

To,  
Managing Trustee / Director / Principal  
All MBA-MCA Colleges under GTU

Date: 18<sup>th</sup> Sept. 2010

Dear Sir / Madam

Greetings!

Gujarat Technological University has organized First National Conference on “**Business Ethics for Global Success of Indian Businesses**” on 25 – 26 September 2010 at Ahmedabad Management Association, Ahmedabad. The Managing Trustee / Director / Principal is cordially invited for the Conference with prior submission of registration form.

Email to [conference@gtucolleges.in](mailto:conference@gtucolleges.in) . Details hosted at [www.gtu.ac.in](http://www.gtu.ac.in) / conference section.

*I hope you shall take full advantage of gaining knowledge as well as networking through this conference.*

Best Regards

Dr Akshai Aggarwal  
Vice Chancellor  
Gujarat Technological University



#### Conference Coordinators:

Registration for Participation: Ms Almas Juneja / Himanshu Raval,  
GTU, Ahmedabad. Email: [conference@gtu colleges.in](mailto:conference@gtu colleges.in)  
Research Paper Submission: Ms Nusrat Campwala / Ms Ishita Ashara,  
SMJV's CKSVIM, Vadodara  
Email: [conference@cksvim.edu.in](mailto:conference@cksvim.edu.in)

#### Conference Venue:

25<sup>th</sup> - 26<sup>th</sup> September 2010  
J.B. Auditorium, Ahmadabad Management Association,  
Near IIM, Vastrapur, Ahmadabad 380 015, Gujarat, INDIA

#### Organized by:



**Gujarat Technological University**  
ACPC Building, L.D. College of Engineering Campus, Navarangpura, AHMEDABAD 380 015 - INDIA  
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**"Learn to Practice Business Ethics for Global Success"**



## Gujarat Technological University

### First National Conference

On

"Business Ethics for Global Success of Indian Businesses"

With

**GTU Round Table on Ethics - 2010**

**25<sup>th</sup> - 26<sup>th</sup> September 2010**

***Yada yada hi dharmasya, Glanir bhavati bhārata  
Abhyutthanam adharmasya, Tatadmanam srjamy aham ||***

Venue :

J.B. Auditorium, Ahmadabad Management Association,  
Near IIM, Vastrapur, Ahmadabad 380 015

#### Sponsored by:



**Sri Kirtibhai Deshi**,  
Chairman-Emeritus,  
Shrenuj & Co. Ltd, Mumbai  
<http://ho.shrenuj.com>



**Dr Dipchandilal S. Gardi**  
Chairman,  
Shri Mahavira Jaina Vidyalyaya  
[www.smjv.org.in](http://www.smjv.org.in) [www.cksvim.edu.in](http://www.cksvim.edu.in)

**QS-QS-APPLE**  
OF ASIA PACIFIC PROFESSIONAL  
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CONFERENCE AND EXHIBITION  
Singapore 17-19 November 2010  
<http://www.qsappl.org>  
Indian Delegation Coordinator:  
[karthick.sridhar@gmail.com](mailto:karthick.sridhar@gmail.com)



## Gujarat Technological University

### The Context

#### BILLION \$ ₹ QUESTIONS

- How can our Indian business achieve global economic scale with Ethical practices?
- Can we call our businesses ethical? Yes and No! If no, how can we turn them into ethical businesses?
- Do we have Corporate Governance Systems and Laws to ensure ethical practices?
- As academicians and industrialists, can we work together to study, follow and promote Ethics in Business and Life that shall ensure Economic Development of Global Scale with Peace of Mind?
- Can we generate employment opportunities for today's Youth in promoting and working for ethical business, products and services?

#### Objectives of Conference

- To inculcate Values and Ethics in the Students Community, Younger Generation and Society as a whole in Gujarat, India and the World.
- To promote the concept of Ethical and Responsible Business Enterprise (RBE).

#### Who is participating?

About 400 Qualified Audience: Academicians (MBA-MCA, Engineering, Pharmacy, Nursing, Medical), Directors, Principals, Faculty members, complemented with Business Executives, Managers, Entrepreneurs, Industrialists, Governments, Associations, NGOs, Professionals, Consultants, Bankers, Financiers, Merchants, Exporters & Importers and all those who are interested in learning importance and application of Ethics in generating social capital, economic profits and global success.

#### Special Features of Ethics Conference:

- "GTU Round Table on Business Ethics 2010" Launching Yearly Event
- Selected 12 Research Papers' Authors invited to make brief presentations (15 minutes each)
- Three Best Research Papers shall be awarded by Hon. Vice Chancellor of GTU

#### Certificate of Participation:

Certificate of Participation shall be awarded by GTU to all the Speakers and Participants.



## Gujarat Technological University

### Ethics Conference Committee

**Dr Akshai Aggrawal**  
**Dr Rajesh Khajuria**

Hon. Vice Chancellor, Gujarat Technological University (GTU), Chairman  
Convener, Business Ethics Conference @ GTU, Director, SMJV's, C K Shah  
Vijapurwala Institute of Management, Vadodara and CEO of TEAM Projects  
& Consultants

**Shri N. N. Bhuptani**  
**Dr K N Sheth**

Registrar, GTU  
Director, Shree Saraswati Education Sansthan's Group of Institutions,  
Mehsana

**Dr Chinnam Reddy**  
**Dr PGK Murthy**

Director, Marvadi Group of Education, Rajkot  
Director, MBA Dept., Parul Institute of Engg. & Technology, Waghodia,  
Dist: Baroda

**Dr Jagdish Joshipura**  
**Dr Vashishthadhar Dwivedi**  
**Dr Anil Sarangi**

Director, Som-Lalit Institute of Management Studies, Ahmedabad  
Admin Director, Om Shanti Engineering College, Rajkot  
Director, Shri M.H.Kadakis Institute of Management & Computer Studies,  
Ankleshwar

**Mr Ajay Shah**  
**Prof Bhavesh Patel**

Dy. Director, Jaisukhlal Vadhar Institute of Management Studies, Jamnagar  
Director, Dept. of Business Administration, Sankalchand Patel Sahkar  
Vidhyadham, Visnagar

**Dr Abhijeet Chatterjee**

Professor, Dr. J. K. Patel Institute of Management, Post: Limda,  
Tal: Waghodia, Dist: Baroda

**Prof Kamal Chakravarty**

Deputy Director, Swami Ghanashyam Jivandasi Institute of Management &  
IT, Shri Swaminarayan Gurukul, Ta. Mandvi, At: Koday Pul, Kutch  
Professor & Vice Principal, R. K. College of Engg. & Technology, Rajkot  
Director, Indus Institute of Technology & Engineering, Ahmedabad  
Director, Smt. Sarlaben Vasantibhai Malaviya School of Management,  
Rajkot

**Mr Ved Vyas**  
**Mr Sunil Patel**  
**Prof Bhavin Pandya**  
**Dr Sunita Sharma**

Admin Director, Nobel Engineering College, Junagadh  
Sr. Lecturer, K J Institute of Management, Post: Vadasma, Dist: Mehsana  
HOD, S.V. Institute of Management, Kadi  
Reader, Faculty of Management Studies, The Maharaja Sayajirao  
University of Baroda



## Gujarat Technological University

'Business Ethics for Global Success of Indian Businesses'  
25<sup>th</sup> - 26<sup>th</sup> September 2010  
AHMADABAD MANAGEMENT ASSOCIATION (AMA), AHMADABAD



## Gujarat Technological University

'Business Ethics for Global Success of Indian Businesses'  
25<sup>th</sup> - 26<sup>th</sup> September 2010  
AHMADABAD MANAGEMENT ASSOCIATION (AMA), AHMADABAD

### Conference Program

Day 1: 25<sup>th</sup> September 2010, Saturday (9.00 AM to 5.30 PM)

**9.00 am: Registration, Networking & Tea (Collect your program kit)**  
9.45am : Taking seat in Auditorium  
**10.00 am : Inaugural Session (Lighting the Lamp of Ethics & Knowledge)**  
Shri N N Bhuptani - Registrar, GTU - **Welcome Address**  
Dr Rajesh Khajuria - Convener, GTU's Business Ethics Conference  
Dr Akshai Aggarwal - Hon. Vice Chancellor, GTU  
Dr Dipchandbhai Gardi - Hon. Philanthropist & Educationist - **Chief Patron**  
Shri Kirtibhai Doshi - Chairman-Emeritus, Shrenuj & Co. Ltd, Mumbai - **Chief Guest**

**11.15 am : Tea Break**  
**Session I : Session Chairman: Shri P K Laheri, IAS, Former Principal Chief Secretary to Govt. of Gujarat**  
**11.30 am : Creating Climate to Promote Ethics**  
Mr B K Basu - CEO, L & T Sargent & Lundy Ltd  
Ms Geeta Goradia - President, Federation of Gujarat Industries, Vadodara  
Dr Rajesh Khajuria - Director, SMJV's C K Shah Vjapunwala Institute of Management  
**Question & Answer - Coordinator: Prof Bhavin Pandya**

**1.00 pm: Lunch Break**  
**Session II: Session Chairman: Dr S B Sharma**  
**2.15 pm: Ethical Dilemma and Way Forward**  
Dr Madhukumar Mehta - Mentopreneur, Technopreneur, Innovator & MD, Anjaleem  
Dr Kamal Taori - Chairman, Rural Business Hub Foundation India, Wardha (Maharashtra)  
Mrs Irmel Marla - Chairperson, International Institute for Holistic Research & Voluntary Action (India - Germany)  
**Question & Answer - Coordinator: Dr Anil Saraogi**

**3.30 pm: Tea Break**  
**Session III: Session Chairman: Dr Satendra Kumar**  
**4.00 pm: GTU Round Table on Ethics**  
Dr Satendra Kumar - Prof of Ethics & Speaker, Round Table on Ethics, Oxford University, UK  
Dr Madhukumar Mehta - Mentopreneur, Technopreneur, Innovator & MD, Anjaleem  
Dr Akshai Aggarwal - Vice Chancellor, GTU  
Mr Karthick Sridhar - Director - Wockhardt Foundation, Mumbai  
Mr Subodhratna Gardi - Educationist & Investor, Mumbai  
Dr Rajesh Khajuria - Convener, GTU's Business Ethics Conference  
**5.00 pm: Concluding Remarks - by Dr Sunita Sharma, Faculty of Management Studies, MSU, Baroda**  
**5.15 pm: Vote of Thanks to Sponsors, Speakers, Participants & Staff - Dr G P Vadodaria, Controller of Examination, GTU**

### Conference Program

Day 2: 26<sup>th</sup> September 2010, Sunday (9.00 AM to 5.30 PM)

**9.00 am: Networking & Tea / Breakfast**  
9.45am : Taking seat in Auditorium  
**Session I: Session Chairman: Prof Prem Sharda, Former Vice Chancellor, Veer Narmad South Gujarat University**

**10.00 am: Best Ethical Practices**  
Mr A P Singh - Former Sr. VP (HR), Reliance Industries Ltd, Vadodara Manufacturing Division  
Shri S K Sharma - MD, Siemens Hearing Instruments, Bengaluru  
Dr Pradeep Sheth, Consultant Ophthalmologist  
**Question & Answer - Coordinator: Prof Bhavin Pandya**

**11.15 am : Tea Break**  
**Session II: Session Chairman: Dr Jagdish Joshipura**  
**11.30 am : Role of Religion in Promoting Ethics**  
Dr Satendra Kumar - Prof of Ethics & Speaker, Round Table on Ethics, Oxford University, UK  
Dr Subhash Sharma - Director, Indus Business Academy, Bangalore, & Chairman, Ethics, Conference, Haridwar  
Swami Nikhileswarananda - Ramkirshna Ashram, Vadodara  
**Question & Answer - Coordinator: Mr Ajay Shah**

**1.00 pm: Lunch Break**  
**Session III: Paper Presentations in Parallel Tracks (3 Papers in each Track)**  
**2.15 pm: Track 1: Chairperson: Dr Chinnam Reddy (Co-Chair: Dr Vashishthadhar Dwivedi)**  
**2.15 pm: Track 2: Chairperson: Dr PGK Murthy (Co-Chair: Prof Kamal Chakravarthy)**  
**3.15 pm: Tea Break**  
**Session IV: Paper Presentations in Parallel Tracks (3 Papers in each Track)**  
**3.30 pm: Track 1: Chairperson: Dr K N Sheth (Co-Chair: Dr C. D. Sankhavara)**  
**3.30 pm: Track 2: Chairperson: Mr Ved Vyas (Co-Chair: Dr Abhijeet Chatterjee)**  
**4.30 pm: Valedictory Session - Award of Certificates Ceremony**  
Shri Prakashbhai Sanghavi, CMD, Ratnamani Metals & Tubes Ltd - **Chief Guest**  
Dr Akshai Aggarwal, Vice Chancellor, GTU  
Prof. M N Patel, Former Vice Chancellor, GTU  
Dr Rajesh Khajuria, Convener GTU's Ethics Conference - **Concluding Remarks**  
Shri N N Bhuptani, Registrar, GTU  
**5.15 pm: Vote of Thanks to Sponsors, Speakers, Participants & Staff - by Shri N N Bhuptani**

