

## INTERNATIONAL CONFERENCE COMMITTEE

1st International Conference on " Dynamics of Global Recession : Economic and Corporate Strategies for Survival and Growth "

### Patron

Dr.Akshai Aggrawal Hon'ble Vice Chancellor Gujarat Technological University, Ahmedabad

### Chairman

Dr. J K Patel, Parul Arogya Seva Mandal, Baroda

### Vice Chair Persons

Dr. G. P Vadodaria, Registrar, GTU, Ahmedabad  
Dr. Devanshu Patel, Managing Trustee, Parul Arogya Seva Mandal, Baroda

Dr. Parul Patel, Trustee, Parul Arogya Seva Mandal, Baroda

### Convener :

Dr. PG.K.Murthy, Director, Parul Institute of Engineering & Technology-MBA and Dean, Faculty of Management , GTU

### Members :

Dr. Abhijeet Chaterjee, Director, Dr. J K Patel Institute of Management, Waghodia, Baroda

Dr. S O Junare, Dean, Faculty of Management , GTU

Dr. S Chinnan Reddy, Dean, Faculty of Management , GTU

Dr. L Venugopal Reddy, Former Vice Chancellor of Andhra and Acharya Nagarjuna Universities

Dr. B. P. Bhatnagar, Former Vice Chancellor, Rajasthan Vidhyapeeth University, Jaipur

Dr. Nand Dhameja, Professor, Indian Institute of Public Administration , New Delhi

Prof. G. Somayajulu, Director, International Management Institute , Bhuvaneshwar.

Dr. Mandi Prasad, Faculty Adviser, NITIE Center for Student Enterprises, NCSE, NITIE, Mumbai

Dr. C S Adhikari, Dean, ITM, Khargar Campus, Mumbai

Mr.. S R Kulkarni, Head (HR), LNT Power, Baroda and Immediate Past President , Baroda Mgmt Assn

Mr. S K Rajjada, President (Corporate HR) , Piramal Glass, Baroda

Mrs. Geeta Goradia, President, FGI, Baroda

Ms. Avi Sabavala, President, Vadodara Chamber of Commerce and Industry

Dr. J H Shah , Chairman, Market Creators Limited , Baroda

Ms. Vibhuti Bhatt, Director, One Advertising Ltd , Ahmedabad

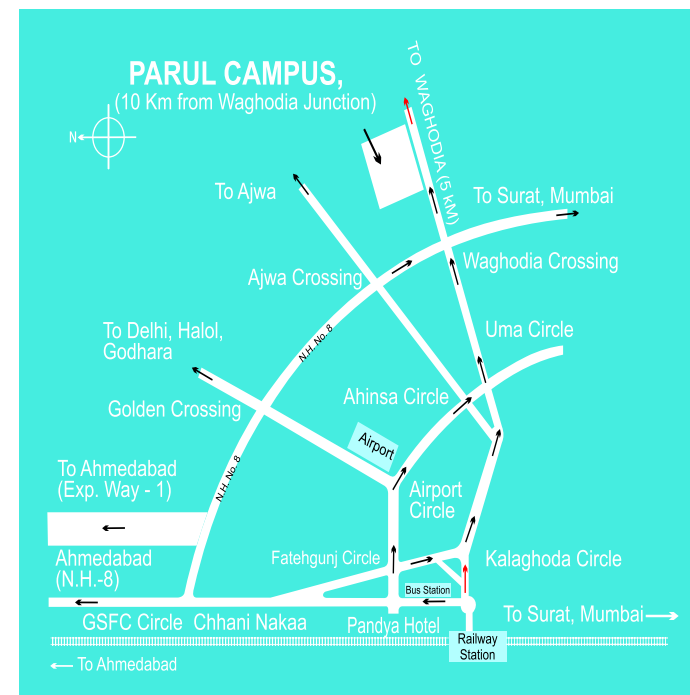
Prof. Kiran Joshi, Professor, MS Patel Institute of Mgmt, M.S. University, Baroda

Dr. Hasmukh B Patel, Chief Financial Officer, Gujarat Alkalies and Chemicals Ltd . Baroda

### HOW TO REACH THE CONFERENCE VENUE :

Parul Campus is located about 15 kms from Airport of Baroda and 20 kms from Rly Station of Baroda and 17 kms from Bus Depot of Baroda. The campus is 10 kms away from Waghodia naka on NH 8. Parul campus is spread over 100 acres of land. Parul campus has 18 colleges of different disciplines like Engineering, Pharmacy, Ayurveda, Homeopathic Medicine, Management etc.

Baroda located at a distance of 425 kms from Mumbai and 100 kms from Ahmedabad, is well connected by Rail, Road and Air to all major cities of India.



### All correspondence are to be addressed to :

**Dr. PG.K.Murthy**  
Director, Parul Institute of Engineering & Technology - MBA  
Parul Campus,  
PO. Limda Tal. Waghodia Dist. Vadodara (Gujarat) INDIA  
Tel : 91-9998036240/9099063342  
E Mail : interconfmgmt1parul@gmail.com

### Enquiries could be made to

Dr. Bijal Zaveri 09898278991  
WgCdr. V K Agarawal 09879173395  
Prof.Rajkumari Soni 09427848468  
Prof. Preeti Nair 09879856990  
Prof. Bhavik Mehta 09714814698



# GUJARAT TECHNOLOGICAL UNIVERSITY



in collaboration with



## Parul Group of Management Institutes,

Waghodia , Baroda ,Gujarat ,India



## Announces First International Conference on

## Dynamics of Global Recession: Economic and Corporate Strategies for Survival and Growth

## January 6 ,7 & 8 2012



The International Conference on "Dynamics of Global Recession: Economic and Corporate Strategies for Survival and Growth" features major components:

- A. A colloquia to have panel discussions by Corporate Leaders and Academicians from India and Abroad
- B. Presentation of the Research Papers and Case Studies on the conference themes by the scholars and corporate executives from India and Abroad.

**The International Conference on "Dynamics of Global Recession: Economic and Corporate Strategies for Survival and Growth":**

The Standard & Poor's downgrading of long-term sovereign credit rating of US to AA+ from AAA and Moody's downgrading of Japan's Sovereign Debt to Aa3 in recent times have sent shockwaves to the investors worldwide with all major indices of the world including India's Sensex reported huge losses. There is a widespread dissemination about possible downgrading of France while many of European nations like Greece, Ireland, Portugal, Ireland are stuck in deep debt crisis.

As per World Bank's half yearly update on the East Asia and Pacific region, real growth in East Asia will settle to about 8 per cent in 2011 and 2012 while that of about 9.6 per cent in 2010. South Asia including India registered a growth rate of 8.7 in 2010 and South Asia excluding India registered a growth rate of only 5.1. As per the latest reports, India recorded a growth rate of 7.7 during first quarter of the current financial year ending 31st March 2012. Further, economic news of both G7 countries and Emerging Economies are disappointing.

Major issues for policy makers, corporate leaders and academic researchers are

1. How the economies maintain economic growth with low inflation?
2. How corporate can survive and grow during the aftermath of economic recession in the world?

The present conference provides platform to deliberate upon these and related issues and to look for possible ways out to come out of the present mess.

Conference Theme : The main theme of the conference is to deliberate on dynamics of global recession: and on economic and corporate strategies adopted for survival and growth. Economies of India, China, Indonesia, Brazil, Philippines etc., have shown a high degree of resilience during recession periods of 2008-10 and recorded high growth rates. Many corporate groups of India and China have acquired businesses in US and Europe. Many corporate groups reported high profits and recorded huge gains on stock exchanges too. Both policy makers and corporate leaders have implemented appropriate strategies and sailed through successfully during last 3 years. The conference would like to explore various policies and strategies adopted by Governments and Central Banks, which enabled the economies achieving high growth and the

corporates to record high profitability during last 3 years.

**Sub-Themes :**

**A: Economic Policy and Related Areas :**

1. Industrial
2. Monetary
3. Fiscal
4. Taxation - Direct and Indirect
5. Foreign

**B: Sectoral Areas :**

- i. Agriculture and Agri businesses and their sub-sectors.
- ii. Manufacturing and their industry segments like Pharma, Chemicals & Fertilisers, FMCG, Textiles, Automobiles etc.
- iii. Infrastructure Sector -power, telecommunications, shipping etc.
- iv. Services (other than Financial Services) like trade, tourism and travel, hospitality, entertainment, advertising etc.
- v. Banking and Financial Services and Financial Markets

**C: Functional Areas and Any of Sub-Areas**

- i. Accounting and Finance
- ii. Personnel and HR
- iii. Marketing, Marketing Research, Consumer Behavior
- iv. IT and MIS
- v. International Business

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 of economies and corporate during recessionary periods. 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 economic growth and corporate profitability, 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 Practice**

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 stakeholders at the implementation stage.

**Stream 3: Case-Studies**

Cases may be written by managers in banks, companies, Government, research bodies and by academicians. The case should also contain narrative section along with the problem situation and issues there to with appropriate numbers of 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", forty eight best papers - 16 each from the three categories of papers, namely, Academic papers, Reflective practice, and Case-studies will be published. In addition abstracts of papers presented at the conference will be published in the conference proceedings,

**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/interconfmgmt1> or <http://www.parul.ac.in/interconfmgmt1> for detailed guidelines regarding final submission format.

Full Papers/ Reflective Practices/Case studies must reach Dr.P.G.K.Murthy, the Convener of the conference by November 14, 2011. Submissions should be made electronically (in MS Word format) to [interconfmgmt1parul@gmail.com](mailto:interconfmgmt1parul@gmail.com).

Please visit [www.gtu.ac.in/interconfmgmt1/guidelines](http://www.gtu.ac.in/interconfmgmt1/guidelines) or [www.parul.ac.in/interconfmgmt1/guidelines](http://www.parul.ac.in/interconfmgmt1/guidelines) for guidelines to authors.

**Note :** Hard copies will not be accepted.

**Important Dates :**

Submission of Paper Due : November 14, 2011  
Notification of acceptance/

Rejection of final papers : November 21, 2011

Last Date for receipt of Registration : November 30, 2011



**Conference Schedule :**

**Day 1 : Friday, January 6, 2012:**

Registration and Inauguration and Key Note Address  
President : Dr.Akshai Aggarwal, Hon'ble Vice Chancellor, Gujarat Technological University, Ahmedabad  
Guest of Honour: Dr. Jayesh K Patel, Chairman, Parul Arogya seva Mandal, Baroda

**Key Note Address by :**

1. Dr. Ravindra H Dholakia, Professor in Economics, IIMA, Ahmedabad
2. Mr Lamon Rutten, MD and CEO - Multi Commodity Exchange of India Ltd, Mumbai (To be confirmed)

**Technical Session 1:** Invited Talks and Panel Discussions

**"Economic scenario in US, Europe and Emerging Markets"**

1. Prof. Sugata Marjit, Director and RBI Professor, CSSSC (ICSSR) and The Chairman West Bengal State Council of Higher Education, Govt. of West Bengal
2. Prof. V. S. Chitre, Hon. Director, Pune, Indian School of Political Economy, Pune.
3. Prof.R. G. Gidadhubli, Professor and Former Director, Center for Central Eurasian Studies, University of Mumbai, Mumbai,

**Technical Session 2:** Invited Talks and Panel Discussions on **"India's and Other Countries' Policy Responses to Global Recession"**.

1. Dr. C S Adhikari, Dean Academics, ITM Kharghar, Mumbai
2. Prof. Kiran Joshi, MS Patel Institute of Management, MS University, Baroda
3. Prof. M B Shukla, Dean & Director, Institute of Management Studies Mahatma Gandhi Kashi Vidyapith, Varansi.
4. Prof. Brajaraj Mohanty, Professor, Xavier Institute of Management, Bhuneshwar.

**Day 2 : Saturday, January 7, 2012**

**Technical Session 3 :** Invited Talks and Panel Discussions on **"Economic and Sectoral Performance of India and of Emerging Markets since 2007"**

1. Dr. Bandi Ramprasad President, FTKMC, Mumbai
2. Dr. J H Shah, Chairman, Market Creators Ltd, Baroda
3. Ms Avi Sabavala, President, VCCI, Baroda
4. Dr. V R Narasimhan, Executive Vice President, Kotak Mahindra Bank Ltd

**Technical Session 4:** Invited Talks and Panel Discussions on **"Functional Strategies by Corporates for Survival and Growth during Recession"**

1. Prof.G. Somayajulu, Director, International Management Insitute, Bhuvaneshwar.



2. Dr. Nand Dhameja, Professor and Sr. Consultant, Indian Institute of Public Administration, New Delhi
3. Dr. Mandi Prasad, Faculty Adviser, NITIE Center for Student Enterprises, Mumbai.
4. Ms. Vibhuti Bhatt, Director, One Advertising Ltd, Ahmedabad
5. Mr. A P Singh, Consultant and Former Sr. Vice President (HR), RIL, Baroda

**Technical Session 5:** Academic Papers, Empirical Studies by Researchers and Scholars. **Chair Persons of Tracks:**

1. Prof. G. Somayajulu, Director, International Management Institute, Bhuvaneshwar.
2. Dr. Nand Dhameja, Professor and Sr. Consultant, Indian Institute of Public Administration, New Delhi
3. Dr. C S Adhikari, Dean Academics, ITM Kharghar, Mumbai
4. Dr. B. P. Bhatnagar - Former Vice Chancellor, Rajasthan Vidhyapeeth University, Jaipur

**Day 3: Sunday, January 8, 2012**

**Technical Session 6:** Reflective Practices and Case Studies by Corporate Executives and Researchers. **Chair Persons of Tracks:**

1. Mr. S K Raijada, President (Corporate HR and Management Services), Piramal Glass Ltd, Mumbai
2. Mr. SR Kulkarni, Head (HR), LNT Power, Baroda
3. Ms. Vibhuti Bhatt, Director, One Advertising Ltd, Ahmedabad
4. Dr. JH Shah, Chairman, Market Creators Ltd, Baroda
5. Mrs. Geeta Goradia, President, FGI, Baroda

**Technical Session 7:** Presentations of Selective Best Papers under each category. **Panel of Judges**

1. Dr. Mandi Prasad, Faculty Adviser, NITIE Center for Student Enterprises, Mumbai.
2. Prof. Kiran Joshi, MS Patel Institute of Management, MS University, Baroda
3. Prof. M B Shukla, Dean & Director, Institute of Management Studies, Mahatma Gandhi Kashi Vidyapith, Varansi

**Valedictory Address and Prize and Certificate Distribution:**

**Chief Guest:**

Dr. Anil S. Kane, President, World Wind Energy Association, Corporate Advisor and former Vice Chancellor of MS University, Baroda.

**Guests of Honour:**

1. Dr. L Venugopal Reddy, Member, Board of Governors of Buddha University and former Vice Chancellor of Andhra University and Acharya Nagarjuna University.
2. Dr. B. P. Bhatnagar, Former Vice Chancellor, Rajasthan Vidhyapeeth University, Jaipur

**Evenings:** Cultural Programme/Local Sightseeing Visit

**Venue of Conference:** Auditorium, Parul Campus, Waghodia, Baroda, Gujarat, India

**Conference Registration Fees (Non-Residential):**

**A) Delegates from India:**

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

**B) Delegates from Foreign Countries:**

Category	\$
Industry Delegates	90
Academics	60
Doctoral Students +	30

**Note:**

All International delegates will be required to remit in US \$.

- Conference fees includes the cost of conference material, tea/coffee, and lunch for the conference period (6th to 8th January 2012).
- Registration fees can be paid by DD drawn in favour of "GUJARAT TECHNOLOGICAL UNIVERSITY" payable at Ahmedabad, India.
- + Doctoral students drawing no remuneration other than stipend and normally as full time doctoral students are eligible.
- Limited Accommodation is available on twin sharing basis which will be provided at a nominal cost of Rs. 600 for 3 day stay in case of first author of 100 papers received by us on first come first basis.
- Hotels for different budgets are in Baroda. For details, please click at the following link: <http://www.cleartrip.com/hotels/india/vadodara>

**City of Baroda:**

Baroda is situated on the banks of the river Vishwamitri (whose name is derived from the great saint Rishi Vishwamitra). The city was once called Chandravati, after its ruler Raja Chandan, then Viravati, the abode of the brave, and then Vadpatra because of the abundance of banyan trees on the banks of the Vishwamitri. From Vadpatra it derived its present name Baroda or Vadodara. The greatest period in the Maratha rule of Baroda started with the accession of Maharaja Sayajirao III in 1875. It The people of Baroda like to tell visitors that their city is a 'Sanskari Nagari', that is, a 'cultured city'. By and large, the visitors agree. The city does indeed have rich cultural traditions. And today's Barodians have quite a full and hectic cultural life throughout the year.

**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.



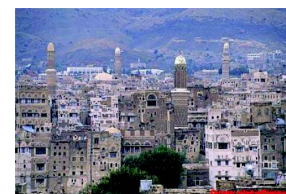
**Ahmedabad:** The city of Ahmed Shah who was the medieval ruler of Gujarat, associated with the great thinker and freedom fighter, Mahatma Gandhi, Ahmedabad offers the traveler an exclusive blend of Hindu and Islamic styles of architecture.



**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 BC.



**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. Lion sanctuary in India.

**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 Baroda are Udaipur, Jaipur, Gwalior, Indore, Ujjain etc. Weather in Gujarat during January is very pleasant (below 35° C.)