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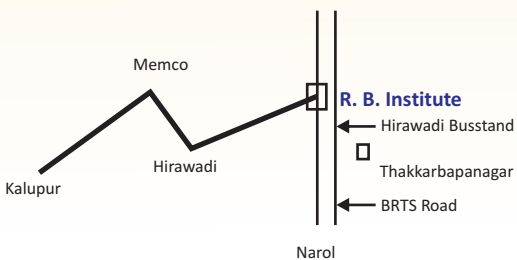
**ADMINISTRATOR:**

Ms. Shashibala Sharma - 8866055525

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Ms. Shaileja Mammen 9510015343

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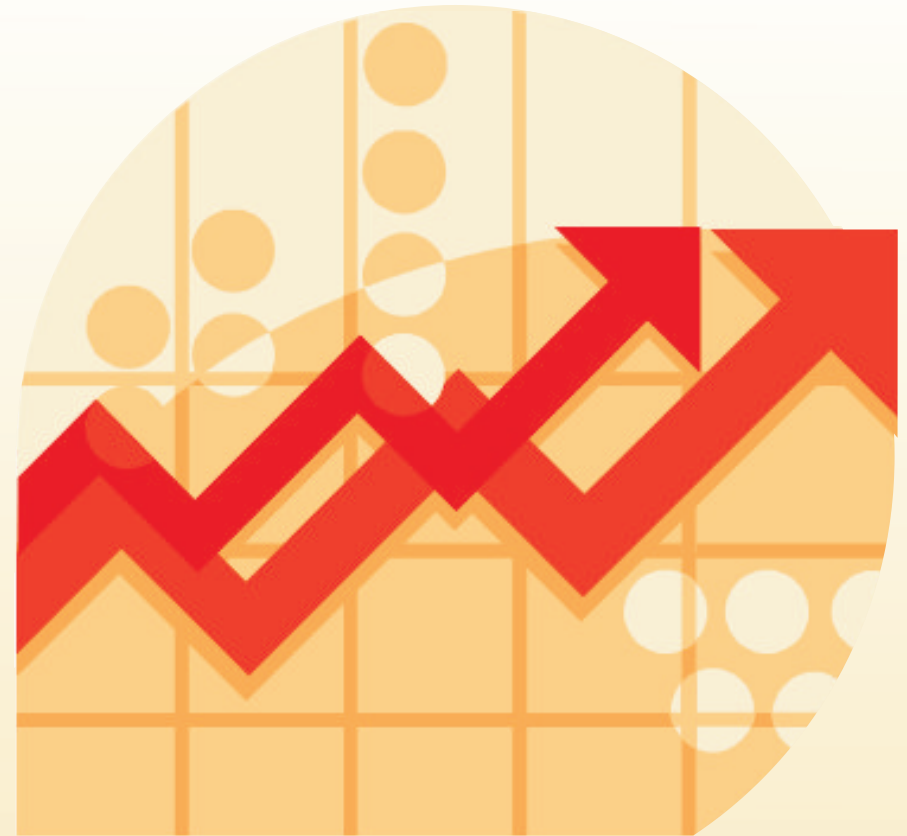


**R.B. Institute of Management Studies**

Ahmedabad

**RBCON-2011**

**19<sup>TH</sup> MAR 2011**



**“Emerging Trends in Management & Technology”**

**1<sup>ST</sup> RB CONFERENCE ON MANAGEMENT AND TECHNOLOGY**



**R.B Institute of Management Studies**

**OPP:Hirawadi BRTS bus stand,**

**Thakkarbapanagar, Ahmedabad-382350**

**Ph.no:079-22771300, 22774650, Website: [www.rbims.org.in](http://www.rbims.org.in)**

## About Institute:

R.B Institute of Management Studies was established in the year 2007. The institute is approved by the All India Council for Technical Education (AICTE) and affiliated to the Gujarat Technological University. We have MBA, MCA and Executive PGDM programs.

The Campus is located in Eastern Ahmedabad at Mahavirnagar, on the Naroda Narol highway and is approximately 5 kms from Ahmedabad Railway Station, the centre of the city. This area is surrounded by large, medium and small scale industries primarily in the manufacturing sector in Naroda, Odhav and Vatva. The Campus is placed in a beautiful natural environment, amidst lush greenery and well managed buildings.

## About Conference:

The aim of this conference is to facilitate research, knowledge sharing and learning for all categories of Management and IT Professionals, while simultaneously inspiring and nurturing new entrants into academics and helping them to integrate into Management and IT community. Academicians and professionals are encouraged to contribute new ideas, concepts and paradigms for discussion. Papers should be based on the following themes related to 'Emerging Trends in Management and Technology' in the areas of Changing Economic Scenario, Marketing, Finance, Human Resource Management and Technology. Some of the illustrative themes are as below:

## Sub Themes:

Trends and Issues in Advertising	Total Quality Management
Mobile Marketing	Population and Economic Progress
Green Marketing	Globalization and India
Rural Marketing	Cloud Computing
Social Marketing	Image Processing
Micro Finance	Neural Network
Behavioral Finance	Nano Technology
Vibrant Gujarat/ Gujarat Tourism and Economic Progress	Knowledge Management
Talent Management	E – Security
Stress Management	Green I.T
Economics at Bottom of Pyramid	Data Mining and Data Warehousing
<i>Any other theme of Interest</i>	

## Key Speakers:

Dr. Sarla Achuthan (Director, B.K. School of Business Management)

Dr. D.M.Pestonjee (Dean, CEPT University)

Prof. T.P.Rama Rao (Professor, IIMA)

Dr.G.S.Gupta (Adjunct Professor, IIM Indore)

Dr. Parag Sanghani (Akruti University)

Dr. S.C. Pandey (Pandit Dindayal Petroleum University, Gandhinagar)

Dr. T.R. Bishnoi (MSU, Baroda)

Dr. J.S Panwar (Director, Pioneer Inst. of Mgmt., Udaipur)

Dr. K.S.B Nayar (Ex. Director, St. Kabir Inst. of Mgmt.)

Dr. C. Gopalkrishnan (Director, Nirma Institute of Management)

Dr. Naresh Patel (Dharamsinh Desai University)

Dr. Mahindar Sharma (Director, Institute of Management, Ganpat University)

Dr. Prabhat Yadav (Nirma University)

Dr. Bharti Pathak (Gujarat University)

Dr. Savita Gandhi (Head of Computer Science Department, Gujarat University)

Dr. Jyoti Pareek (Gujarat University)

Dr. Nilesh K Modi (Professor & Head, SVICS, Kadi)

Dr. Jitender kumar Saini (Associate Professor & Head, SPCE, Visnagar)

## Registration Fees:

Delegate fees Rs. 150/- only.

Additional fees for Paper presentation Rs. 50/- only.

## Note:

Registration Fee will be accepted in the form of Demand Draft (DD) in favor of "R.B Institute of Management Studies, Ahmedabad" payable at Ahmedabad.

The research paper/article along with an Abstract should be e-mailed to [rbims.2007@gmail.com](mailto:rbims.2007@gmail.com)

The research paper should approximately contain 2500 words.

All accepted research papers/articles will be made available during the conference.

## Important Dates:

Last date for submission of research report / article **14<sup>th</sup> February, 2011**

Last date for registration **14<sup>th</sup> February, 2011**

Conference Date: **Saturday, 19<sup>th</sup> March 2011**