



Co-Sponsor



Bharati Vidyapeeth University

INSTITUTE OF MANAGEMENT & RESEARCH NEW DELHI

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National Conference

On

Green Management Practices as Competitive Strategy: Innovations, Globalization, and Social Entrepreneurship

21ST -22ND January, 2012

Venue: **Bharati Vidyapeeth University**
Institute of Management & Research New Delhi
A-4, Paschim Vihar, Rohtak Road, New Delhi – 110063
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Bharati Vidyapeeth University, Institute of Management & Research, New Delhi
(BVIMR) at a Glance

BVIMR, an ISO 9001:2008 certified Institute, was established in 1992, **re-accredited with “A” Grade by NAAC** and has been ranked in the top 50 B-Schools in India by Business India, Hindustan Times and Outlook in their Oct/Nov 2010 issue respectively. Its MBA program is accredited by NBA, AICTE. It is also the recipient of ‘B-School Leadership Award’ from Star News. Having four acres oasis in West Delhi, it is the only Institute attached with Metro Station (Paschim Vihar, East). BVIMR has world class infrastructural and institutional facilities (state of the art facilities, air-conditioned classrooms, library, and hostel) which facilitate excellence in teaching, research, consultation and other professional activities.

National Conference on
Green Management Practices as Competitive Strategy: Innovations, Globalization, and Social Entrepreneurship

With the ever growing volatility and uncertainty, the world is looking for new sources of growth and alternative business models. The eco-friendly strategy has become a competitive strategy in national and international markets. Forest Reinhardt (2000), a specialist in competition and strategy with an emphasis on environmental management, evaluated current trends and tensions for managers, and outlined tactics that managers need to use to try to reconcile what at face value seem competing objectives: how to maximize shareholder value while at the same time deliver an environmental boost to society as a whole. Although it is in the best interest of company to be environmentally proactive, it is one of the essential public services which the governments need to provide. Further, in one of its research on green policy, Stephen (2007) studied the influence of Wal-Mart’s green policy on the usage of use of imported polyethylene terephthalate (PET) in packaging. Some other companies adopting green management practices as competitive strategy are Tata Motors, Reliance and others.

We cordially invite you all to send your entries for call for papers. The guidelines are given below.

CALL FOR PAPERS

Green management practices are going to be one of the core competitive strategies for the firms operating globally. Differences in firm characteristics influence the best management practices which in turn influences the “best” practices for eco-sustainability (Blindenbach-Driessen, 2010). With the growth of emerging economies, it is important to understand the influences of natural environments on an on-going basis. Although a number of academic theories and professional practices have been suggested regarding the interaction of such organizations with their natural environments, most of these theories have been built in the light of the developed counter (Starik & Rands, 1995). Therefore, there is a vital need to study these ecological frameworks. For example, framework such as Ecologically Sustainable Organization (ESO) helps to understand the multiple interactions between multiple levels of human organizations and their natural environments. The objective of considering such a framework is to understand the initiatives undertaken by the retailers such as Environment Sensitization Practices being followed nationally and internationally. The objective of this national conference is to discuss the strategies, innovations, globalization, social entrepreneurship, and best management practices of ecologically sustainable initiatives to enhance the performance and survival of the organizations.

The suggested topics may include the following (but are not limited to):

- Green product development strategies
- Green performance parameters
- Green supply chain strategies (GSCM)
- Green marketing
- Sustainable entrepreneurship
- Green Banks and finance strategies
- Green financial social entrepreneurship and management practices
- Green policy
- Environmental Sustainable Responsibility (ESR)
- Green economic strategies

- Ecologically Sustainable Organization (ESO)
- Innovative sustainable human resource practices
- Innovations in competency mapping
- Competitive strategies and globalization
- Core competency and competitiveness
- Innovations in social entrepreneurship
- Shifting of wealth from west to east: green social dimension
- Information technology as a facilitator of green initiatives

GUIDELINES FOR PAPER SUBMISSION

Below is a set of guidelines and formatting instructions to help you prepare your paper. Please read them carefully prior to submitting

1. Submitted papers must NOT have been previously presented, published, accepted for publication.
2. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements, from the text. Please provide a separate sheet including the details about the authors.
3. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE word document format.
4. The maximum length of the paper is 30 pages (including ALL tables, appendices and references). The total number of words may not exceed more than 5,000 words. The paper format should follow the Academy of Management Journal's Style Guide (APA).
5. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
6. Number all of the pages of the paper.
7. Check that the paper prints correctly (i.e. all imported figures and tables are there), and ensure that the file is virus-free.
8. Please send your entries to the following mailid: Dr. B.R. Bhardwaj, brotorauth@yahoo.com & Ms. Ashima Bhatnagar, ashibhatnagar.03@gmail.com
9. Papers will be accepted on the condition that at least one of the participants will be attending the conference.
10. The selected papers will be published as a book on *Sustainability and Development in Indian Context*.

PAPER PRESENTATION COMPETITION

The participants whose papers will be accepted need to present the papers in the conference. The papers will be evaluated on the basis of originality, research content, conceptual clarity, methodology, and presentation skills.

The best three paper presented will be given cash denomination of Rs. 5,000/-, Rs.3,000/- and Rs. 2000/- as 1st, 2nd, and 3rd prizes respectively. The abstracts will be published in the conference Souvenir. The best three papers selected will be published in institute's refereed journal 'Management Edge'.

ACCOMMODATION

Accommodation will be provided to the female participants at the air-conditioned Girls' Hostel. The bookings need to be done by December 31st 2011. It is purely on the first come first serve basis.

SCHEDULE OF EVENTS

Last date of submission of abstract/full paper	4th Jan 2012
Last date of registration for the conference	4th Jan 2012

PROGRAMME

Conference Days: 21-22nd January, 2012.

VENUE

BVIMR Campus, New Delhi.

REGISTRATION DETAILS

Corporate/Industry	Rs. 2,500/-
Faculty/Academicians	Rs. 2,000/-
Research Scholars/Students	Rs. 500/-

Note:

- Rs. 500/- waive off for faculty and corporate in case their paper is accepted for presentation.
- The registration fee includes the conference kit, lunch, tea & coffee.

PAYMENT MODE

Demand draft in favor of 'Director, Bharati Vidyapeeth University, Institute of Management and Research', payable at New Delhi.

CONTACT INFORMATION

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