

# Gujarat Technological University



Gujarat Technological  
University  
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In collaboration with

**SMJV's CKSV** Institute of Management

Shri Mahavira Jaina Vidyalaya Education Foundation  
C K Shah Vijapurwala Institute of Management



Organizes

## 3rd International Conference on Business Ethics, Governance and Sustainable Enterprises

ON: 8<sup>th</sup>- 9<sup>th</sup> FEBRUARY, 2013

VENUE: GTU AUDITORIUM, CHANDKHEDA CAMPUS, AHMEDABAD

### REPORT

*"Parasparō Jivanam!"*

Live and let live. Love all - Serve all.

- Lord Mahavira

Gujarat Technological University in collaboration with SMJV's C K Shah Vijapurwala Institute of Management organized the 3rd International Conference on 'Business Ethics, Governance and Sustainable Enterprises' on 8<sup>th</sup> & 9<sup>th</sup> February, 2013. Twenty (20) great thinkers and prolific speakers from top corporate and universities of India and the world were present to share their views on the Conference Theme and find ways and means of how we, as an Individual as well as collectively as Academicians, Corporate Managers and Government Officials, can deal with ethical and governance issues in a better way so as to ultimately lead the business and industry towards sustainability.

Some 200 participants attended the two-day conference that included 20 speakers and 180 participants from industry, researchers, faculty members, students and volunteers attended the conference for both the days. Some 200 kits were distributed on the venue. There were 40 authors of research papers / case studies who attended the two day conference and 32 authors and co-authors gave presentations of their research papers/case studies in four different tracks. Some 30 top research papers were selected by the conference team based on double-blind review out of 61

research papers received before conference. These **30 research papers** are published in **SANKALPA: Journal of Management & Research, special issue February 2013**, which was unveiled in the inaugural session.

### **Ethics Conferences by GTU with CKSVIM in Y 2010 and also with FGI in Y 2011**

**GTU** is perhaps the first Technological University in India which has organized **three National / International Conferences on Business Ethics**. The first conference on “**Business Ethics for Global Success of Indian Businesses**” was organized by **GTU** on September 25-26, 2010 at Ahmedabad in collaboration with SMJV's C.K. Shah Vijapurwala Institute of Management (CKSVIM). Encouraged by the success of the event, Gujarat Technological University in collaboration with CKSVIM and Federation of Gujarat Industries (FGI) organized the **2<sup>nd</sup> National Conference on “Business Ethics & Corporate Governance” in Vadodara**, the Cultural Capital of Gujarat.

### **GTU: The Global University with Global MBA Program in Global Gujarat**

**Gujarat Technological University (GTU)** is a relatively new Technological University located at Ahmedabad – Gandhinagar, in the western State of Gujarat in India, created by Government of Gujarat. The university serves about **400,000 students** studying in Engineering, Management, Computer Science, Pharmacy, Architecture and Hotel & Catering Management, through 500 Affiliated Colleges with 17,000 highly qualified teachers. During the last four years of its working, GTU has received 6 Awards at national level in difference areas of academic and technological work, and is considered as one of the best Technological Universities in INDIA.

**GTU** is revolutionizing Management education in the State through a new and **Global MBA Program** that offers **9 Specializations and 12 Electives, in addition to Core and Compulsory subjects**. International Business, Asian Business, Global Sustainable Business, and Gandhian Philosophy in Managing Business are some of the new specializations and electives it offers for the first time in the country. A new compulsory subject on “**Business Ethics & Corporate Governance**” is introduced in the new MBA program being studied by about 8,000 students at present.

**GTU** has signed MOUs with prestigious American and German Universities, as well as Business Association in UK to offer Global / Exchange Programs in Management and Engineering.

**Gujarat State** is one of the most vibrant and prosperous States of India, accounting for 5% of India's population, 6% of land, 16% of GDP (National Income) and 21% of exports originating from Gujarat.

‘**Gujarat Model**’, with 11% p.a. growth rate in Agriculture and 14% p.a. in industry during last decade offers hope to India and many countries of the world on ethics, governance and Sustainable Enterprises. Gujarat hosts ‘**Vibrant Gujarat**’ events every two years, where a number of countries Governments and Businesses participate. ‘Gujarat Model’ can be marketed to India and the world for its sustainable high growth.

### **C K Shah Vijapurwala Institute Management (CKSVIM)**

The conference partner C K Shah Vijapurwala Institute Management (CKSVIM) is a premier institute of Management located in the heart of **Vadodara city**, offering MBA program in affiliation with **GTU**. **CKSVIM** has also set up first **Doctoral Research Centre** which was inaugurated by **Dr Akshai**

**Aggarwal, Hon. Vice Chancellor of GTU on 26<sup>th</sup> February 2011.** The institute has been consistently improving its **academic, research, publication and CSR standards** and activities during 4 years of its inception in 2009, which has **won three national / international Awards** during last two years: **'A+ Grade B-School'** by **Business India in November 2011**, **'Emerging B-School'** by **CSR India in 2012**, and **'Candidate for Accreditation'** by **Accreditation Council for Business Schools and Programs (ACBSP, USA) in 2012.**

## DAY 1- 8<sup>th</sup> FEBRUARY 2013 (FRIDAY)

The magnificent occasion was inaugurated by people from industry and academia, which commenced with the **lamp-lighting by the dignitaries and prayer to Indian Goddess of Knowledge Saraswati Maa**.

The Inaugural Ceremony started with the **Welcome Address** given by **Dr. Rajesh Khajuria, Director, SMJV's CKSV Institute of Management and Convener of the Conference**. He spoke on the three themes of the conference and gave a very good and practical concept on ethics to decide any action or decision with **'Heart-Within and God-Above'**. He also emphasized that doing one's duty well is what ethics stands for. He said that if collectively everyone does their duty ethically then the outcome is **'good governance'**. He emphasized on the need for **'ethics of care'** for achieving **sustainability**. Dr. Khajuria conveyed his gratitude to GTU and the Core Management Committee Members for supporting whole-heartedly in organizing the 3<sup>rd</sup> consecutive Conference on Business Ethics & Governance during last three years, and 1<sup>st</sup> International Conference on the theme.

The **Chief Guest Honourable Dr. Akshai Aggarwal, Vice-Chancellor, GTU** explained various initiatives GTU has been taking to implement ethics and governance practices. He spoke on the recent inauguration of **GTU's Post-Graduate Research Centre for Business Ethics and CSR**, as one of the initiatives. He highlighted on **DSTU (Designing Structure of Technological University)** research project through which University will become **Vishva Vidyalaya in true sense**. He also suggested on the necessity of having internal inspection of the colleges and university so that they themselves can improve further in order to implement ethics. Dr Aggarwal enlightened on **three important characteristics of a University: Centre of Knowledge, Serve the Society and University which is ethical**.

The **Guest of Honour Mr. Bernd Wagner, MD, Siemens Hearing Instruments, Bangalore**, shared the journey of **Siemens** as a case-study and the various measures the company took to reach at its present position. He spoke about reasons for change like change in the world situation, world climate, demographic change and globalization. He also talked about the **three core values of Siemens: Excellence, Responsibility and Innovation**.

**Shri Subodhratna Gardi, Trustee & Hon. Secretary, Shri Mahavira Jaina Vidyalaya Trust, Mumbai** represented **Shri Kirtilal Doshi, President of SMJV Trust** who could not come on health ground. Shri Gardi mentioned in one line: **'Good Ethics is Good Business'**. He emphasized that businesses should be fair in all its prospects and should respect human rights. He spoke on the need of all stakeholders, corporate and trusts to conform to ethical governance practices. He quoted the words of Shri Dipchandbhai Gardi, Chairman of SMJV Trust Board: **"One should do business in the first half and charity in the second half every day"**, which he follows since young age. **Shri Dipchandbhai Gardi** has donated to set up and manage **about 100 colleges and 2,500 village schools** in western India, notably in Rajkot and Saurashtra region, and a **Medical Colleges and 1,000 Bedded Hospital at Ujjain (Madhya Pradesh)** which gives free medical treatment and free medicines to needy and poor.



*(Esteemed Dignitaries on the Dias: From Left to Right, Dr. Akshai Aggarwal, Hon. Vice Chancellor – Gujarat Technological University, Ahmedabad, Mr. Bernd Wagner, MD – Siemens Hearing Instruments, Bangalore, Sh. Subodhratna Gardi, Hon. Secretary, SMJVEF, Mumbai)*



*(Esteemed Dignitaries on the Dias: From Left to Right, Dr. Rajesh Khajuria, Dr. M N Patel, Dr. Akshai Aggarwal, Dr. S O Junare and Dr. K N Seth)*



*(Esteemed Dignitaries and Participants from left to right : Dr. Chinnam Reddy, Dr. K.N. Sheth, Dr. S.O. Junare, Dr. Kamal Taori, IAS (Retd.), Chairman, Rural Business Hub Foundation India - Germany)*

**Session I on Day 1** was on the theme: '**Business Ethics for Sustainable Enterprises**'. The Session was chaired by **Dr. Rajesh Khajuria, Director, CKSVIM and Convener of the Conference.**

**Dr. Satinder Dhiman, Associate Dean - School of Business, Chair & Director MBA Program, and Professor of Management, Woodbury University, California, USA,** talked about the dilemma between 'duty' and 'desire'. He also emphasized on the dilemma and confusion for '*Dharma*' and environment, poverty and corruption. He emphasized 'To Be the Change' because it is not necessary that the way things are should be the way things have to be. He also focused on good '*Karma*' which highlighted on sharing 1% of wealth, helping the needy, raising funds and doing good service.

**Mrs. Geeta Goradia, President, Federation of Gujarat Industries (FGI), Vadodara** emphasized on the necessity of an organization's written **Code of Conduct** and its ethical interpretation and implementation. She discussed the importance of **Ethical Audits and SA 8000 Certification**, which is an **International Standard on Social Accountability**. It is one of the world's first auditable social certification standards for decent workplaces, across all industrial sectors. It is based on conventions of the **ILO, UN and national laws**. She gave **5E's for successful businesses: Ethics, Energy, Excellence, Economy and Ecology.**

**Prof. Dr. Friedrich Augenstein, Head of Department - Business Administration, DHBW Stuttgart, Germany,** called in for the necessity of making sustainable enterprises by structuring Management Knowledge. He shared on Cost Management Approach adopted by Conmethos ([www.conmethos.com](http://www.conmethos.com)). He spoke on hands-on 'operating manual' for various Management disciplines through his 'click-by-click' Management Methods, using computer-based tools and templates, in order to follow the standards ethically.

The Special Issue of '**SANKALPA'- Journal of Management & Research (ISSN No. 2231 -1904)** was released by the Dignitaries, which contained **30** selected research papers and case studies on the conference theme, after being double-blind reviewed by the reviewers.

## Post-Lunch Session (DAY 1- 8<sup>th</sup> February, 2013)

Session on 'Ethical Corporate Management' was chaired by **Dr. Jagdish Joshipura, Director, Som-Lalit Institute of Management Studies, Ahmedabad**. Dr. Joshipura introduced the speakers and gave an overview on the needs of Ethical Boards for business sustainability.

**Mr. Dilipsinh Jadeja, GM- Main Line & Metros Transportation, Bombardier, Vadodara**, began with the introduction of Bombardier, which is the largest supplier of business jets with its **transportation business headquarter** based at **Germany**. He discussed some of the **mega trends** like climate change, urbanization, population growth, congestion, scarcity & price issues related to oil/energy and ageing of society. He shared the corporate ethics of the company as a case-study and shared the values and policies of the company. He also elaborated the meaning of sustainability as understood by **Bombardier as an organization ahead of its time**. He discussed the CSR policy of the company. To summarize, he gave a live example of how a **corporate with true ethical practices can be both, profitable as well as sustainable**, in the long-run consistently.

**Mr. Siddharth Patel, Project Co-ordinator, BAPS Hospital, Vadodara**, gave an overview of the **Shastri Maharaj BAPS Hospital** which was recently being inaugurated in Vadodara. He shared the history of BAPS as well as the way this multi-speciality hospital has evolved in such a big way and how it is helping the society at large. He shared the context of ethics and sustainability being followed at the hospital.



*(Session on 'Ethical Corporate Management': From Left to Right, Shri Dilipsinh Jadeja, Dr. Jagdish Joshipura (Session Chairperson) and Shri Siddharth Patel)*

The 'Round-Table on Ethics in Governance' was one of the most awaited sessions, which was Chaired by **Dr. S O Junare, Director, National Institute of Co-operative Management, Gandhinagar**. He discussed about various issues which need to be addressed from an ethical stand-point, with respect to making quick profits, loyalty issues and brain drain.

**Dr. Pukhraj Maroo, IAS, Former Additional Chief Secretary to Govt. of MP,** highlighted the importance of human resources in an organization. He also described the basics of Bhagvad Geeta and its applicability in today's life. He lastly explained the difference between truth, myth & illusion.

**Mr. Thothathri Raman, Consulting Editor, Business India and Chairman, SEAA Trust,** highlighted the impact of scams on the minds of the youngsters. He also talked about the fast pace of development and growth at the cost of losing our natural resources. He described the present scenario as a condition of freefall and termed ethics as the parachute.

**Dr. Kamal Taori, IAS (Retd.), Chairman, Rural Business Hub Foundation,** focused on the need of inculcating self governance, self controlling, self-dictating & self-regulating issues in the society. He emphasized the need of true leaders. He also discussed women empowerment and its importance in the Indian context. He expressed the need of Accreditation as a continuous improvement facilitating tool and thus through it identifies the weak areas and tries to positively correct them. He shared that ethics can't come in isolation; it can come only with the collective efforts of individuals, civic society, powerful media, corporate, educational institutions and governments.

**Dr. Chinnam Reddy, Director, Marwadi Group of Education, Rajkot,** talked about Gujarat being a unique State which is spiritual as well as vegetarian, at large, which itself is a great virtue. He talked about corruption as a devastating issue spreading the society. He also emphasized that short-term benefits can never lead to sustainability and help long-term survival.

The Day one ended with Vote of Thanks was delivered by **Ms. Almas Juneja from GTU.**



*(Round-Table on 'Ethics in Governance': From Left to Right, Dr. Chinnam Reddy, Dr. Kamal Taori, Dr. S O Junare (Session Chairman), Dr. Pukhraj Maroo and Shri T Raman)*



## DAY 2- 9<sup>th</sup> FEBRUARY 2013 (SATURDAY)

The second day of the Conference started with the two Parallel Tracks of research paper Presentations. The theme of **Track 1** was '**Business Ethics**', with **Dr. Ramesh Shah, Visiting Professor, DHBW-Stuttgart, Germany** as the Chair-person of the Track and **Dr. S O Junare, Director, National Institute of Co-operative Management, Gandhinagar**, as the Panel Judge. The theme of **Track 2** was '**Governance**', with **Prof. Dr. Friedrich Augenstein, Head of Department - Business Administration, DHBW Stuttgart, Germany**, as the Chair-person and **Dr. K. N. Sheth, Director, Shree Saraswati Education Sansthan's Group of Institutions, Kadi**, as the Panel Judge.

**Round Table on 'Objectives and Road-map for Research Centre for Business Ethics, Indian Wisdom & Culture and CSR**, was chaired by **Dr. Shailesh Thaker, Honorary Director, GTU's Research Centre for Business Ethics, Indian Wisdom & Culture and CSR**. The Session started with the **launch of the web-site** as well as **inauguration of the brochure** of the Centre. The speakers in the Round-table were **Dr. Akshai Aggarwal, Honourable Vice-Chancellor, GTU**; **Shri G Narayana (Guruji), Chairman Emeritus of Excel Industries Ltd, a Trainer and Spiritual Teacher**; **Dr. Charles Savage, President and Mentor of Knowledge Era Enterprising, Intl.**; **Shri Bharat Shah, a businessman** and **Shri Parindu Bhagat, a social activist**, as in the picture below:



*(Inauguration of the brochure: 'Research Centre for Business Ethics, Indian Wisdom & Culture and CSR')*

### Post-lunch Session (DAY 2- 9<sup>th</sup> February, 2013)

The post-lunch session started with two Parallel Tracks of research paper Presentations. The theme of **Track 3** was '**Corporate Social Responsibility**', with **Dr. Ajit Singh Rana from R B Sagar College of Education (former Registrar of Saurashtra University)** as the **Chair-Person** of the Track and **Dr. Trupti Almoula, Director, Narmada College of Management, Bharuch**, as the **Panel Judge**. The theme of **Track 4** was '**Sustainable Enterprises**', with **Dr. Viral Shilu, Director, Swaminarayan**

**Institute of Management, Porbandar**, as the **Chair-Person** of the Track and **Dr. Mamta Brahmhatt**, Associate Professor, **NICM**, Gandhinagar as the Panel Judge.

The next session was the **Valedictory & Award Ceremony**, chaired by **Dr. Akshai Aggarwal**. The other members on the dais were **Prof. Dr. M N Patel**, **Secretary, Admission Committee for Professional Courses, GTU**; **Dr. K N Sheth**, **Director Shree Saraswat Education Sansthan's Group of Institutions, Kadi**; **Dr. S O Junare**, **Director, National Institute of Co-operative Management, Gandhinagar** and **Dr. Rajesh Khajuria**, **Director, CKSV Institute of Management, Vadodara and Convener**. The dignitaries at the valedictory conveyed a final message to the participants and also congratulated all for making the Conference a success. They felicitated the winners with a **Certificate and a Memento**. Three Best Papers were selected from each of the four Tracks.

**The Track-wise winners of Research Papers Presentations are as follows:**

#### **Track-1: Business Ethics**

- **Mr. Shahir Bhatt & Ms. Amola Bhatt** for their paper on "Factors influencing budding managers' perception on Ethics: An empirical study in Ahmedabad and Gandhinagar".
- **Dr. Hitesh D Vyas** for his paper on "Ethical perception of employees' of Small and Medium Enterprises: An analytical study".
- **Mr. Kaushal Mandalia & Dr. Hardik Vachhrajani** for their paper on "Factors Affecting Sales Ethics for Life Insurance Sector of India: A Critical Review of Literature".

#### **Track-2: Governance**

- **Ms. Ranjita Banerjee & Dr. Rajesh Khajuria** for their paper on "Improving Corporate Governance of SMEs for inclusive growth in an emerging economy like India".
- **Mr. Ramroop Sharma** for his paper on "Corporate Governance Regulations and Compliance".
- **Ms. Puja Bhatt & Dr. Chinnam Reddy** for their paper on "Corporate Governance in Indian SMEs:- Challenges & Prospects".

#### **Track-3: Corporate Social Responsibility**

- **Mr Jaydeep Sheth & Dr. Sandip Solanki** for their paper on "A Comparative Study of OPD Patients' Satisfaction for Healthcare Services Provided at Public and Private Hospitals in the city of Rajkot".
- **Ms. Ami Pandya & Dr. J P Majmudar** for their paper on "Media and ethical practices in Indian society".
- **Mr. Sameer Rohadia & Archana Gadhavi** for their paper on "Inclusion of Ethics & Social Responsibility in Information Systems Education".

#### **Track-4: Sustainable Enterprises**

- **Dr. Kunjal Sinha & Ms. Hetal Thakar** for their paper on "Consumers' Perception towards Organic Food: A Study on Sustainable Products".
- **Dr. Waheeda Sheikh and Dr. Sunny Thomas** for their paper on "Growth Performance and Sustainability in Fresh and Processed Vegetables Export of India".
- **Dr. Ajayraj Vyas** for his paper on "Business Sustainability through Green HRM: A Review".



*(Dr. Rajesh Khajuria, Director, CKSVIM and Convener of the Conference being felicitated by Dr. Akshai Aggarwal, Hon. Vice Chancellor, Gujarat Technological University)*



*(Dr. Rajesh Khajuria & Prof. Dr. M N Patel, Director of GTU in Valedictory session)*

The participants were requested to fill the **Feedback Forms** to share their opinion about the Conference. The feedback analysis is attached with the report. On an average about 85% to 95% participants rated the program from good to excellent on various criteria. The two day International Conference ended with brain-storming on various delicate issues related to Business Ethics, Corporate Governance practices and Sustainability of the enterprises. It also witnessed many interactive sessions, wherein the participants had the opportunity to solve their queries in the open-forum. The **Master of Ceremony** was a team of faculty members from **CKSV Institute of**

Management comprising of **Dr. Kunjal Sinha, Ms. Ranjita Banerjee, Ms. Stuti Trivedi and Ms. Hetal Thakar.**

The Vote of Thanks on Day two was delivered by **Ms. Almas Juneja** from GTU.

**Special Thanks:**

**Faculty members and students from CKSVIM Vadodara, NICM Gandhinagar headed by Dr S. O. Junare, and SIES Kadi headed by Dr K. N. Sheth** was quite helpful, in addition to the **Core Committee members Dr Satendra Kumar, Dr Chinnam Reddy and Dr J. P. Joshipura.** The conference could not have been successful with support from **Ms. Almas Juneja and GTU staff,** led by **Dr Akshai Aggarwal,** Hon. Vice Chancellor, and supported by **Prof. M. N. Patel,** Director, **Dr Gitesh Joshi,** Registrar and **Dr G. P. Vadodaria,** Controller of Examination.



*(The End for a New Beginning)*

- **Dr Rajesh Khajuria,**  
**Convener**

**GTU's 3<sup>rd</sup> International Conference on  
Business Ethics, Governance and Sustainable Enterprises  
at Ahmedabad on 8<sup>th</sup> – 9<sup>th</sup> February 2013  
Feedback Analysis**

(Figures in Percentage)

Sr. No.	Criteria	1=Needs improvement	2=Satisfactory	3=Good	4=Very Good	5=Excellent
I.	<b>Conference Format</b>					
1	Solo Talks	4		29	63	4
2	Panel Discussion		17	25	42	16
3	Round Table		4	16	46	34
II.	<b>Resource Persons (Average opinion of all the resource persons)</b>					
1	Subject & content		8	27	45	20
2	Presentation/Delivery of the resource person		5	25	45	25
3	Ability to create interest in the topic		8	25	50	17
4	Bringing practical knowledge of the subject	4	25	21	21	29
5	Interactions with participants		4	42	45	9
III.	<b>Infrastructure and Hospitality Arrangements</b>					
1	A.V / technical aids		17	38	33	12
2	Comfortable seating arrangements		8	33	50	9
3	Quality of food/ refreshment		17	29	45	8
4	Hospitality by hosting staff		4	38	45	13
IV.	<b>Registration Desk &amp; Miscellaneous</b>					
1	Registration formalities		16	4	54	26
2	Conference kit		4	25	50	21
3	Timeliness of the conference	8	34	34	16	8
4	Overall co-ordination of the conference		4	34	50	12

**Note:** Based on Feedback forms received.