



# Gujarat Technological University

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

### PROGRAM DETAILS

**DAY 1 – 8<sup>th</sup> February 2013, FRIDAY (9.00 am – 5.00 pm)**

<b>9.00 am: Registration, Networking &amp; Tea (Collect your Program Kit)</b>	
9.45 am: Taking seat in Auditorium	
<b>10.00 – 11.15 am: Inaugural Session (Lamp Lighting)</b>	
<b>Dr. Rajesh Khajuria</b> , Director, SMJV's CKSV Institute of Management and Convener - <b>Welcome Address</b>	
<b>Dr. Akshai Aggarwal</b> , Vice Chancellor, Gujarat Technological University – <b>Keynote Address</b>	
<b>Mr. Bernd Wagner</b> , MD, Siemens Hearing Instruments, Bangalore - <b>Guest of Honour</b>	
<b>Shri Kirtilal Doshi</b> , Chairman - Emeritus, Shrenuj and Co. Ltd. – <b>Chief Guest</b>	
Change over	
<b>11. 30 am – 1.00 pm: Session I - Session Chairman: Dr. Akshai Aggarwal</b> , Vice Chancellor, <b>GTU</b>	
<b>Business Ethics for Sustainable Enterprises</b>	
<b>Dr. Satinder Dhiman</b> , Associate Dean - School of Business, Chair & Director MBA Program, Professor of Management, Woodbury University, California, USA	
<b>Mrs. Geeta Goradia</b> , President, Federation of Gujarat Industries (FGI)	
<b>Prof. Dr. Friedrich Augenstein</b> , Head of Department - Business Administration, DHBW Stuttgart, Germany	
<b>1.00 pm:</b>	<b>Lunch Break</b>
<b>2.00 pm: Session III : Session Chairman: Dr. Jagdish Joshipura</b> , Director, Som-Lalit Institute of Management Studies, Ahmedabad	
<b>Ethical Corporate Management</b>	
<b>Mr. Dilipsinh Jadeja</b> , GM - Main Line & Metros Transportation, Bombardier, Vadodara	
<b>Dr. Shiv K. Tripathi</b> , Professor, Mzumbe University, Dar - Es – Salaam, Tanzania*	
<b>Mr. Siddharth Patel</b> , Project Co-ordinator, BAPS Hospital, Vadodara	
<b>3.00 pm:</b>	<b>Tea Break</b>
<b>Session IV : Session Chairman: Dr. S O Junare</b> , Director, National Institute of Cooperative Management, Gandhinagar	
<b>3.30 pm: Round Table on Ethics in Governance</b>	
<b>Dr. Pukharaj Maroo</b> , IAS, Former Addl. Chief Secretary to Govt. of MP	
<b>Mr. Thothathri Raman</b> , Consulting Editor, Business India and Chairman, SEAA Trust	
<b>Dr. Kamal Taori</b> , IAS (Ret), Chairman, Rural Business Hub Foundation	
<b>Dr. Chinnam Reddy</b> , Director, Marwadi Group of Education, Rajkot	
<b>5.00 pm: Vote of Thanks : Ms. Almas Juneja / Mr. Himanshu Raval, GTU</b>	

\*Presentation in absentia



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#### PROGRAM DETAILS

**DAY 2 – 9<sup>th</sup> February 2013, SATURDAY (9.00 am – 5.00 pm)**

<b>9.00 am: Networking &amp; Tea</b>	
<b>Session I: Case Studies and Research Papers Presentation in Parallel Tracks</b>	
<b>9.15 am – 11.30 am: Track I (As per the attached list)</b>	
<b>Track II (As per the attached list)</b>	
<b>Session II : Session Chairman: Dr. Shailesh Thaker, Honorary Director, GTU's Post Graduate Research Centre for Business Ethics and CSR</b>	
<b>11.30 am –1.00 pm: Round Table on Objectives and Roadmap for PG Research Center for Business Ethics &amp; CSR</b>	
<b>Dr. Akshai Aggarwal, Vice Chancellor, Gujarat Technological University</b>	
<b>Shri G Narayana (Guruji)</b>	
<b>Dr Charles Savage</b>	
<b>Dr. Satendra Kumar – Chairperson, Research Centre, CKSVIM*</b>	
<b>1.00 pm: Lunch Break</b>	
<b>Session III: Case Studies and Research Papers Presentation in Parallel Tracks</b>	
<b>2.00 pm – 4.00 pm: Track III (As per the attached list)</b>	
<b>Track IV (As per the attached list)</b>	
<b>4.00 pm: Tea Break</b>	
<b>Session IV : Session Chairman: Prof. M.N.Patel, Director, GTU</b>	
<b>4.15 pm: Valedictory &amp; Award Distribution Session</b>	
<b>Dr. G.P. Vadodaria, Controller of Examinations, Gujarat Technological University</b>	
<b>Dr. K.N. Sheth, Shree Saraswati Education Santhan's Group of Institutions, Kadi</b>	
<b>Dr. Rajesh Khajuria, Convener</b>	
<b>Award of Certificates to the Best Papers / Case Studies</b>	
<b>5.00 pm: Vote of Thanks : Dr. Gitesh Joshi, Registrar, Gujarat Technological University</b>	

\*expected to come from Allahabad



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www.cksvim.edu.in

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#### TRACK DETAILS

9<sup>th</sup> Feb, 2013

#### **TRACK 1:**

**Time: 9:15 am to 11:30 am (10 min / paper + 5 Min QA)**

**Chairperson: Dr Ramesh Shah (Germany)**

**Panel Judge: 1) Dr. S O Junare 2) Dr. Arti Trivedi**

#### **Business Ethics**

- 1 BEGSE0010 Ethical perception of employees' of Small and Medium Enterprises: An analytical study
- 2 BEGSE0033 Ethics in business and profession: A critical Evaluation
- 3 BEGSE0037 Ethics In Work Place
- 4 BEGSE0038 Ethics in the Indian Higher Education system
- 5 BEGSE0045 Ethical Branding And Customer Loyalty: Insurance
- 6 BEGSE0048 Model For Inculcating Ethical Behavior Among The Esc Of Business
- 7 BEGSE0049 Role Of Business Ethics For Sme In Developing Countries Like India
- 8 BEGSE0051 Factors Affecting Sales Ethics for Life Insurance Sector of India: A Critical Review of Literature
- 9 BEGSE0054 Factors Influencing Budding Managers' Perception On Ethics: An Empirical Study In Ahmedabad And Gandhinagar

#### **TRACK 2:**

**Time: 9:15 am to 11:30 am (10 min / paper + 5 Min QA)**

**Chairperson: Prof. Dr. Friedrich Augenstein (Germany)**

**Panel Judge: 1) Dr. K N Sheth 2) Dr. Kerav Padya**

#### **Governance**

- 1 BEGSE0004 Corporate Governance In Indian Companies: Cases Of Reliance And Infosys
- 2 BEGSE0005 A Study of Forensic Accounting a useful tool to combat Fraud - Corporate Governance.
- 3 BEGSE0021 Emergence of IFRS as good governance to financial reporting in India
- 4 BEGSE0034 Corporate Governance Regulations and Compliance
- 5 BEGSE0053 Corporate Governance in Indian SMEs: Challenges & Prospects
- 6 BEGSE0055 'Improving Corporate Governance of SMEs for inclusive growth in an emerging economy like India'
- 7 BEGSE0056 Corporate Governance In Bank



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**TRACK DETAILS**

**TRACK 3:**

**Chairperson: Dr. Jagdish Joshipura**

**Panel Judge: 1) Dr Satendra Kumar\* 2) Dr Trupti Almoula**

**Time: 02:00 pm to 04:00 pm (10 min / paper + 5 Min QA)**

**Corporate Social Responsibility**

- 1 BEGSE0001 Integrating CSR with Ethics : A Gandhian Perspective
- 2 BEGSE0036 Inclusion of Ethics & Social Responsibility in Information Systems Education
- 3 BEGSE0023 Corporate Social Responsibility In Sustainable Development And Environmental Protection
- 4 BEGSE0057 Corporate Social Responsibility in India; a reality, a philosophy or a new marketing strategy
- 5 BEGSE0022 A Comparative Study of OPD Patients' Satisfaction for Healthcare Services Provided at Public and Private Hospitals in the city of Rajkot
- 6 BEGSE0047 Media and ethical practices in Indian society
- 7 BEGSE0030 THE 3E'S : Ethical Educational Environment "A Prerequisite Of The Coming Era"

**TRACK 4:**

**Time: 02:00 pm to 04:00 pm (10 min / paper + 5 Min QA)**

**Chairperson: Dr. Chinnam Reddy**

**Panel Judge: 1) Dr Tejas Dave 2) Dr Viral Shilu**

**Sustainable Enterprises**

- 1 BEGSE0007 Sustainable Human Resource for Business and Industry
- 2 BEGSE0011 Eco-Efficiency And Competitiveness: Trends And Strategies With Common Goals
- 3 BEGSE0012 "Sustainability Of Export: An Empirical Study On Potential Of Seafood Export From Odisha"
- 4 BEGSE0015 Sustainable apparel retailing: An initiative towards environmental restitution
- 5 BEGSE0020 Business Sustainability Through Green HRM: A Review
- 6 BEGSE0025 Consumers' Perception towards Organic Food: A Study on Sustainable Products
- 7 BEGSE0039 Growth Performance and Sustainability in Fresh and Processed Vegetables Export of India

**Note: Two Best Papers from each track shall be Awarded.**