

GTU's 2nd Annual International Conference on

Meeting the Challenges of a Globalised Market :

Perspectives of Corporates, Financial Institutions, Governments , Educational Institutions & Civil Societies

23rd, 24th and 25th January 2013

Introduction

The 2nd International Conference on Meeting the Challenges of a Globalised Market : Perspectives Of Corporate, Financial Institutions, Governments, Educational Institutions and Civil societies was organized by Gujarat Technological University (GTU), in collaboration with Parul Institute of Management & Research, on 23rd, 24th and 25 January, 2013 at the GTU Campus, Chandkheda, Ahmedabad.

Inauguration

Day 1 : 23rd January 2013 : The function started with Saraswati Vandana and lighting of lamp by dignitaries like Dr. Akshai Aggarwal, Dr. Samos Bobek, Shri D.C.Anjaria, Prof A.D.V de S Indraratna, Prof. Dr. Ulrich Schafermeir, Dr.M.N.Patel, Dr.Devanshu Patel and Dr. P.G.K.Murthy.



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After lighting of lamp, all the dignitaries were felicitated with books.

The event was followed by the speech of **Dr. Devanshu Patel, Managing Trustee, Parul Arogya Seva Mandal** who emphasized on the current progress of GTU and the initiatives taken by it during the last 5 Years.

The program was made more interesting by the encouraging and motivating speech of **Dr. Akshai Aggarwal, Hon'ble Vice Chancellor of GTU**, who elaborated on the evaluation of Globalization since ancient days and regarding the solution pertaining to overcoming the challenges of Globalization.

After Dr. Akshai Aggarwal, **Dr. M. N. Patel Director GTU and Member Secretary of Admission Committee for Professional Courses(ACPC)**, focused his speech on the progress made by GTU and said that it was a Brand.

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The event was followed by a key note speech by **Shri D. C. Anjaria, Director GSFC** who talked about living with globalization, an existing fact. He also talked about how finance follows Economics and GTU's response to global financial markets.

Thereafter, **A. D. V. De S Indraratna, President Srilanka Economic Association** made a key note address on Globalization during the past decades, with special emphasis on money laundering and the ways it could be dealt with. Further, he gave a practical know-how of Economy with Globalization, its effects on the country, its challenges as well as opportunities. He explained the concept of Good Governance in today's Indian Scenario – which actually meant 'a country without Corruption'

Dr. P.G.K.Murthy, Director of Parul Institute of Management & Research elaborated on evolution of International Conference – The Reason and structure of the Conference.

To sum up the Session 1 of day 1 the dignitaries were honored with Momentoes.

The event was yet not over but would continue till 25th January 2013 whereat, at the valedictory function, we will have, as Chief Guest, Dr. Bakul Dholakia, Vice Chairman and Director, Adani Institute of Infrastructure Management and former Director, Indian Institute of Management, Ahmadabad.

Day 2 : Thursday, January 24th 2013

The second day of the conference was followed by the address of Mr Shashikant Patange, Head HR, Linde Engineering India Pvt. Ltd on the challenges of globalised market for MNCs.

He threw light on the factors influencing HR practices at Linde Engineering India Pvt. Ltd. He also explained the meaning of Globalization throughout different centuries. His discussion also included Multinational Corporate which gave a new definition for the 21st century.

He further spoke regarding his experience on the challenges faced by the service industry in the globalization era. It included the style of doing business, domestic versus international market, language, how to staff the top level positions, talent acquisition and so on.

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The event continued with the speech of an eminent personality, Ms Deepa Nair, AGM Piramal Glass. She discussed about meeting the challenges of a Globalized Market – Corporate Perspective.

She emphasized on time-space compression and de-territorialisation and super territoriality. Her major discussion for globalization was on Marketing and Innovation. In her address, she discussed the challenges faced by manufacturing units viz. foreign debt, foreign exchange, corruption, E-commerce, instable Government and so on. She continued by imparting knowledge on 3 major challenges of HR which included attracting and retaining talented people, improving organizational capabilities and building credibility.

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Prof. Dr. Ulrich Schäfermeier , Vice Dean, UAS Bueiefeld, Department of Business and Health Care discussed on optimization and controlling of international BPO. He stressed on the most difficult steps in outsourcing which included re-engineering of organization and process, staff communication strategy and so on.

The event was then followed by Ms. Vibhuti Bhatt who with her strong communication skill and presentation skill discussed about various marketing communication strategy stressing upon how it helps in brand building. She also discussed about consumerism and standardization as the key to success in global market.

Dr. M. Thiripal Raju, Director, Indian Institute of Capital Markets, Mumbai shared his knowledge on "Raising of Funds through public issues in a Global Environment" through research and experience with the facts and figures which brought out the new trends in Global IPO Markets.

Day 2 : Thursday, January 24th 2013

Day 3 : Friday, January 25th , 2013

Morning session

The third day's session was a combination of technical as well as plenary session where speakers like Dr. Varun Arya , Dr. G.G.Wankhede, Dr. Indra Ratna, Dr. Hemant Trivedi, Dr. Pisman Korda Aleksandra, Dr. S. C. Reddy could deliver their speeches on respective topics.

Research-Paper presentation on the track:

Session 1 (General):

Dr. A.D.V Indra Ratna, dean of economics & management from Sri-Lanka.

He discussed about meeting the challenges against Indian Educational System. His topic was **"how to implement new educational system" & "international exchange program of b-school students"**.

Session 2 (HR):

A Presentation by Shri G.P. Namdev on the **"Baroda productivity council (BPC) manpower appropriation study"**

Session 3 (Marketing):

Dr. Hemant Trivedi, Director PDIPM, Gandhinagar initiated his speech with the point **"Branding and Service management"**.

Session 4 (Finance):

The session started with the presentation of prof. Dipak Gaywala on **"A study of contemporary & emerging regulatory frame work of microfinance sector in India"**.

Plenary session:

Dr. Pisman Korda Aleksandra, Assistant professor, faculty of economics & business university of Maribor, Slovenia discussed on "gender role changes and the growing importance of cosmetic products and services for men - A global trend of the 21st century.

Valedictory Address and prize, certificate distribution

In the valedictory and prize distribution ceremony, **Dr. Devanshu Patel**, Managing trustee of Parul Group of Institutes highlighted the point of growth in the intake of MBA program by comparing the same from the year 2000 till today. In Gujarat, the growth was exponential in MBA intake which was 1500 in the year 2000 and presently 18000 and hence, the need to impart quality education. His focus point was quality faculty pool which can deliver quality education and present a platform for the researcher.

Dr. Bakul Dholakia started his speech with the sentence "I feel delighted with this type of initiative". He said that while talking about globalization, we must focus on developing the local market also so that we can globalize our products and services. He further said that we should bring together the financial sector, faculty members, international participation. It was good that people come together and debate. He said that he was very much impressed by the theme, diversity of topic, significant research content and meaningful and conclusive research paper which have been published by GTU in the booklet for its 2nd international conference. While going through the book, his attention was on the research paper "impact of recession of Sri-Lankan economy". The second most liked research paper was "social networking helps the youngsters to sharpen their personalities more specifically."

The most challenges that we are facing was "how to satisfy the aspirations of youth for their education". In the current scenario 70 % of management institutes were not providing meaningful placements. So does it mean that the country has no demand for management institutes? If more and more youths are dissatisfied about the educational system, it becomes a wastage of natural educational resources.

Dr. Akshai Agarawal said that GTU had started two research projects jointly with a German University; one research project mentored by Kellogg School of Business, USA and five research projects in HR, mentored by Prof T V Rao. He added that GTU faces a lot of challenges. But it is determined not to accept mediocrity.

Dr. P.G.K. Murthy completed the valedictory function with a vote of thanks to the Dignitaries, all associates of GTU and Parul Group of Management Institutes.

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Appendix:

Some of the distinguished persons at the Conference were:

- 1) Shri D. C. Anjaria, Director GSFC
- 2) Dr. Bakul Dholakia, Director, Adani Institute of Infrastructure Management and former Director, IIM Ahmedabad
- 3) **Professor Dr. Ulrich Schafermeir , Vice Dean, UAS Bueiefeld, Department of Business and Health Care.**
- 4) **Dr. Samos Bobek – Professor, University of Maribor**
- 5) **Professor A.D.V de S Indraratna, President Srilanka Economic Association**
- 6) Dr. V R Narasimhan, CEO, Kotak Mahindra Pension Fund, Mumbai
- 7) Mr. Rajat Dutta, Executive Director, Motilal Oswal Investment Advisors (Pvt.) Ltd., Mumbai
- 8) Dr. Jignesh Panchali, Sr. Vice President, FTKMC, Mumbai
- 9) Mr Shashikant Patange, Head HR, Linde Engineering India Pvt. Ltd.
- 10) Ms Deepa Nair, AGM Piramal Glass
- 11) Dr. M. Thiripal Raju, Director, Indian Institute of Capital Markets, Mumbai
- 12) Dr. Hemant Trivedi, Director PDIPM, Gandhinagar
- 13) **Dr. Pisnik Korda Aleksandra, Assistant professor, faculty of economics & business university of Maribor, Slovenia**
- 14) Dr. Hemant Trivedi, Director PDIPM, Gandhinagar
- 15) **Dr Juergen Schneider, Berlin Campus of German University of Cairo**
- 16) Dr. C. S. Adhikari, Dean Academics, ITM Kharghar, Mumbai
- 17) Mr S.K.Raijada, President(Corporate HR and Management Services), Piramal Glass Ltd, Mumbai
- 18) Mr. B.K. Basu, CEO, LNT Sargent Ltd.
- 19) Ms. Vibhuti Bhatt, Director, One Advertising Ltd., Ahmedabad
- 20) Mr. S R Kulkarni, Head (HR), L&T Power, Baroda
- 21) Dr. P V Desai, Managing Director, PLACON CMS Pvt Ltd and Academic Director, Amedabad Management Association.
- 22) **Dr. Mumel Damijan, Professor, University of Maribor**
- 23) Mr. Varun Arya, Director, Aravali Institute of Management, Jodhpur
- 24) Dr. G G Wankhede, Profession and Chairperson, Centre for Higher Education, School of Social Sciences, Dean, Social Protection Office, Tata Institute of Social Sciences, Mumbai.