

**Dr. Upinder Dhar, VC, JKLU and Dr. David Ferguson, Professor, SOM, AIT** will be the Conference Chair and Co-chair respectively.

#### Submission and Selection of Papers

Abstract of papers on the conference theme must be submitted to the conference secretariat by November 25, 2012. 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 Asian economies should be emphasized.

#### Review and Selection for Presentation

Submitted papers will be subjected to blind review by experts and about 7-8 papers will be selected for presentation in each of the technical sessions.

#### Guidelines for Contributors

The abstracts as well as the accepted papers should provide on the cover page, the title of the paper, name of author (s), institutional/professional affiliation, address, contact number and email Id for communication. The full paper, not exceeding 5000 words, adhering to APA style, should be submitted in duplicate along with a CD to the Conference Secretariat. Papers should be typed on A-4 format with 1.5 spacing, left-aligned, with a one and a half inch margin and typed in 12-point font (Times New Roman) in MS Word. PDF format would not be accepted. Graphs or pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word. Abstracts/papers can also be submitted as email attachments.

Participants/audience will include, besides the contributors and guests, delegates from industry, academics and professional institutions and management students.

### PROGRAM SCHEDULE

#### Day 1 – Friday (February 08, 2013)

Session	Time	Activity
Inaugural Session	10:00 – 11:30	Inaugural Address and Keynote address
TEA BREAK (11:30 – 11:45 hrs)		
Plenary Session 1	11:45 – 13:30	Views on the theme by experts
LUNCH BREAK (13:30–14:15 hrs)		
Technical Session 1	14:15 – 15:45	Area – Finance
Technical Session 2	15:45 – 17:15	Area - Marketing
TEA BREAK (17:15–17:30 hrs)		
Cultural Program	17:30 – 18:30	Performing arts events by MBA students

#### Day 2 – Saturday (February 09, 2013)

Session	Time	Activity
Plenary Session 2	09:00–10:30	Views on the theme by experts
TEA BREAK (10:30–10:45 hrs)		
Technical Session 3	10:45 – 12:00	Area - Human Resource
Technical Session 4	12:00 – 13:15	Area - Entrepreneurship
LUNCH BREAK (13:15–14:00 hrs)		
Technical Session 5	14:00 – 15:15	Area - Production and Operations
TEA BREAK (15:15–15:30 hrs)		
Valedictory Session	15:30 – 16:45	Distribution of awards (to two best adjudged research papers in each sub-theme) and valedictory address

#### Academic Output

The abstracts of papers will be included in the conference souvenir. Some selected papers shall be published in an edited book with an ISBN number.

#### Important Dates

Last date for submission of abstract	November 25, 2012
Acceptance of short-listed abstracts	December 05, 2012
Full paper submission	January 05, 2013
Intimation for presentation of papers	January 15, 2013

#### Registration

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:

Category	Registration Fee
Industry Delegates	INR 1500
Academicians	INR 1000
Research Scholars/Student Delegates of other Institutions	INR 750
Foreign Delegates (Academicians and Industry)	USD 100
Foreign Research Scholars/Student Delegates	USD 50

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.

#### ORGANIZERS

##### Patrons

Dr. S. M. Seth, Chairman, PGC and Chancellor, Poornima University

Dr. Kanta Ahuja, Vice Chancellor, Poornima University

Shri R. K. Agarwal, Advisor, PGC and Poornima University

##### Conference Chairs

Dr. Upinder Dhar, VC, JK Lakshmipat University, Jaipur (Chair)

Dr. David Ferguson, Professor, SOM, AIT, Bangkok (Co-chair)

##### Chief Organizer

Shri Shashikant Singhi, Director General, Poornima Group

##### Finance and Other Arrangements

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

##### Organising Committee

Abhayjeet Singh, Assistant Dean (Administration)

Sahil Dhar, Assistant Dean (Academics)

Dr. Mohd. Rizwanullah, Associate Professor

Ranu Sharma, Assistant Professor

Karishma Sharma, Assistant Professor

Nidhi Tak, Assistant Professor

Arpita Mehta, Assistant Professor

Eti Khatri, Assistant Professor

##### Conference Secretariat (Contact for further details)

Swati Jain (9829222732), Assistant Professor

Savita Panwar (9929034550), Assistant Professor

## INTERNATIONAL CONFERENCE

### *Challenges and Opportunities in Asian Economies : The Management Perspective*

*February 08 – 09, 2013*

#### Venue

*Arbuda Convention Centre (Auditorium),  
Poornima Group of Colleges, Jaipur*

#### Organized by



**Department of Management Studies,  
Poornima Group of Colleges  
& Poornima University, Jaipur**

#### In collaboration with



**School of Management,  
Asian Institute of Technology, Bangkok  
& JK Lakshmipat University, Jaipur**

#### Supported by



ISI-2, RIICO Institutional Area, Sitapura, Jaipur  
www.poornima.org  
conferencedmshpgc@gmail.com



### About Jaipur – the City hosting the Conference

The famous city of Jaipur (India) is the capital of Rajasthan and known as the "Pink City" with beautiful palaces, havelis and forts. Jaipur was built 275 years back 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 includes five 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 ventured into next logical status by establishing a university, namely, Poornima University under Government of Rajasthan Act. The Poornima Group lays adequate thrust 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

Asia is the biggest continent encompassing huge diversity – from the city state of Singapore to the continent size countries, India and China. and from the richest countries like Japan to the poorest like Bangladesh or Myanmar. This, in itself, presents challenges in many spheres. The demographic transitions taking place in India and in China, the environmental, water and energy resource constraints, the geo-political and governance issues of corruption and cross border terrorism are a few examples of such challenges. These translate into specific issues that vary from the context and the perspective of each country in Asia. Obviously therefore, the opportunities would also differ. Nevertheless, one may discuss specific problems of individual countries around a few common themes that are likely to have major impact on the Asian economies. It must also be remembered that the economic aspects cannot be treated in isolation of the technological and environmental challenges facing Asia as well as the rest of the world. A major issue is the challenge of a systemic macro economic collapse triggered in financial and currency markets. The danger from the sovereign debt problems in the Euro zone is very real. Food shortages, inflation, volatility in commodity prices and slowing down of the growth momentum are typical complex challenges to be faced.

The deliberation about the role of emerging Asian economies, in shaping global business, has gained momentum ever since the recent global crises. The developed countries well realize that their dominance in shaping world opinion will be shelved as the growth gradient of the Asian economies becomes increasingly steeper. The resilience of Asian economies in the financial crisis, their substantial contributions to global growth in recent years and the region's importance in international capital flows are underpinning the transformation of international fora.

Asian countries in structural terms are generally in good shape. Nonetheless, their economies and financial markets cannot remain isolated from the impact of the global scenario and these may deepen substantially over the coming years. Despite the increase in intra-regional trade over the last decade, Asia is still highly dependent on external demand to underpin growth, which is especially true for Singapore, Malaysia and Taiwan Province of China. Furthermore, a potentially sharp slowdown in exports would also exert substantial knock-on effect on domestic demand, mainly

due to declining investment in the tradable sector in emerging Asia. Such phenomena exposes these economies to unclear risks emanating from the lack of globally accepted norms for managing businesses, inherent diversity and contradiction in cultural and religious ethos across countries. Managing business in Asian countries becomes more susceptible to such risks due to the classically accepted but obsolete practices and norms.

The conference "Challenges and Opportunities in Asian Economies the Management Perspective" focuses on various issues that are of paramount importance to managing businesses in the developing economies. It will provide a forum for assessing the key challenges that the Asian economies face in the changing global landscape and opportunities thrown by the dynamic business environment.

The conference is being organized by the Department of Management Studies, Poornima Group of Colleges and the Poornima University, Jaipur in collaboration with the **School of Management, Asian Institute of Technology (AIT)**, Bangkok, Thailand and **JK Lakshmipat University**, Jaipur. AIT is Asia's pioneer international post graduate institute established to help meet the region's growing needs for advanced learning in engineering, science, technology and management, research and capacity building.

### Objectives of the Conference

- to examine challenges facing the Asian economies and to develop strategies for improving the resilience of Asian economies to meet external challenges and strengthen the basis for sustainable long term growth;
- to bring academicians, researchers and others from the international and national community on a common platform to deliberate on the key challenges and prospects in emerging economies 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-Themes of the Conference

The main theme '**Challenges and Opportunities in Asian Economies : the Management Perspective**' will cover the various sub-themes under the following areas:

#### Finance

- Financial engineering and innovations
- Global financial crisis and its impact
- Behavioural finance
- Foreign exchange risk
- Micro finance and financial inclusion

#### Marketing

- Competition and marketing strategies
- Green and environmental marketing
- Consumer behavior and product innovation
- Cross cultural issues in CRM
- Role of IT in marketing

#### Human Resource

- Managing change for employee engagement
- Ethical behavior in contemporary times

- Quality assurance and employee development
- Cross cultural issues in organizational development
- Strategic use of information systems

#### Entrepreneurship

- Second generation entrepreneurship
- Gender and entrepreneurship
- Entrepreneurship in service sector
- Social entrepreneurship and community development
- Intrapreneurship

#### Production and Operations

- Relevance of BPR in changing times
- Logistics and supply chain management
- Technological advances and quality upgradation
- Role of automation and IT in enhancing production
- Socially responsible operations and profitability

### Conference Sessions

Besides the inaugural and valedictory sessions, there will be two Plenary Sessions, one on each day, in which the panelists will express their expert views and five technical sessions, two on the first day and three 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 **Padmabhushan Prof. V. S. Vyas**, Member, Prime Minister's Economic Council and Dy. Chairman, State Planning Board of Rajasthan (formerly Director, IIM-A).

The first plenary session on 08.02.2013 will be chaired by **Padmabhushan Shri D. R. Mehta**, former Chairman, SEBI and Dy. Governor, RBI. The second plenary session on 09.02.2013 will be chaired by **Dr. Namjoo Cho**, Professor, School of Business and Director, Indo Asean Center, Hanyang University, Seoul, South Korea. The panelists will include:

#### Plenary Session – 1

1. Prof. Kanta Ahuja, Vice Chancellor, Poornima University (Ex-Vice Chancellor, University of Rajasthan and MDS University)
2. Shri Inderjit Khanna, IAS (Retd.), Ex-Chief Secretary, Rajasthan
3. Dr. David Ferguson, Professor, School of Mgmt., AIT, Bangkok
4. Prof. Ajay Pandey, IIM-A, Ahmedabad
5. Prof. Prashant Mishra, IIM-C, Kolkata

#### Plenary Session – 2

1. Shri Yaduvendra Mathur, IAS, CMD, Raj. Financial Corporation
2. Shri Rajiv Chawla, Chairman, IAMSME of India
3. Dr. Upinder Dhar, VC, JK Lakshmipat University, Jaipur
4. Dr. Santosh Rangnekar, Dept. of Mgmt. Studies, IIT - Roorkee
5. Dr. Dinesh N. Awasthi, Director, EDI, Ahmedabad
6. Prof. K. N. Singh, IIM-L, Lucknow

The five technical sessions will be chaired respectively by **Prof. Ajay Pandey**, **Prof. Prashant Mishra**, **Prof. Santosh Rangnekar**, **Prof. Dinesh N. Awasthi** and **Prof. K. N. Singh**.

The Chief Guest at the valedictory session will be **Dr. Adarsh Kishore**, former Executive Director, International Monetary Fund and Finance Secretary, Government of India and presently Chairman, Axis Bank