GUJARAT TECHNOLOGICAL UNIVERSITY

Announces

GTU's Second International Conference on Globalised Market

THEME:

"MEETING THE CHALLENGES OF A GLOBALISED MARKET:

PERSPECTIVES OF CORPORATES, FINANCIAL INSTITUTIONS, GOVERNMENTS, EDUCATIONAL INSTITUTIONS & CIVIL SOCIETIES

23rd , 24th & 25th January, 2013

GTU Auditorium, GTU Chandkheda Campus, Ahmedabad

being organized
in collaboration with

योगः कर्मसु कौशलम्

PARUL INSTITUTE

PARUL GROUP OF MANAGEMENT INSTITUTES

Waghodia, Vadodara, Gujarat, India

Second International Conference on "Meeting the Challenges of a Globalised Market: Perspectives of Corporates, Financial Institutions, Governments, Educational Institutions and Civil Societies" features 3 major components :

A. Invited talks and panel discussion by well known Academicians from India and Abroad
B. Invited talks and panel discussion by Senior Corporate Leaders and Executives .
C. Presentation of Research Papers and Case Studies on the conference theme by scholars and corporate executives from India and abroad.

Sub Themes:

1. Globalised Markets of USA , Europe , Asia , Africa and Australia – Distinct Features
2. Challenges of globalized markets for MNCs, for large corporate conglomerates and for large, medium and small sized companies
3. Challenges of global markets and nature of industry like FMCG , Automobile , Electronics etc., and Consumer vs Industry goods
4. Corporate Policies and Strategies in the areas of Finance , HR , Marketing , Production etc. to meet challenges of global markets
5. Impact on and Challenges of globalised markets on Multilateral agencies, Central Banks, Commercial Banks and Development Banks , Cooperative and Micro Finance Institutions
6. Government policies like fiscal, monetary, commercial, industrial, trade, labour, agricultural etc. in the era of global markets
7. Impact, Challenges and Opportunities for educational institutions in higher education and vocational education
8. Role of civic societies and Non Government Organisations in the era of Global Markets

Target Group : Faculty Members and Researchers in areas of Management, Commerce, Economics, Education, Sociology, Psychology, Information Technology etc. and Professionals in corporate sector, Managers working in NGOs, Government, Central Banks, Commercial Banks, Venture Funds, Consultancy bodies etc

The conference provides a platform for policy makers , bankers , corporate executives and researchers to share ideas on the best economic and corporate strategies for survival and growth in globalised markets. Papers may be submitted in any of the following three categories: 1. Academic Papers 2. Reflective Practices and 3. Case Studies

Stream 1: Academic Papers

Academic papers could be either conceptual or empirical. Conceptual papers should develop strong arguments and new theoretical perspectives on issues related to entrepreneurship and its facilitation, using evidences from prior research.

Empirical papers, on the other hand, should have a short and focused literature review to justify the need for the study and develop the hypotheses, explain the methodology, present the data and their analysis, draw appropriate conclusions, and discuss the theoretical and practical implications of the findings.

Stream 2: Reflective Practices

These are papers by practitioners (entrepreneurs, executives, consultants, policymakers), based on systematic reflections on their own practice. Such reflections should have a 'narrative section' which briefly describes the practice in question, explaining its context, purpose, and scope, and an 'exposition section' which elaborates on the problems encountered by various stake-holders at the implementation stage.

Stream 3: Case-Studies

Cases may be written by managers in banks , companies , Government , research bodies and by academicians. The style of writing the case should be narrative with appropriate tables, figures and annexures.

Six "Best Paper Awards" – Two each from the three categories of papers, namely, Academic papers, Reflective practice, and Case-studies will be presented in the concluding ceremony of the conference.

Apart from these " Six Best Papers ", twenty four best papers - 8 each from the three categories of papers, namely, Academic papers, Reflective practice, and Case-studies will be published in the Conference Proceedings. The Conference Proceedings will also be available on the e-Library site of GTU's web-site.

Abstracts of all the papers presented at the conference will be published in the conference proceedings with ISBN No.

Submission of Papers and Cases :

All papers and cases to be presented in various sessions must be submitted in advance . Please check the conference website http://www.gtu.ac.in/ColCorner/03112012.zip or http://www.parul.ac.in for detailed guidelines regarding final submission format.

Abstracts of papers/practices/case studies must reach the program coordinator of the convention by December 05, 2012 and full paper/ reflective practice/case study by December 15, 2012. Submissions should be made electronically (in MS Word format) to interconfmgmt@gtu.edu.in

The references should be given in the style prescribed by the Publication Manual of the American Psychological Association (6th end), which requires the (author, year) format within the text, and the alphabetical listing (by authors' surnames) of the references at the end. The length of the paper should be between 3000 and 5000 words. Papers should be preceded by an 'Abstract' of not more than 500 words.

Important Dates :

Abstract submission : December 05 , 2012
Notification of acceptance /
Rejection of abstracts : December 06, 2012
Final Paper Due : December 15 , 2012
Notification of acceptance /
Rejection of final papers : December 20, 2012

Last Date for receipt of Registration :
December 31, 2012

Conference Schedule (Tentative) :

Day 1 : Wednesday, January 23, 2013 :
Registration and Inauguration and Key Note Address
Technical Session 1: Invited Talks and Panel Discussions"Global Markets and Competition"
Technical Session 2 : Invited Talks and Panel Discussions on "Industry Sectors and Global Competition".

Day 2 : Thursday, January 24, 2013
Technical Session 3 : Invited Talks and Panel Discussions on "Corporate Strategies of HR, Finance, Marketing etc., to face global competition"
Technical Session 4 : Invited Talks and Panel Discussions on "Impact on and Challenges of globalised markets on Multilateral agencies , Central Banks , Commercial Banks and Development Banks, Cooperative and Micro Finance Institutions"
Technical Session 5 : Invited Talks and Panel Discussions on "Impact, Challenges and Opportunities for educational institutions in higher education and vocational education"

Day 3 : Friday, January 25, 2013
Technical Session 6: Invited Talks and Panel Discussions on "Role of civic societies and Non Government Organisations in era of Global Markets"
Technical Session 7: Academic Papers, Empirical Studies by Researchers and Scholars under different tracks
Technical Session 8: Presentations of Selective Best Papers under each category
Valedictory Address and Prize and Certificate Distribution
Evening : Local Sightseeing Visit

Venue of Conference :
GTU Chandkheda Campus, Behind Vishwakarma Govt Engineering College Ahmedabad, INDIA
Conference Registration Fees (Non-Residential):

A) Delegates from SAARC Countries :

Category :	(Rs)
Industry Delegates	3,000
Academicians	2,000
Doctoral Students	1,000

B) Delegates from Non-SAARC Countries :

Category :	(US $)
Industry Delegates	200
Academicians	100
Doctoral Students +	25

Note :
All International delegates will be required to remit in equivalent foreign currency in US $.
Conference fees includes the cost of conference material , tea/coffee , and lunch for the conference period (23rd to 25th January 2013) .
Registration fees can be paid by EFT , Demand Draft or local cheque payable at Ahmedabad and drawn in favour of "INTERNATIONAL CONFERENCE – GTU"
+ Doctoral students drawing no remuneration other than stipend and normally as full time doctoral students are entitled for concessional registration fees .
Limited Accommodation is available on twin sharing basis which will be provided at a nominal cost of Rs.900 for 3 day stay in case of first author of 50 papers received by us on first come first basis. Hotels for different budgets are available in Ahmedabad. For details , please click at the following link :
http://www.makemytrip.com/hotels/ahmedabad-hotels.html

City of Ahmedabad : Located on the banks of river Sabarmati, Ahmedabad is the largest city in the whole state of Gujarat. From the year 1960 to 1970, it served as the capital city of Gujarat. However, later on, the capital was shifted to the Gandhinagar city. It was founded in the year 1411 by Sultan Ahmed Shah. It is

owing to this reason that, sometimes, it is also referred to as the city of Ahmed Shah. Ahmedabad is the hub of trade and commerce in Gujarat. The commercial importance of Ahmedabad makes the city an important travel destination in India. Besides being home to a number of important industries, Ahmedabad also has a number of majestic monuments, which remind us of the great historical and cultural past of the city.

Tourist Attractions in Gujarat :

Pavagadh: A wonderful hill resort for the people of Vadodara, Pavagadh is widely believed to be a chunk of the Himalayas.

Champaner : Lying at the foothills of the Pavagadh hill in Gujarat, Champaner is the erstwhile capital of Sultan Mahmud Beghara. The Jama Masjid here is a must visit.

Ahmedabad: The city of Ahmed Shah who was the medieval ruler of Gujarat, associated with the great thinker and freedom fighter, Mahatma Gandhi, Ahmedabad offers the traveler an exclusive blend of Hindu and Islamic styles of architecture.

Gandhinagar: Located about 25 kilometers north of Ahmedabad, Gandhinagar is the newly built capital of Gujarat, named after Mahatma Gandhi.

Surat: An important center for textiles, zari (gold and silver threadwork) and diamond cutting and polishing, Surat in Gujarat is one of the favorites tourist sites.

Saputara: Gujarat's most popular hill resort, Saputara literally means 'the Abode of Serpents' and is situated on top of the second highest plateau in the Sahyadri range in the center of thick forests.

Junagadh: To the west of Bhavnagar, situated at the base of the Girnar Hills of Gujarat is Junagadh. The place to be seen in Junagadh is the rock edict of Emperor Ashoka, dating back to 250 IBC.

Uperkot: Located around five kilometers from Junagadh is Uperkot. The fort on top of the Uperkot hill, constructed by the Rajputs, has a beautifully decorated triple gateway. The Buddhist caves and stupas of times as early as 100-700 AD are other attractions in Uperkot.

Porbandar: Set along the coast of Gujarat to the west of Junagadh, is Porbandar. It is famous for being the birthplace of Mahatma Gandhi.

Bhuj: Known popularly as the doorway to Kutch, the old walled city Bhuj is one the most important tourist destinations in India.

Somnath: Located near the port town of Veraval in Junagadh, Somnath is perhaps one of the most visited pilgrimage centers of Gujarat.

Dwarka: Lying on the northern tip of the Saurashtra peninsula, at the convergence of the Gomti River and the Arabian Sea, the holy town of Dwarka is yet another pilgrimage site.

Girnar: The complex of 16 marble temples atop the 1,118-meter high Mount Girnar in Junagadh district of Gujarat, is one of the most sacred pilgrimage sites for the Jain community, situated.

Palitana: The 863 Jain temples at Palitana of Gujarat are located on the 600-meter high Shatrujaya Hill, and are dedicated to various Jain saints and deities. Some other cities within 500 kms from Ahmedabad are Udaipur, Jaipur,Gwalior,Indore Ujjain etc.

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