

## Conference Topics

- Inevitable Challenges to Financial Accounting in 21st Century
- Changing Paradigms in Business Administration
- Comparative Growth Patterns of Indian Industry in the Post Globalization India
- Looming Threat of Double-figure Inflation in India
- Stock Market Dynamics in the wake of a recent High Intra-day Volatility
- Scope of Entrepreneurship in a Lately-Globalized Economy
- Expansion of Private Commercial Banking in India
- Role of Human Resource Management in Business Process Reengineering
- Benefits of Business process Outsourcing to the Third World Countries
- Internationalization of Business and its Repercussions on local Business Organizations
- Regulation of Exponential Growth of Private Technical Education in Punjab
- Transmission of Stock Market Volatility Across Economies
- Measuring Supply Chain Risks: Lessons from the Financial World
- Product Reincarnation through Marketing Techniques
- Advent and Analysis of Newer Versions of Taxation in India
- Ramifications of Modern Information Systems and Technology
- Significance of Research Methods in Modern Business Scenario
- Organizational and Business Aspects of Product Lifecycle Management Systems and Processes
- Technological Advancement and Innovation: A way to fight past recession
- Feasibility of Business Ethics in Modern Competitive World Multiple Criteria Decision Making and Optimization
- Post Globalization Challenges to the Native Small Scale Industrial Units
- Influences of Globalization on Indian Social Architecture
- Corporatisation of Retail Business in India and Survival Issues for Micro Enterprises
- Prospective Employment Scenario in the wake of economy entering into a Global Recessionary Phase
- Psychology of a retail investor in the aftermath of a recent Stock Market Crash
- Growth of Rural Economy-Aspects & Methodology.

## Accommodation Information

Hotels available in the vicinity of the Institute with their tariff :

**Pinkasia Tourist Complex** - Ropar, Ph. : 01881-222097  
Delux Rs. 900/- SemiDelux Rs. 700/- Ordinary Rs. 500/-

**Hotel Sahil Palace**, Ropar Ph. No. : 98141-13840, 01881-222633,  
Delux Rs. 1200/- Ordinary Rs. 700

**Hotel Parkview**, Sector 24-B, Chandigarh Ph. No. : 0172-2700050,  
Standard (Single Bed) Rs. 788/-

**Hotel Aroma**, Sector 22, Chandigarh, Ph. No. : 0172-2700051  
Standard Rs. 1794/-

**Hotel Taj**, Sector 17, Chandigarh, Ph. : 0172-2702020-22  
Standard Rs. 5500/-

**Hotel Shivalikview**, Sector 17, Chandigarh, Ph. No. : 0172-2700001  
Standard Rs. 3500/- onwards

## Conference Organizing Committee

### Chief Patron

Dr. G. S. Chahal, Chairman KFET

### Patron

Sh. Ravinder Singh, CEO

### Chief Coordinator

Dr. V.P. Nagpal, Director-Principal

Email : Director-Principal-ims@ietbhaddal.edu.in

### Coordinator

Mr. Raman Chopra, Assistant Professor

Email: raman\_chopra\_1976@yahoo.com

### Advisory Committee

Dr. H. R. Verma, Director-Principal, IET

Ar. Jit K. Gupta, Director, COA

Ar. S.C. Thukral, Principal COA

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### Organising Committee Members

Ms. Harsh Vineet Kaur, Assistant Professor

Ms. Ramandeep K. Mavi, Lecturer

Ms. Supreet Saini, Lecturer

Mr. Puneet Garg, Lecturer

Ms. Taranjit Kaur, Lecturer

Mr. Jarnail Singh, Office Incharge

## Address for Communication

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**Mr. Raman Chopra**, Coordinator

1st National Applied Business & Management Research Conference

Phone : 94179-70465

# 1st National Conference on Applied Business & Management Research

**March 14, 2009**



**(Bhaddal Campus)**

**Institute of Management Studies**

Village Bhaddal, P.O. Mianpur - 140108

Phones : 01881 244578, 94179-70466 Fax : 01881-244749

www.imsbhaddal.org

## The Institute

Equipped with an excellent infrastructure and full time diligent faculty, the Masters in Business Administration Programme of IMS-Bhaddal is affiliated to the Punjab Technical University, Jalandhar, and approved by AICTE, Ministry of Human Resources, Govt. of India and Punjab Govt. IMS is a sister concern of Institute of Engineering and Technology (IET)-Bhaddal, a self-financed privately managed institute imparting technical education and conforming to international standards, established in 1997 by Kandi Friends Educational Trust, Mohali (Punjab) to fulfill its long cherished desire to provide quality technical and professional education that could match the emerging occupations. IMS provides students with a range of services and facilities designed to support the learning environment. The focus here is on case studies, on experiences, as learning by doing, we know, is the only way our future managers will learn how their innovative ideas can lead to successful business solutions. Students from the institute are groomed into efficient business managers through industry exposure, seminars, brainstorming sessions, presentation, and guest lectures by experts.

## About the Conference

Institute of Management Studies, Bhaddal, India, takes pleasure in inviting you to register, contribute papers and participate in the '1st National Applied Business and Management Research Conference'. Nestled amid a soothing and serene environment in the picturesque foothills of Shivalik range, the Institute has earned a name in a very short time since its inception. The conference aims to provide a platform for academicians, research scholars, practicing managers and students of management to develop and contribute papers from various facets of business management. The event will help in bringing together executives from industry and academics to meet discuss and exchange views and experiences on various compelling issues faced by the corporate in analysis and decision making. The conference further looks to decipher the hidden issues and finding solutions to diffuse the critical situations when they happen to arise in any field of management.

## Conference Objectives

1. Provide a platform for exchange of ideas among business, academia and policy makers to enable them to channel their expertise towards the common goal of redefining business horizons and attaining global competitive advantage through innovation.
2. Identify issues for future research on innovation, redefining business horizons and attaining global competitive advantage in different business/functional domains across countries and region and gathering support of industry in providing the data for the same
3. Prepare a blueprint for future action, to guide meaningful research programmes and to help develop appropriate strategies for sustaining business through innovation.

## Call for Papers

Papers based on empirical research, experiences or promising ideas related to the conference from all areas of business and related sciences are invited for consideration on the topics listed below. Although paper abstracts are accepted on their merits, we welcome empirical papers with policy implications. All papers and abstracts will be blind-reviewed by a group of experts. The deadline for full paper submission is March 05, 2009.

Length	3000 words
Margins	1 inch
Font	Times New Roman, 12 point size
Separate Title Page	Title, author(s), affiliation(s), contact details
Spacing	1.5

## Conference Fee (Non-Residential)

Conference fees include admission to conference sessions, lunch, proceedings, and registration materials.

Corporate Executives	Rs. 500/-
Academics	Rs. 300/-
Participation from students is Invited	

## Guidelines for Submission of Selected Papers

- Author(s) is/are required to submit the soft copy of full paper in Microsoft Word format not exceeding 3000 words, latest by March 05, 2009 through email at raman\_chopra\_1976@yahoo.com.
- Papers should include clearly stated objective(s), research questions, theoretical foundation, research methodology, analysis of results, discussion and conclusions.
- Paper should have a separate cover page bearing only the title of the paper and author(s)'s name(s), designation(s), official address (es), phone / fax number(s) and e-mail address (es).
- All papers will undergo double blind review process and accepted papers will be considered for presentation at the conference.
- Only unpublished manuscripts will be accepted.
- If a paper has two or more than two authors, at least one author of the accepted paper should register and present the paper at the conference.

## Conference Registration Form

### 1st National Conference, 2009 on Applied Business and Management Research

Please print and return by e-mail, regular mail or fax.

Please note that this is how you will be indicated on your badge and the list of participants.

**Date** : **March 14, 2009**  
**Place** : **IMS-Bhaddal (IET-Bhaddal Campus)**

## Participants information

Family name: \_\_\_\_\_

Title: \_\_\_\_\_  Prof.  Dr. Other: \_\_\_\_\_  Mr.  Ms.  Mrs.

First Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Postal code: \_\_\_\_\_ City: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Particulars of Registration Fee

Demand Draft No \_\_\_\_\_

For Rs. \_\_\_\_\_ Dated \_\_\_\_\_

Drawn on \_\_\_\_\_

DD should be drawn in favour of Institute of Management Studies-Bhaddal, payable at Ropar. If you wish to register more than one person for the Seminar, a photocopy of the Registration Form may also be used. The Registration Form(s) duly filled in along with the requisite registration fee should be sent so as to reach by March 12, 2009 at the following address. Registration fee may be accepted at the registration counter in the Institute on the date of conference in special cases only.

## Important Deadlines

Last date for Full Paper Submission	March 05, 2009
Notification of Acceptance for Full Paper	March 10, 2009
Last date for Payment of Registration Fee	March 12, 2009
Date of Conference	March 14, 2009