

**National Conference titled ‘Global Business Strategies & Practices:  
Lessons for Developing & Emerging Economies’  
On 17<sup>th</sup> April 2010**

The following were the Objectives of the Conference:

- To provide a special forum to present and discuss research based knowledge among academicians, people from industry and practitioners on various issues related to the aforesaid theme and its need in Developing and Emerging Economies.
- To discuss the issues of responsibilities of corporate world towards the Customers, Suppliers, Stakeholders, Government, and Society at large.
- To explore concepts and examples of good practices in developing, integrating and delivering management solutions.
- To provide an opportunity to conference participants and solution providers to exchange their views and ideas on Global Business Strategies & Practices.

The attempt was to bring richness in discussion by encouraging contributions from researchers across academic institutions and industry people. The Conference offered tutorials, networking sessions, key-note speeches, paper presentations and panel discussions.

Conference Program.

**AREAS OF INTEREST / SUB THEMES**

All the deliberations broadly addressed the conference theme and the issues related to the Business Strategies and Practices with respect to the World Economy in general and Emerging Economies in particular. The following were the Areas of Interest and Sub Themes:

Borderless Education: Developing, Integrating & Delivering Collaborative Learning; Cross-border Mergers and Acquisitions, International Alliances and Joint Ventures; E-Governance Strategies; Foreign Direct Investment ; Global “Right-sourcing” to create a sustainable Innovative Organizations; Global Innovation and Knowledge Strategies; Global Marketing Challenges; Global occurrences and their implications on Strategic Business Decisions; Global Research & Developments; Global Supply Chain Management; Global Trends in Consumer Behavior; Intellectual property developments and their protection; International and Global Strategies: International expansion, diversification, and integration to develop, protect, and exploit the resources and capabilities; International Banking & Financial Services; International Capital Flows & Exchange Rates; International Logistics, Security and Compliance Issues; International Trade and Investment; Management of Global Brands; Managing R&D in a Global Environment; Niche Service Providers’: Strategies for Global competition; Policy-makers in advanced & emerging economies and their response to emerging trends; Public-Private Partnerships for E-Government Innovation; Responsible Marketing Strategies (Cause-Related Marketing, Commerce and Conscience: Moral and Ethical Responsibility in Marketing, Corporate Social Responsibility, Customer Experience Marketing, Customer Relationship

Marketing, Environmentally Sensitive Marketing, Environmental and social corporate responsibility of MNCs); Strategies for world-wide competitive environment; Surrogate Advertisement; Transfer Pricing Issues; Trends in Economic Growth & Development.

## **PAPER PRESENTATION COMPETITION**

RDIAS also organized a Paper Presentation Competition during the National Conference – 2010 in order to encourage the participants to come-up with the best research contents in their papers.

The best first three papers have been awarded a Cash Denomination of Rs. 5000/-, Rs. 3000/- and Rs. 2000/- respectively. The papers were evaluated on the following parameters:

Research content

Originality

Conceptive Clarity

Presentation Skills

# PROGRAMME SCHEDULE

## Inaugural Ceremony

*Venue: RDIAS Auditorium*

*Students Coordinators: Deepak and Manushi from MBA*

TIME	PROGRAMME
9.00 am - 10.00 am	<b>Registration</b>
10.00 am - 11.00 am	<b>Inaugural Function</b> <ul style="list-style-type: none"><li>• Lighting of the Lamp</li><li>• Bouquet Presentation to Guests</li><li>• Welcome Address by Prof. Col. (Retd.) Mahander Singh, Director General, RDIAS</li><li>• Address by Shri. K. C. Garg, Hon'ble Chairman, RDIAS</li><li>• Address by Chief Guest, Prof. M. M. Pant, Former Pro-Vice Chancellor, IGNOU</li><li>• Address by Dr. Raman Garg, Chief Mentor, RDIAS</li><li>• Briefing on Conference by Prof. (Dr.) Ashish Chandra, Conference Convener</li><li>• Release of Conference Souvenir by Hon'ble Chief Guest and Chairman, RDIAS</li><li>• Vote of Thanks</li></ul>
11.00 am - 11.15 am	<b>HIGH TEA</b>
11.15 am - 1.15 pm	<b>Plenary Session</b> <b>Address by Guest of Honors</b> <ul style="list-style-type: none"><li>• Bouquet and Memento Presentation to the Guest of Honors</li><li>• Address by Guest of Honors:<ul style="list-style-type: none"><li>❖ Prof. Rattan Sharma, Director, Usha &amp; Lakshmi Mittal Institute of Management, Bharati Vidya Bhawan</li><li>❖ Prof. (Dr.) J. P. Sharma, Department of Commerce, Delhi School of Economics</li></ul></li></ul>

	<ul style="list-style-type: none"> <li>❖ Prof. (Dr.) Atmanand, Professor &amp; Dean – Executive Post Graduate Programmes, MDI</li> <li>❖ Mr. Vidur Krishan, OSI, PRINCIPAL ENGINEER EXPERT</li> <li>❖ Mr. Sunil Mehta, Country Manager, Quint Group</li> <li>❖ Mr. T R Gulati, CEO, UCO Bank</li> <li>❖ Mr. Chander Madan, Founder, E Age</li> <li>• Vote of Thanks</li> </ul>
<b>1.15 pm – 2.00 pm</b>	<b>NETWORKING LUNCH</b>
<b>2.00 pm – 3.45 pm</b>	<b>Parallel Technical Tracks I, II &amp; III</b>
<b>3.45 pm – 4.00 pm</b>	<b>Tea Break</b>
<b>4.00 pm – 4.30 pm</b>	<b>Valedictory</b>

**Chairpersons & Key Speakers for various Tracks:**

- Prof. (Dr.) N. P. Singh, Professor, MDI
- Mr. Anuj Malik, Consultant IT, Ciena
- Mr. Amit Gupta, HR Head, Easy Bills
- Mr. Sanjay Ghosh, Vice President, STG Global
- Mr. Vipin Banka, Assistant Vice President (Finance), XL Capital Ltd.
- Mr. Shailesh Agarwal, Assistant Vice President, Onicra
- Mr. Chandershekhar, Vice President, Steria

**Technical Track – I**

**Marketing & General Management**

**Session Chair & Judge: Mr. Sanjay Ghosh, Vice President, STG Global**

**Judge: Mr. Shailesh Agarwal, Assistant Vice President, Onicra**

**Reportier: Ms. Khushboo Mittal**

**Student Coordinators: Shekhar and Apurva from MBA**

**Venue: RDIAS Auditorium**

<b>S. No.</b>	<b>Paper Title</b>	<b>Authors</b>
1.	The New Avatar of Marketing: Marketing in Recession with Reference to Movies	Ms. Shilpa Puri Ms. Shweta Malhotra
2.	Online Banking: Indian Consumers on the move	Dr. Arun Swaroop ,

		Dr. Vikas Nath, Mr. Nimit Gupta
3.	Creating a 'WOW' Factor	Ms. Ankita Aren Ms. Neha Rohira
4.	Branding Challenges in today's Globalised Economy	Mr. Sanjay Manocha Dr. Anoop Pandey
5.	Global Marketing Challenges: The Critical Ingredient for Accurate Sales Forecasts	Mr. Prabhat Srivastava
6.	Indian Agri-Food Supply Chain Management - Issues and Opportunities	Dr. Mitu G Matta Mr. Sanjeev Verma
7.	Purchase behavior of mothers towards malted food drinks	Ms. Sukhmani Bhardwaj
8.	Diversity: The Spice of Global Corporate Life A Strategic Key to Success Ladder	Ms. Anu Vasudeva Chandra
9.	E-banking - A Cementing tool for building the wall of Customer loyalty in Indian Banking Industry	Ms. Navneet Kaur
10.	Role of unorganized sector: A Growing Trend in Indian Economy	Dr. Smita Gupta, Ms. N. Malati
11.	Surrogate Advertising: Should Surrogate Advertising be banned in India	Ms. Ruchi Malik
12.	Marketing Strategies for Indian Rural Market	Dr. Meenakshi Gandhi

### **Technical Track - II**

#### **Finance and International Business**

**Session Chair:** *Mr. Vipin Banka, Assistant Vice President (Finance), XL Capital Ltd*

**Judge:** *Mr. Chandershekhar, Vice President, Steria*

**Reportier:** *Ms. Upasana Diwan*

**Student Coordinators:** *Joel and Deepika from MBA*

**Venue:** *AV Room First Floor*

S. No.	Paper Title	Authors
13.	The Impact of Global Financial Meltdown on Indian Economy	Ms. Anu Munjal

14.	Trends in FDI – An Analysis of the Impact on Indian Economy	Ms. Madhulika Gupta Ms. Anshika Sharma
15.	Smashing Barriers and Actively Seeking Foreign Investment	Mr. Mrityunjai Chaturvedi
16.	Global Slowdown and Indian Textile and Clothing Exports	Ms. Rashmi Taneja
17.	Fetish for Survival-Telecom Operator	Ms. Neha Rohira, Ms. Karishma Seth
18.	Foreign Direct Investment in India-Problems and prospects	Dr. Rana Zehra Masood
19.	Why India lag behinds to China in foreign direct investment?	Dr. Deepali Saluja
20.	FDI in India during Global meltdown	Ms. Neha Jain
21.	Global talent management –A Strategy for worldwide competitive environment	Ms. Neha Verma
22.	Women empowerment through micro finance	Mr. Amit Kumar Gupta
23.	Making strategic alliances and networks work	Ms. Sonika Bhoj Ms. Ruchi

### **Technical Track – III**

#### ***Information Technology and Human Resources***

**Session Chair & Judge: Prof. (Dr.) N. P. Singh, Professor, MDI**

**Judges: Mr. Anuj Malik, Consultant IT, Ciena  
Mr. Amit Gupta, H.R. Head, Easy Bills**

**Reportier: Ms. Mukta Sharma**

**Student Coordinators: Lovenish and Pragati from MBA**

**Venue: AV Room Third Floor**

<b>S. No.</b>	<b>Paper Title</b>	<b>Authors</b>
24.	E Governance - Issues, Strategies and Prospects	Mr. Arun Bakshi

		Mr. Rajesh S Pyngavil Mr. Ratul C Kalita
25.	E- Learning: Trends of CMS and the Role of Digital Libraries	Ms. Meenu Chopra
26.	SECURITY FRAMEWORK FOR E-GOVERNANCE	Ms. Sushma Bahuguna Ms. Shikha Singh
27.	The New Age e-Governance and its Impact on Common People	Ms. Pooja Yadav
28.	Knowledge mining for Business Enterprise	Mr. Sibun Parida Mr. Sanjib Kumar Nayak
29.	Virtual Learning Environments: <i>E-Learning</i>	Ms. Abhilasha Bhatnagar
30.	Next Generation: Outsourcing and Off shoring and its application in Banking Sector	Ms. Sangeeta Mehroliya Ms. Namita Ms. Monica Motwani
31.	E- Governance in Government Organizations	Ms Jyoti Bahl Ms. Abhilasha Bhatnagar
32.	Knowledge Management and Process Mining: Innovative tools of Business Intelligence	Ms. Surabhi Deshpande Ms. Manisha Kaushik Ms. Preeti Mehta
33.	Global Human Resource Strategies	Ms. Mamta Rani
34.	Nanotechnology: Future of Global Business?"	Manu Bhargava Megha Bansal