



POORNIMA

SCHOOL OF MANAGEMENT

**International Conference on
“Small and Medium Enterprises in the Global Economy: Opportunities
and Challenges”
(February 7, 2015)**

VALEDICTORY SESSION –THE CONFERENCE REPORT

“Great things are not done by impulse, but by a series of small things brought together.”

In today's increasingly globalized world, Small and Medium Enterprises (SMEs) around the world have to compete globally. They are the most dynamic and vulnerable constituent in the global economy.

SMEs account for over 97% of all enterprises and employ over half of the workforce across Asia–Pacific economies. They also contribute significantly to economic growth, SMEs' share of GDP ranges from 20 to 50% in the majority of economies. However, they account for only 35% or less of direct exports. SMEs also play a critical role in generating new jobs, a priority concern for all countries. There is need for a globally coordinated platform for promoting cooperation and exchange of ideas among SMEs to enable them to grow better.

In this back drop the Poornima School of Management and Poornima University organized this two–day International Conference which aimed at bringing academicians, researchers, business leaders and management students from the international and national communities on a common platform to explore and examine the diverse facets of current status of SMEs and to offer implementable managerial inputs across management disciplines. Poornima Group and Poornima University, felt immensely indebted to **Hanyang University**, Seoul and **JK Lakshmi pat University**, Jaipur for collaborating with them in this endeavor. They also gave a note of thanks to **Small Industries Development Bank of India (SIDBI)**, **National Small Industries Corporation (NSIC)**, **State Bank of Bikaner and Jaipur (SBBJ)**, **Integrated Association of Micro Small and Medium Enterprises of India** and **Association of Indian Management Schools** for their support.

The Conference, spread over two days, was focused on the theme ‘**Small and Medium Enterprises in the Global Economy: Opportunities and Challenges**’, and was divided into sub–themes in the areas of Finance, Human Resource, Marketing, Entrepreneurship, Technology, Production and

Operations that were discussed in four technical sessions. Two plenary sessions provided opportunity to listen to the views of experts on the same.

The Conference was inaugurated by Padmabhushan **Dr. D.R Mehta**, Ex-Chairman, SEBI was earlier Dy. Governor, Reserve Bank of India, Additional Secretary, Ministry of Finance, Government of India and Director General, Foreign Trade, GOI. **Prof I.M Pandey**, in his comprehensive inaugural keynote address, highlighted the dynamic changes in the business world in context to micro, small and medium enterprises as a driving force for innovation, employment and economic development. He tendered valuable advice to researchers to undertake exploratory study and apply their knowledge in arriving at workable solutions to meet the challenges.

The two plenary sessions, one on each day of the conference, were chaired by **Dr. Kanta Ahuja**, Former Vice Chancellor, Rajasthan University and MDS University and **Dr. Namjee Cho**, Professor, School of Business and Director, Indo-Asean Center Hanyang University, South Korea. The panelists in these sessions included **Dr. Harsh Dwivedi**, Dean, R. A. Poddar Institute of Management, University of Rajasthan, **Shri Rajeev Chawla**, Chairman, Integrated Association of Micro, Small and Medium Enterprises of India (IAMSME), **Dr. O.P Gupta**, Senior Advisor and Campus Head ICFAI Business School, Gurgaon, **Shri N.K Maini**, Deputy Managing Director SIDBI, **Dr. Vinod Kalia** Professor Marketing Management Development Institute, **Shri S. Venkataraman**, Chief General Manager Retail Banking, State Bank of Bikaner and Jaipur, Prof V.Sinha, Professor Emeritus MNIT, Jaipur and Shri RA Bairwa Zonal General Manager NSIC.

The chairpersons and panelists expressed expert views touching upon the theme and sub-themes of the conference and shared with the participants their rich knowledge and experience providing tips for focusing their attention on important aspects relevant to the development of Small and Medium Enterprises.

Research papers contributed by academicians and research scholars were presented and discussed in four technical sessions, 2 held on the first day and 2 today. The technical sessions were chaired by **Dr. O.P Gupta**, **Dr. Harsh Dwivedi**, **Dr. Vinod Kalia**, and **Dr. Nimit Chowdhary** respectively. **51** Research papers had been accepted for presentation and **42** papers were presented in the areas of finance, marketing, HR and entrepreneurship, Technology, Production and Operations. The queries raised by the session chairs were also addressed by the paper presenters. Two papers in each area were adjudged as the best for special award. The technical session chairs, in their concluding remarks at the close of the sessions, gave their general

impressions and provided guidance to the researchers as to how they could bring about improvements in their research work.

The deliberations during the various sessions of the conference were insightful and as per feedback received from the participants as they were immensely benefited by attending this International Conference.

This was indeed a great learning experience for us all
