



GUJARAT TECHNOLOGICAL UNIVERSITY



in collaboration with



Parul Group of Management Institutes

Dear Sir / Madam,

Sub : International Conference on " Dynamics of Global Recession : Economic and Corporate Strategies for Survival and Growth
"- Request for Participation and Circulation .

We are glad to inform you that Gujarat Technological University jointly with Parul Group of Management Institutions is organizing International Conference on "**Dynamics of Global Recession : Economic and Corporate Strategies for Survival and Growth**" on 6th , 7th and 8th January, 2012 at Parul campus at Waghodia, Baroda, Gujrat (India).

Gujarat Technological University has been set up under Gujarat Technological University Act of 2007 . During short span of 4 years of its existence , GTU has bagged many national and international awards like The Best Jury Award for Interface between Academia and Industry in Higher Education , the Information Communication Technology(ICT) Enabled University of the year award by the Jury in the E - India 2009 , Manthan Award 2009 etc.

The International Conference is intended to provide platform for academicians, researchers, corporate professionals, bankers, policy makers to deliberate upon various economic and corporate strategies adopted to tackle recession for survival and growth. We are hopeful that this conference will be able to arrive at meaningful conclusions and suggestions in tackling recession .

You may please download the following documents for your kind perusal and also for circulation amongst your colleagues in your institution .

1. Brochure
2. Registration Form
3. Guidelines to Authors

We have outstanding professionals as panel speakers and as members of organizing committee. All papers received will be subject to double blind review process by panel of experts.

We make special appeal to all professional colleagues in industry and industry bodies to share their success stories in fields of marketing, finance, HR, production etc., during last 4 years – the period of global recession. By sharing your experiences, you are doing a great service to academic fraternity and to the society. Your contributions could be in the form of " Reflections / Case Studies " which do not require any citations or references.

All correspondence should be emailed to convener at interconfmgmt1parul@gmail.com .

Looking forward to your active participation and kind support

Thanking you

Yours sincerely

Dr.P.G.K.Murthy

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