



Bharati Vidyapeeth University
INSTITUTE OF MANAGEMENT AND RESEARCH, NEW DELHI

4th International Conference on
“Challenges Arising from Global Recession: Strategies for Management”
on 06-07 March 2010

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Organising Team

Wg. Cdr. B.R. Chawla
Mr. Anand Sharma
Mrs. Ritu Bali

Dear Sir / Madam,

Subject:- Invitation / Call for Papers for 4th International Conference on “**Challenges Arising from Global Recession - Strategies for Management**” on 06-07 March 2010.

The Bharati Vidyapeeth University Institute of Management and Research, New Delhi is a major constituent unit of Bharati Vidyapeeth University, Pune. BVIMR is an ISO 9001:2008 Certified Institute and its MBA programme is duly accredited by National Board of Accreditation (AICTE). The Institute has been ranked among top 50 business schools in India and top 5 in Delhi by Business India in its November, 2009 issue.

In keeping with our tradition of imparting knowledge through meaningful and content-rich research, training and interaction, we are organizing an International Conference on “*Challenges arising from global recession: Strategies for Management*” scheduled on 06th – 07th March, 2010.

As we know, Business, Markets and Economies have changed irreversibly over the last two decades, pushing Management to complexity and competitiveness. Management Education has now undergone a drastic transformation in the recent years.

After a period of continuous growth in the last decades, Year 2008-09 was the period of turmoil for all Industries, Bankers, Financial institutions and Stock Markets. There is ample discussion on how to save ourselves in such crisis period.

The knowledge-skill-set development in Management is largely shaped by a variety of socio-economic factors. The Academia – Industry interface is loudly talked about in management education but its implementation is mostly for namesake.

This international conference aims to provide a common platform to distinguished academicians, research scholars, professionals, business analysts, management executives, marketing gurus and students for sharing the views, ideas to find lessons for management in this crisis.

I take this opportunity to extend an invitation to you along with your colleagues and students to contribute papers to this International Conference to make this event a mega success.

Thanking You,

With Warm Regards,

Dr. Sachin S. Vernekar
Director

A – 4, Paschim Vihar, Main Rohtak Road, New Delhi

Phone: 011 – 25284396, 25285808, 25278446, Telefax: 011 – 25286442

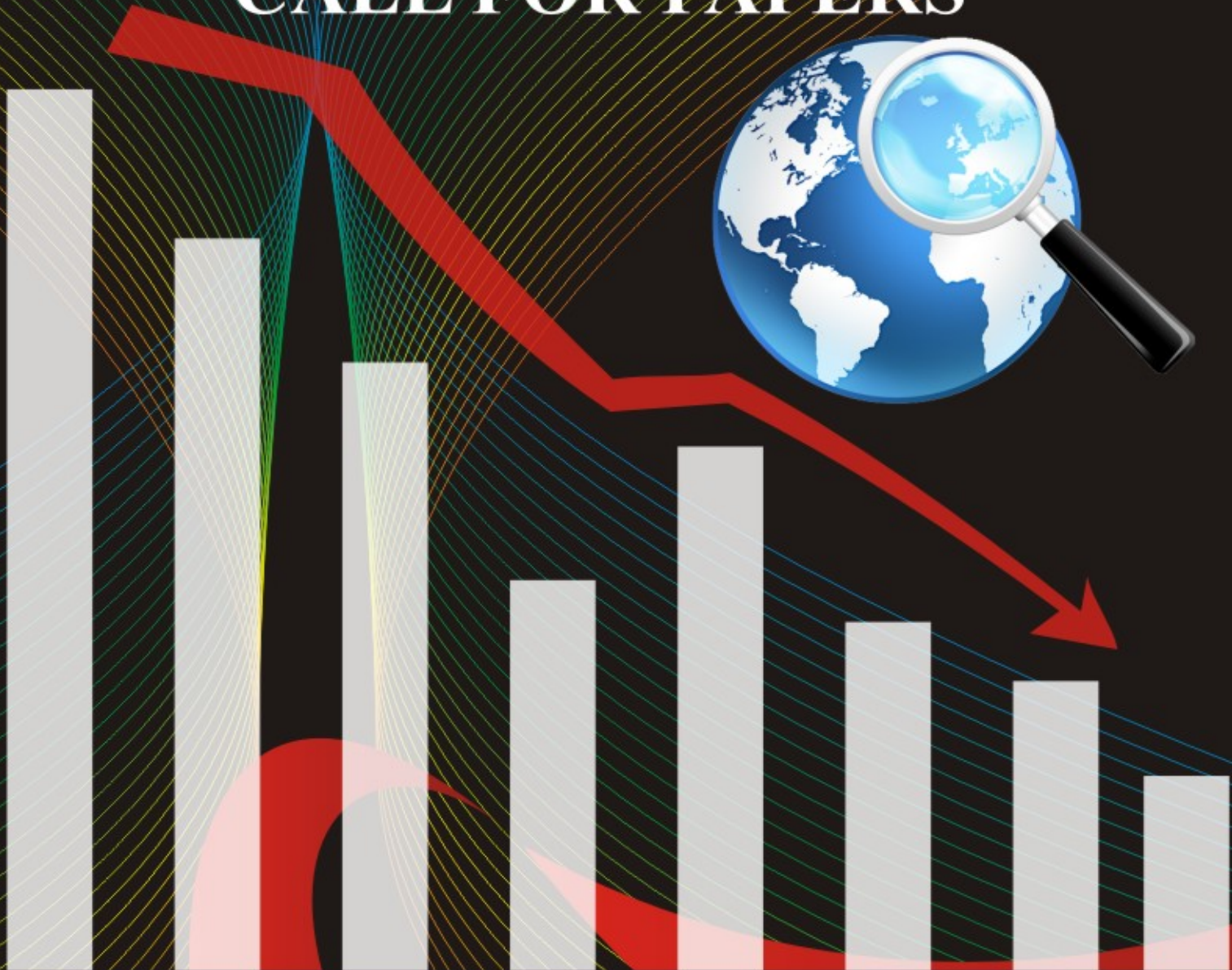
E-Mail: bvimr.sdp@gmail.com

Website: www.bvimr.com

International Conference
on
“Challenges Arising from Global Recession :
Strategies for Management”

on
March 06 - 07, 2010

CALL FOR PAPERS



Organized by

Bharati Vidyapeeth University

Institute of Management And Research (BVIMR),

New Delhi



'A' GRADE Accreditation by NAAC

Presents

International Conference

on

“ Challenges Arising from Global Recession : Strategies for Management”

March 06 - 07, 2010

THE INTERNATIONAL CONFERENCE

For Whom:

This conference aims to expand the understanding of the depth of crisis caused by recession and will help the participants to come out with ideas and suggestions to overcome the crises and progress towards restoring growth and sustainable economic development. We are looking forward to have participation from the following areas:

- Executives from Corporate Houses / Banks / FIs
- Entrepreneurs
- Faculty members and students from Business Schools
- Policy Makers
- Research Scholars from related disciplines

Objectives of the conference:

The Global Recession has profound implications for both developed as well as developing countries. Recession has adversely affected the foreign direct investments; export revenues and the tourism sector. It has resulted in reduced economic growth of overall world economy. Not only this, lacs of people have lost their jobs and others are on the verge of losing their jobs and business. This has resulted in turning the lives of people more miserable. The Governments of all the countries are committed to respond effectively to this crisis. Almost every country has developed an Action Plan for responding to the after effects of Global Recession. The objectives of these plans are to protect current achievements in poverty reduction and to progress towards the development goals and to support an early, sustainable return to growth. Priorities are being given to generating more and more employment opportunities and restoring growth.

This Conference aims to provide a platform to all those who share their concern for this global crisis and provide lessons for future managers. Main objectives of this conference are as follows:

- To study the forces responsible for the crisis
- To study the depth of global crisis
- To study the regional dynamics
- To study the role of International Bodies / Alliances such as IMF, G-8 etc.
- To study the role of bilateral / multilateral relations with other countries
- To study impact of recession on Chinese Economy
- To study impact of recession on Indian Economy

Through this Conference, attempt will be made to pour a milestone in fight against global meltdown and to develop future course of action for the globalised corporate world.

Theme: "Challenges Arising from Global Recession: Strategies for Management"

Sub Themes:-

- | | |
|--|--|
| ❖ World Economy: Growth since 1930 | ❖ Consolidation movement in Indian Corporate Sector |
| ❖ Regional Dynamics in World Economy | ❖ Risk Management- Key to survival & growth |
| ❖ Sectoral Analysis of Global Recession | ❖ Marketing strategies to sustain growth during global recession |
| ❖ Labour issues in World Economy | ❖ HR Strategies to optimize productivity |
| ❖ The Sub-Prime crisis in U.S.A. | ❖ Case Studies of companies like TVS, Hero Honda and lessons from them |
| ❖ The Failure of free Market Mechanism in U.S.A. | ❖ Lessons for Future |
| ❖ HR issues in Indian Economy | |

Programme Schedule

Day 1: 6th March, 2010 (Saturday)

Registration	09:00 am – 10:00 am	Registration Counter (Ground Floor)
Inaugural Session	10:00 am – 11:00 am	BVIMR Auditorium
Tea Break	11:00 am – 11:30 am	Green Circle
Plenary Session I	11:30 am – 01:30 pm	BVIMR Auditorium
Lunch	01:30 pm – 02:30 pm	Green Circle
Technical Session I	02:30 pm – 04:30 pm (Parallel Sessions)	BVIMR Auditorium
Technical Session II		Communication Lab
Technical Session III		Audio-Visual Room, 1st Floor
Tea	04:30 pm	Green Circle
Cultural Evening	05:00 pm – 7:30 pm	BVIMR Auditorium
Dinner	07:30 pm	Green Circle

Day 2: 7th March, 2010 (Sunday)

Registration	09:00 am – 09:30 am	Registration Counter (Ground Floor)
Plenary Session II	09:30 am – 11:00 am	BVIMR Auditorium
Tea Break	11:00 am – 11:30 am	Green Circle
Technical Session IV	11:30am – 01:30 pm (Parallel Sessions)	BVIMR Auditorium
Technical Session V		Communication Lab
Technical Session VI		Audio Visual Room
Valedictory Session	01:30 pm - 02:30 pm	BVIMR Auditorium
Lunch	02:30 pm – 03:00 pm	Green Circle

Call for Paper:

This International Conference invites original articles; research papers and the case studies on the above theme and sub-themes.

Paper Submission: The main purpose of the Conference is to provide a special forum to academicians, persons from industry and practitioners to present and discuss consequences caused and challenges posed by Recession specifically those related to Global Economy and to discover management strategies to ensure sustainable development and growth.

Guidelines For Abstract Submission

Selection of papers for presentation and discussion will be based on detailed abstracts of about 400 - 500 words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications and key references. The author(s) should clearly mention under what area of interest of the conference the abstract is to be included. They should adhere to the following:

Length:	400-500 words excluding title/cover page and references
Font	Times New Roman 12 point
Spacing	1.5

On first page: mention following details: -

PAPER TITLE, AUTHOR(S), AFFILIATION(S), CONTACT DETAILS

The abstracts reviewed and approved by the experts will be selected. One hard copy and a soft copy of the abstract in Microsoft Word of Windows should reach the convener of the conference not later than 30th November, 2009. The electronic copy should be mailed to anandsharma.bvimr@gmail.com. Authors will be notified of acceptance by 15th December, 2009. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper. In case a paper is submitted for presentation in absentia, a processing fee of Rs. 1,000/- or US \$ 25 would be charged.

Guidelines for Papers Submission:

One hard copy and one soft copy each in Microsoft Word of the final paper selected for presentation at the conference has to be submitted to the convener of the conference by 31st January, 2010. The electronic version of the paper should be sent to anandsharma.bvimr@gmail.com. Papers must include a clear indication of the purpose of research methodology, major results, implications, and key references. They should adhere to the following:

1. An electronic version of the manuscript in MS word should be submitted on a CD or via E-mail at : anandsharma.bvimr@gmail.com
2. Manuscript should be of 5000-6000 words approximately, excluding tablets, graphs & charts.
3. All text should be in double space with 1- inch margins on all the slides on 8.27" x 11.69" (A4) size paper using Times New Roman Font of size 12.
4. The first page of the manuscript should have the title of the paper, Name of the Author(s), organizational affiliation.
5. Second page of a manuscript should have the abstract of 400 to 500 words to be published in Conference Paper.
6. All tables, charts and graphs should be prepared on separate sheets after the references section, and numbered continuously in Arabic numerical as referred to in the text. The sources, wherever necessary, should be mentioned at the bottom.
7. Last page of the manuscript must have a brief autobiographical sketch of all the authors, about 100 words for each author.
8. References should be arranged in alphabetical order and use the APA Guidelines.

Conference Calendar

Last date for abstract submission	:	30 th November, 2009
Confirmation regarding approval of abstract	:	15 th December, 2009
Last date for receiving of full papers	:	31 st January, 2010
Confirmation regarding Acceptance of papers	:	10 th February, 2010
Last date for registration for the conference	:	20 th February, 2010

Registration Details

Registration Fee:

Corporate Delegates Rs. 2500/- or US \$ 100

Faculty members from Academic Institutions Rs. 2000/- or US \$ 50

Students from Academic Institutions Rs. 500/- or US \$ 25

Note : a) 25% concession is applicable for the authors of accepted papers.

b) The registration fee includes the conference kit, lunch, tea coffee on both days.

Accommodation

Delegates needing assistance in accommodation may contact the Convener or Co-conveners.

Payment Mode

- Payment of registration fee should be made through Demand Draft in favour of Director,
- Bharati Vidyapeeth University Institute of Management & Research, New Delhi Payable at New Delhi.

Contact Information for registration

Please Register through:

- a) By mailing the filled-in Registration Form to Wg. Cdr. B. R. Chawla, Convener – International Conference, Bharati Vidyapeeth University Institute of Management And Research, A – 4, Paschim Vihar, Main Rohtak Road, New Delhi 110063.

Or

- b) E-mail the filled – in Registration Form at anandsharma.bvimr@gmail.com

Or

- c) Fax the filled - in Registration Form at 011-25286442

The Advisory Board

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: Hon'ble Dr. Shivajirao Kadam, Vice Chancellor, Bharati Vidyapeeth University, Pune
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- Director : Dr. Sachin. S.Vernekar, BVIMR, New Delhi
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Prof. Dr. Mohamad Ehsan Malik, Dean, University of Punjab, Lahore
Prof. Dr. M. Altaf Khan, Jamia Milia Islamia

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Convener : Prof. Wg. Cdr. B.R. Chawla, Professor
Co-Convener : Mr. Anand Sharma, Assistant Professor,
Ms. Ritu Bali, Lecturer



ABOUT THE BVIMR:

Established in 1992, Bharati Vidyapeeth University Institute of Management & Research (BVIMR), New Delhi enjoys the reputation of being one of the premier institute imparting quality education in Management & Information-Technology. Strategically located in West Delhi, BVIMR has splendid layout on sprawling four acres of land with 'state-of-the-art' institutional & Infrastructural facilities. The Institute has carved its niche with a vision of 'Leadership in Professional Education through Innovation & Excellence.

With ISO 9001 : 2000 certified & MBA programme duly accredited by The National Board of Accreditation (AICTE), the institute has been rated A+ by Business India and has been ranked 7th by Business Sphere in North India . Dalal Street has ranked BVIMR at 27th position in the list of top 100 Business Schools in India.

Value addition lies at the core of our teaching curriculum and it is constantly benchmarked with the feedback from industry in comparison with curriculum of leading national and international business school to maintain an edge in academics. Variety of Programmes viz workshops, seminars, PEDC (Personality and Entrepreneurial Development Club) activities, etc. are inherent part of our curriculum to give students an edge over their counterpart. International Conference on WTO, Mergers & Acquisition and Retail Marketing were organized with the sponsorship of AICTE. Institute has also organized national conferences on Relationship Marketing, Culture as Innovation, Marketing of Services, Corporate Entrepreneurship besides HR Galleria. Institute regularly holds an inter institute case study competition 'Paristhiti' and a management festival 'Renaissance' where teams from leading business schools compete for their management talent and cultural activities.

The publications of institute include its bi-annual refereed management journal "BVIMR Management Edge", a yearly creative student magazine "Harmony" and a quarterly newsletter "BVIMR Mirror". The institute follows a number of innovative practices and has an active research cell and Institute Industry Partnership Cell approved by AICTE.

Recognition, Ranking and Accreditation

- NAAC Accredited Grade "A" University.
- NBA Accredited MBA Programme
- An ISO 9001-2000 Certified Institute
- Ranked as A+ by Business India
- DALAL STREET, in its Business School Directory has ranked BVIMR in the top 100 Business Schools of India.
- Ranked 7Th North India By Business Sphere

Unique Features

- Well -equipped Library with Digital facilities
- Excellent Air-conditioned Infrastructural & Institutional facilities
- Faculty with academic excellence & rich industrial experience
- Advanced Networked Computer Center
- Active Alumni Association (United Brethren)



'A' GRADE Accreditation by NAAC

Bharati Vidyapeeth University
Institute of Management And Research (BVIMR),
New Delhi



Bharati Vidyapeeth University
INSTITUTE OF MANAGEMENT & RESEARCH

Registration Form for International Conference on
“Challenges Arising from Global Recession: Strategies for Management”
6th – 7th March, 2010

1. Name of the Participants: _____

2. Designation : _____

3. Name of the Organisation : _____

4. Institutional Address` : _____
: _____

Contact No. (Landline) _____ (Mobile): _____

E-mail Id: _____

5. Areas of Responsibility currently handled by the Person:

6. Expectations from the Programme:

7. Payment Details:

We hereby enclose a demand draft / cheques for Rs. _____

Number _____ dated _____

Drawn on _____ in favour of Director, Bharati
Vidyapeeth University Institute of Management And Research, New Delhi payable at New Delhi.

Date:

Signature