get registered for inclusion of the paper in proceedings book publication.
- In case of multi authors, desirous of Certificates, all authors will have to separately register
- A single author presenting multiple entries should register for each paper.
- No TA/DA will be paid to any delegate who presents the paper in the conference.

Registration fee (from India)

Student	₹ 500
Academia	₹ 2,000
Industry	₹ 2,500

Registration fee (from Other Countries)

Student	30 USD
Academia	100 USD
Industry	150 USD

Venue

AKGIM Campus, Ghaziabad

Mode of payment

Registration fees should be sent by Demand Draft / Pay Order in favor of "Ajay Kumar Garg Institute of Management" payable at Delhi/Ghaziabad

International Committee

Prof. Ajit Prasad	Professor, S.P Jain Mumbai
Prof. B.D Singh	Former Chairman NALCO, India
Mr. Debmitra Sinha	Head HR & People Development, DLF Laing O Rourke India Ltd
Prof. K. Ranganathan	Vice President (Retd.), RPG Group, India
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Prof. Wali K Mondal	Professor, School of Business and Management, National University, USA
Mr. Ankur Jain	Manager-Strategic Marketing, LIQVID eLearning Services Pvt Ltd
Mr. Pushkar	Vodafone

Publication of Proceedings

All accepted papers shall be published in the proceedings of the conference. A copy of the book will be provided free to all the registered participants.

Journal Publication

Select papers will appear in National and International Journals

About the Organizers

AKGIM, India

(Ajay Kumar Garg Institute of Management, Ghaziabad)

AKGIM is an upcoming Business School promoted by Indian Institute of Management and Engineering Society which runs the prestigious Ajay Kumar Garg Engineering College, recipient of Academic Excellence award as the best Engineering college in UP under UPTU for second year in succession.

Within a short span of time, AKGIM has emerged as a promising B- School in the National Capital Region (NCR) known for its eminent faculty drawn from industry, quality students and state of the art infrastructure.

In the fast changing scenario of globalization, AKGIM continuously strives to bring in relevant education to the classrooms integrating the industry perspective and practice orientation to match the best B Schools.

The institute believes in preparing global leaders who can contribute to the national and global economy and the society. Being a promising management institute, research is at the heart of intellectual activities

NIESBUD, INDIA

The National Institute for Entrepreneurship and Small Business Development (NIESBUD) was established in 1983 by the Ministry of Industry (now Ministry of Small Scale Industries), Govt. of India, as an apex body for coordinating and overseeing the activities of various institutions/ agencies engaged in Entrepreneurship Development particularly in the area of small industry and small business. The Institute which is registered as a society under Govt. of India Societies Act (XXI of 1860) started functioning from 6th July, 1983. The primary broad objectives of NIESBUD are

- To evolve standardized materials and processes for selection, training, support and sustenance of entrepreneurs, potential and existing.
- To help/support and affiliate institutions/organizations in carrying out training and other entrepreneurship development related activities.
- To serve as an apex national level resource institute for accelerating the process of entrepreneurship development ensuring its impact across the country and among all strata of the society.
- To provide vital information and support to trainers, promoters and entrepreneurs by organizing research and documentation relevant to entrepreneurship development

- To train trainers, promoters and consultants in various areas of entrepreneurship development.
- To provide national/international forums for interaction and exchange of experiences helpful for policy formulation and modification at various levels.

Patrons

Mr. K.R. Arya Director General, NIESBUD, India
Dr. Rajiv R. Thakur Director, AKGIM, Ghaziabad, India

Conference Co-Chairs

Prof. Satish Thukral, Professor, AKGIM, India
Er. Vinod Gupta, Director, NIESBUD, India
Prof. Neeta Sahu, Assistant Professor, AKGIM, India

Important Deadlines

Last Date for Submission of Abstracts : **20th November, 2010**
Last Date of Communication of accepted Abstracts : **22th November, 2010**
Last Date of Full Paper Submission : **25th November, 2010**
Last Date of Acceptance of Full Paper : **4th December 2010**
Last Date of Registration : **10th December 2010**

Travel and Accommodation

How to get to Ghaziabad

Ghaziabad is a part of India's National Capital Region. The best way to reach Ghaziabad is via Delhi. The town is located at a distance of 55 KMs from Indira Gandhi International Airport and 30 KMs from New Delhi railway station.

It is well served via road and rail links. Delhi is well connected through rail and air from any part of India and the world. Prepaid taxis can also be availed from the airport/railway station to Ghaziabad.

Accommodation

You may stay in the following Hotels in the city:

1. Hotel Country Inn.
64/6, Site-IV, UP Sahibabad, Ghaziabad, India
Contact No. 91-120-4180000
reservations@cissahibabad.in
2. Hotel Royal Regency, Ghaziabad, India
Contact No. 91-120-4388800, Fax No. 91-120-2795771,
E-mail address: royalregency@gmail.com

Contacts

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