Emerging Trends in Business and Economy: Mapping the Way Ahead
February 14 – 15, 2014
Arbuda Convention Centre (Auditorium), Poornima Group of Colleges, Jaipur

ORGANIZERS
Patron
Dr. S. M. Seth, Chairman, PGC and Chancellor, Poornima University
Advisor
Shri R. K. Agarwal, Advisor, PGC and Poornima JIET Education Foundation

Conference Chair/Co-Chair
Dr. Upinder Dhar, Vice Chancellor, JK Lakshmipat University, Jaipur
Dr. Namjoo Cho, Professor, School of Business and Director, Indo Asean Centre, Hanyang University, Seoul (South Korea)

Chief Organizer
Shri Shashikant Singhi, Director General, PGC

Finance and Other Arrangements
Shri M. K. M. Shah, Director (Admn. and Finance), PGC

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Akhayjeet Singh, OSD (Entrepreneurship and Industry Relations), PGC
Rahul Singh, OSD (Coordination), PGC
Dr. Mohd. Rizwanullah, Associate Professor
Ranu Sharma, Assistant Professor
Nidhi Tak, Assistant Professor
Jitendra Singh Rathore, Assistant Professor
Sakshi Sharma, Assistant Professor
Eti Khatri, Assistant Professor

Conference Secretariat
Swati Jain (9829222732), Assistant Professor
Swati Jha (8875816692), Assistant Professor

The participants/delegates are requested to make their own arrangements for travel. Assistance for boarding and lodging, if required, will be provided by the Conference Secretariat.

Participants/delegates should send the registration form in the format appended along with requisite registration fee by way of Demand Draft in favour of ‘Poornima School of Management’ payable at Jaipur. The registration fee (that includes the conference kit, lunch and tea) is:

<table>
<thead>
<tr>
<th>Category</th>
<th>Registration Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Delegates</td>
<td>INR 1500</td>
</tr>
<tr>
<td>Academicians</td>
<td>INR 1250</td>
</tr>
<tr>
<td>Research Scholars/Student Delegation from other Institutions</td>
<td>INR 850</td>
</tr>
<tr>
<td>Foreign Delegates</td>
<td>USD 50</td>
</tr>
</tbody>
</table>

Participants/audience will include, besides the contributors of research papers and guests, industry delegates, academicians, research scholars and management students.

The abstracts of papers will be included in the Conference Souvenir. Some selected papers shall be published in an edited book/journal with an ISBN/ISSN number.

Important Dates
- Last date for submission of abstract: November 15, 2013
- Acceptance of short-listed abstracts: November 20, 2013
- Full paper submission: December 31, 2013
- Intimation for presentation of papers: January 15, 2014
- Last date for registration: February 05, 2014

Accommodation Details
- Double room INR 2000 (per night)
- AC room INR 3000 (per night)
- AC suite INR 5000 (per night)

Program Schedule

**Day 1 – Friday (February 14, 2014)**

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inaugural Session</td>
<td>10:00 – 11:30</td>
<td>Inaugural Keynote address</td>
</tr>
<tr>
<td>TEA BREAK</td>
<td>(11:30 – 11:45 hrs)</td>
<td></td>
</tr>
<tr>
<td>Plenary Session 1</td>
<td>11:45 – 13:30</td>
<td>Views on the theme by experts</td>
</tr>
<tr>
<td>LUNCH BREAK</td>
<td>(12:30-14:15 hrs)</td>
<td></td>
</tr>
<tr>
<td>Technical Session 1</td>
<td>14:15 – 15:45</td>
<td>Area – Finance</td>
</tr>
<tr>
<td>Technical Session 2</td>
<td>15:45 – 17:15</td>
<td>Area – Marketing</td>
</tr>
<tr>
<td>TEA BREAK</td>
<td>(17:15–17:30 hrs)</td>
<td></td>
</tr>
<tr>
<td>Cultural Program</td>
<td>17:30 – 18:30</td>
<td>Performing arts events by MBA students</td>
</tr>
</tbody>
</table>

**Day 2 – Saturday (February 15, 2014)**

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plenary Session 2</td>
<td>10:00 – 11:45</td>
<td>Views on the theme by experts</td>
</tr>
<tr>
<td>TEA BREAK</td>
<td>(11:45–12:00 hrs)</td>
<td></td>
</tr>
<tr>
<td>Technical Session 3</td>
<td>12:00 – 13:30</td>
<td>Area – Human Resource</td>
</tr>
<tr>
<td>LUNCH BREAK</td>
<td>(12:30-14:15 hrs)</td>
<td></td>
</tr>
<tr>
<td>Technical Session 4</td>
<td>14:15 – 15:45</td>
<td>Area – Entrepreneurship</td>
</tr>
<tr>
<td>TEA BREAK</td>
<td>(15:45–16:00 hrs)</td>
<td></td>
</tr>
<tr>
<td>Valedictory Session</td>
<td>16:00 – 17:30</td>
<td>Distribution of awards (to two best adjudged research papers in each sub-theme) and valedictory address</td>
</tr>
</tbody>
</table>

Academic Output
- The abstracts of papers will be included in the Conference Souvenir. Some selected papers shall be published in an edited book/journal with an ISBN/ISSN number.

**INTERNATIONAL CONFERENCE**

Department of Management Studies, Poornima Group of Colleges and Poornima University, Jaipur

In collaboration with

Supported by

ISI-2, RIICO Institutional Area, Sitapura, Jaipur
www.poornima.org
conferencedmspgc@gmail.com
About Jaipur – the City hosting the Conference

The famous city of Jaipur (India) is the capital of Rajasthan State and known as the “Pink City” with beautiful palaces, havelis and forts. Jaipur was built in year 1727 and is 262 km from Delhi. The city is well connected by air, rail and road. Jaipur is predominantly known for its musicians, artisans, craftsmen and fairs and festivals. It has attractive monuments where one can breathe the fragrance of history. Comfortable and luxurious hotels, once the pride of kings, parks, gardens, and excursions of nearby places of interest, make Jaipur a tourist's paradise.

About Poornima Group

The Department of Management Studies (DMS), Poornima Group of Colleges (PGC) came into existence in the year 2006. The current strength of MBA students is more than 400. The Poornima Group is comprised of four colleges including Poornima School of Management, devoted to engineering and management disciplines, all located at Jaipur and affiliated to Rajasthan Technical University.

The promoters have also established a university, namely, Poornima University in year 2012 under Rajasthan Private Universities Act.

The Poornima Group lays great emphasis on the activities and programs undertaken meticulously with a view to developing multi-dimensional skills of the students and their overall personality and professional competence.

About the Conference

The present decade of 21st century, is characterized by intense competition and dynamic changes in the business world. Understanding the nature of global trends has never been more important ever before. Volatility, inflationary trends, growing inequalities among and within the countries and the slowing down of employment growth are some of the challenges. Business concerns and companies across the world are attempting to grapple with the changing business environment and it is realized that executing an existing strategy may no longer be enough. Businesses and economies need to think more deeply about the opportunities and risks presented by evolving trends and chart a roadmap to success.

Global economies are so interdependent and interconnected that companies, governments and industries are compelled to cooperate in the ways that could not have been imagined a few years ago. We now see the emerging markets becoming hotbeds of innovation and serving as the world’s economic growth engine especially in efforts to reach the growing middle class and low-income consumers around the globe. The far-reaching effects of their spectacular rise will continue to influence business environment all over the world.

Rapid population growth, demand for sustainable economic development, a growing middle class, cut throat competition, easy access to credit, demanding customers, internal and external liberalization, macroeconomic stabilization, restructuring of banking and finance, growing MSME sector, opening to the world and economic integration are making many companies look at their functioning in a whole new way.

In the face of continually evolving situations, business leaders need to keep their organizational strategies updated, ensure that their organizations continue to look ahead, and use strategies to improve overall performance. Leaders need to plan for a range of scenarios, abandoning assumptions about where competition and risk could come from, and not be afraid to look beyond well-established models. Organizations will also need to keep their employees’ skills up-to-date and balance the potential benefits of emerging trends with the risks they sometimes pose.

This international conference “Emerging Trends in Business and Economy: Mapping the Way Ahead” aims at throwing light on the current trends that will shape the future of business and economy. It will be an opportunity for assessing these trends and will provide a forum to deliberate upon the strategies that can be adopted to leverage the opportunities.

The conference is being organized by the Department of Management Studies, Poornima Group of Colleges and the Poornima University, Jaipur in collaboration with Hanyang University Business School, Seoul (South Korea), School of Management, Asian Institute of Technology, Bangkok, (Thailand) and JK Lakshmipat University, Jaipur.

Objectives of the Conference

- to bring academicians, researchers and others from the international and national community on a common platform to explore and examine the diverse facets of current business trends and to offer implementable managerial inputs across management disciplines and various sub-themes there under;
- to bridge the gap between industry and academia and develop an understanding of the needs and expectations of business and economy; and
- to expose the young students of management, who are the potential leaders of the future, to ideas and practices that will equip them with relevant background to meet the emerging challenges.

Theme and Sub-Theme of the Conference

The main theme ‘Emerging Trends in Business and Economy: Mapping the Way Ahead’ will cover the various sub-themes under the following areas:

Finance
- Infrastructure finance and financing innovations
- Forex and risk management
- Mergers, acquisitions and takeovers
- Myths and realities in behavioral finance
- Inclusive growth and microfinance
- MSME financing initiatives

Human Resource
- Gender and leadership issues in HRM
- Organizational communication and control-mechanisms
- Enhancing global competitiveness through IQ, EQ and SQ
- Employer branding and talent management
- Employee engagement issues in global scenario
- International HR practices and cross-cultural impacts

Marketing
- Innovative marketing strategies
- Cross-cultural marketing
- Social inclusion and rural marketing
- Retail marketing strategies
- Need for green and environmental marketing
- Hospitality, tourism and services marketing

Entrepreneurship
- Small business entrepreneurship
- Entrepreneurial resources and organizational choices
- Family business management
- Prospects of women entrepreneurship
- Social impact of enterprises
- Opportunities and threats for SMEs

Conference Sessions

Besides the inaugural and valedictory sessions, there will be two ‘Plenary Sessions’, one on each day, in which the panellists will express their expert views and four ‘Technical Sessions’, two on the first day and two on the second day, for presentation of short-listed research papers in each area.

In the inaugural session of the conference, the keynote address will be delivered by Dr. Pritam Singh, Director General, International Management Institute, New Delhi (formerly Director, Indian Institute of Management – Lucknow and Management Development Institute, Gurgaon).

The plenary sessions on 14.02.2014 and 15.02.2014 will be chaired by Shri Inderjit Khanna, Ex Chief Secretary, Govt. of Rajasthan (has been visiting Professor, IIM – Ahmedabad) and by Shri N. S. Sisodia, Ex Director General, IDSOA,Nueva Delhi (formerly Secretary in the Ministries of Finance and Defence) respectively. The panels will include:

Plenary Session – 1
- Prof. (Dr.) Kanta Ahuja, Ex Vice Chancellor, University of Rajasthan and MDS University (renowned economist of international repute)
- Dr. Upinder Dhar, Vice Chancellor, JK Lakshmipat University, Jaipur
- Shri N. S. Sisodia, Ex Director General, IDSOA, New Delhi (formerly Secretary in the Ministries of Finance and Defence)

Plenary Session – 2
- Dr. Namjae Cho, Professor, School of Business and Director, Indo Asean Center, Hanyang University, Seoul (South Korea)
- Dr. Sunil Maheshwari, Managing Partner – WO Me Management & Adjunct Professor, IIM – Ahmedabad
- Dr. Pravat Dhar, Professor, Indian Institute of Tourism and Travel Management, Noida
- Shri V. K. Ladia, CMD, Shri Rajasthan Synthex Ltd. and Chairman, The Synthetic and Rayon Textile Export Promotion Council (formerly Chairman, Confederation of Indian Textile Industry)
- Shri Yaduvendra Mathur, IAS, Chairman and Managing Director, Rajasthan Financial Corporation

The four technical sessions will be chaired respectively by Dr. Ashok Banerjee, Dr. Piyush K. Sinha, Dr. Sunil Maheshwari and Dr. Nitin Chowdhary who will also be acting as panelists in the plenary sessions as indicated above.

The Chief Guest at the valedictory session will be Padmabhushan Shri D. R. Mehta, Former Chairman, Securities Exchange Board of India (SEBI) and Dy. Governor, Reserve Bank of India

Dr. Upinder Dhar, Vice Chancellor, JK Lakshmipat University, Jaipur and Dr. Namjae Cho, Professor, School of Business and Director, Indo Asean Center, Hanyang University, Seoul (South Korea) will be the Conference Chair and Co-chair respectively.

Submission and Selection of Papers

Abstracts of papers on the conference theme must be submitted to the Conference Secretariat by 15 November, 2013. Papers will be invited on the basis of abstracts submitted by the authors. The abstract should not exceed 400 words and should summarize the objectives, methodology and main results of the study. Implications for business and economy should be emphasized.