

6th

PIMR **SIXTH INTERNATIONAL CONFERENCE**

on

*Business Innovations and Entrepreneurship:
Transforming World Economy*

February 11-12, 2012

PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH

(An Autonomous Institution Established in 1994, Accredited with Grade 'A' NAAC (UGC))

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BACKGROUND

Innovation can be seen as the process that renews something that exists. For this change to be initiated it is necessary that there should be change in the way they decisions are made. Incremental, emergent, or radical and revolutionary changes in thinking, products, processes, or organizations are also termed as innovations. Innovation is also considered a major driver of the economy, as it may result in emergence of new product categories or increased productivity, the factors that lead to innovation are also considered to be critical to policy makers. Innovation has been studied in a various contexts, with regard to technology, commerce, social systems, economic development, and policy construction.

People who are directly responsible for application of inventions are often called pioneers in their field, whether they are individuals or organizations. Entrepreneurs have also been termed as innovators. Entrepreneur has been defined as one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods. This may result in new organizations or may be part of revitalizing mature organizations in response to a perceived opportunity. Recently, the term entrepreneurship encompasses not only new businesses but has been extended to include social and political forms of entrepreneurial activity. When entrepreneurship is describing activities within a firm or large organization it is referred to as intrapreneurship.

In the light of recent globalization there is intense pressure on both businesses and government to reinvent themselves. Fresh ideas and crisis breaking theories are required if purposeful and lasting solutions are to be found. In such a scenario there is a need for innovative strategies and entrepreneurial skills to ensure business, economic and political stability, integration and growth. The Sixth International Conference on Business Innovations and Entrepreneurship: Transforming World Economy invites empirical, conceptual research papers and case studies from academicians, professionals, consultants, practitioners, scholars and students related to the theme and sub themes of the conference. The selected papers of the registered delegates out of those accepted for presentation in the conference will be published in the form of a book, which will be released during the inaugural session of the conference.

SUB-THEMES

FINANCE

- Portfolio Management.
- Managing Risk Exposure.
- Financial Product and Services
- Corporate Financial Practices
- Wealth Management and Financial Planning.
- Micro Finance
- Global Finance and Accounting Practices

ECONOMICS

- Structural Changes in the Economy
- Global Debt
- Cross Boarder Investments
- Sustainability of Small and Medium Enterprise
- Socio-Economic Changes under Globalization
- Dynamics of Foreign Trade
- Economic Integration
- Foreign Exchange Risk Management

MARKETING

- Changing Consumer Behavior
- Integrated Marketing Communication.
- Services Marketing.
- Advertising and Brand positioning
- Business Marketing
- Rural Marketing and Models
- Retailing, E-tailing and Tele-marketing.

GENERAL MANAGEMENT

- Green Management
- Carbon Credit
- Supply Chain Management
- Entrepreneurship and Intrapreneurship

- Product Innovation
- Destination Marketing
- Green Marketing

INFORMATION TECHNOLOGY

- Restructuring Information Systems
- Business Process Reengineering
- Strategic Issues in Information Technology
- Integrated Enterprise System
- Web Enabled Business Management
- Intelligent Systems
- Information Security Challenges
- Impact of Information Technology on Society.
- E-Waste Management
- Data Warehousing and Data Mining

HUMAN RESOURCE MANAGEMENT AND ORGANIZATION BEHAVIOUR

- Strategic HRM
- Performance Management
- Work Life Balance
- Competency Management
- Cultural Diversity and Human Capital
- Innovative HR Practices
- PQ, IQ, EQ and SQ
- Organizational values
- Business Process Transformation and HR Issues
- Intellectual Capital and Knowledge Management
- Corporate Governance
- Change Management
- Holistic Management
- Crisis Management

IMPORTANT DATES

Last Date for Submission of Abstracts	November 10, 2011
Notification of Acceptance of Abstract	November 12, 2011
Last Date for Submission of Full Papers	November 25, 2011
Early Bird Registration*	December 25, 2011
Last Date for Registration	January 15, 2012

WHO SHOULD ATTEND?

- Academicians
- Senior Managers/Practitioners
- Research Scholars
- Management Development Facilitators

REGISTRATION DETAILS

Registration fee for participants	Residential	Non-Residential
Senior Managers/Practitioners	Rs. 4000	Rs. 3000
Academicians/Research Scholars (Faculty/ Consultants)	Rs. 3500	Rs. 2000
Accompanying Spouse	Rs. 1800	–
Foreign Delegates	US \$ 150	US \$ 100
Foreign Students	US \$ 100	US \$ 75

*Early Bird Registration will get 10% discount

Registration fee should be sent along with nomination form. In case of spot registration, 20 percent additional fee will be charged. The registration fee covers conference kit, lodging and boarding for two days on twin sharing basis. Registration fee is not refundable. However, change in nomination/s is acceptable.

For details, please contact either of the following:

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For details regarding Best Ph.D. Thesis Award in Management to be awarded during the conference please visit our website : www.pimrindore.ac.in

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BEST Ph.D. THESIS AWARD

PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE

ANNOUNCES

**The Ninth Best Ph.D. Thesis Award in Management
To be conferred on the occasion of the Fifth International Conference**

On

*Business Innovations and Entrepreneurship:
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February 11-12, 2012

Guidelines

1. The Contest is open to full time faculty members of B-Schools in India other than the faculty of Prestige Group of Institutions.
2. Five copies of the Abstract/Summary of the Ph.D. thesis duly typed in double space must be submitted alongwith a soft copy in the format of 12 point text single font – Times Roman in MS Word by the Contestants.
3. The Abstract/Summary should contain topic of the thesis, rationale, objectives, method (study, design, sample and tools), salient findings and implications of the study.
4. To be eligible for admission to the Contest, the Ph.D. degree must has been awarded between January 2006 and December 2010.
5. The Abstract/Summary of the thesis should be routed through Head of the B-School to which the Contestant belongs. The title of the thesis should be indicated by the Head of the B-School in the covering letter while forwarding the entry for the Contest.
6. The Abstract/Summary of the Ph.D. thesis must be accompanied by proof of the award of the degree.
7. The Abstracts/Summaries will be screened by a Panel of Subject Experts and three best candidates will be invited to make presentation based on complete thesis before the Panel.
8. The last date for receipt of entries is **November 01, 2011** in the office of the Director, Prestige Institute of Management and Research, 2 Education and Health Sector, Scheme 54, Indore-452 010.

Attractions

The Contestants invited for presentation will not be charged delegate fee and will be provided free lodging and boarding facilities during the Conference. The Institute will reimburse their to and fro train fare by second class A/C by the shortest route.



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FIFTH INTERNATIONAL CONFERENCE
On
Business Innovations and Entrepreneurship:
Transforming World Economy
(February 11-12, 2012)

REGISTRATION FORM

- **Name (in capital letters) :** _____
- **Designation and Affiliation :** _____
- **Address for Correspondence :** _____

Phone No _____ **Fax No** _____

E-mail _____

Presenting Paper: Yes No

Title of the Paper : _____

Details of Demand Draft-Amount.....No..... Dated..... Drawn in favour of “**PIMR International Conference**” payable at Indore.

DECLARATION FORM

This is certify that the research paper submitted by me/us for presentation and possible publication in the Fifth PIMR International Conference as mentioned above authored by _____ is an original work of the author/s. The paper has neither been published/presented nor sent for publication anywhere else.

Name : _____ Signature • Name: _____ Signature

Name : _____ Signature • Name: _____ Signature

Please inform us :

1. I would like to register as a Residential Delegate
2. I would like to register as a Non-residential Delegate

Note : This form can be photocopied for the use of other willing participants.

ABOUT INDIA

India, the land to travel to, a heaven of tourism delights, a civilization to tour through. It is home to the Indus Valley Civilization and a region of historic trade routes and vast empires. India has world's fourth purchasing power and the second fastest growing large economy. A multi lingual, multi ethnic society of India is home to a diversity of wild life and variety of protected habitats.

ABOUT INDORE

Indore was ruled by the Holkars from 1728, when the region was granted to them by Bajirao Peshwa. In the beginning of the Holkar reign Maheshwar town close to Indore, famous for its sarees, was the capital. In 1818, the capital was shifted to Indore by Rani Ahilyabai, daughter-in-law of Malhar Rao Holkar. The Holkars contributed significantly to the development of Indore. It is now an important commercial centre of Madhya Pradesh. It boasts of well developed industrial areas like Dewas and Pithampur where major industrial houses have production facilities. Indore has many advanced educational centres of computer, management and various other faculties. The soil of Malwa has nurtured many illustrious sons and daughters, prominent among whom are Dagar Brothers, M. F. Hussain, Lata Mangeshkar, Guru Deolalikar, Vishnu Chinchalkar, Baba Dike, Col. C. M. Naidu, Capt. Mushtaq Ali, Chandu Sarvate and many others.

Connectivity to Indore - Indore is well-connected by road, rail and air routes. There are direct train connections linking the city with Mumbai, Delhi, Kolkata, Jaipur, Hyderabad, Cochin, Chennai and several other cities. The Agra-Bombay Road (National Highway 3) passes through Indore. Jet Airways and Indian Airlines connect the city to Mumbai and Delhi. Bhopal, the capital of Madhya Pradesh, is located about 180 kms to the east of Indore, and is a junction for trains bound for North, East and West. Indore is well connected to Bhopal with buses leaving for Indore every 30 minutes.

Climate - Being close to Rajasthan, Indore has certain climatic peculiarities. During the day, temperature can be as high as 45°C while nights tend to be cool. The nights of Malwa are termed as 'Shab-E-Malwa'. Indore enjoys a moderate rainfall. Rains strike Indore around the third week of June and continue well into September. Winters tend to be severe with the mercury dropping to 4-5°C.

Places of Interest in and around Indore - Interesting examples of Holkar architecture, such as Rajwada and Lalbagh Palace are found in Indore. There are places of religious significance like Sheesh Mahal, a Jain temple, Bijasan Mandir, Harsiddhi and others. Ujjain and Omkareshwar are important religious centres located within a radius of 100 kms of Indore, two of the twelve Jyotirlingas are located in these centres. The reigning deities are Mahakaleshwar and Omkareshwar respectively. Maheshwar, the original capital of Holkars and Mandu, the once thriving socio cultural centre, which was founded by the Nawab of Malwa are located nearby. Mandu is known for the romantic legend of Baz Bahadur and Rani Rupmati. The ruins are a mute testimony to these two great lovers and patrons of music and art.

ABOUT THE INSTITUTE

Prestige Institute of Management and Research is conceived as a unique growth oriented Institution of professional education and training. The Institute had in its genesis the solemn objective of catering to the educational and training needs of the students, non-resident Indians, foreigners residing in India, defence personnel and executive from industry and government. The uniqueness of the Institute lies in its provision for elaborate spectrum of professional programs under one roof, on-the-job training, semester university examination, emphasis on qualitative education/training and building of cultural values and development of dynamic personality. The Institute had made a beginning in 1994 by introducing MBA (Core) and MBA (Part Time) programs, an undergraduate program in management discipline (Bachelor of Business Administration) besides, also starting Masters Program in MBA (Marketing Management) and MBA (International Business), Bachelor of Computer Applications and Bachelor of Foreign Trade. The Institute is also a recognized research centre for Ph.D. program in Management. It aims at becoming one of the best self-financed education and training centres in the country. The Institute is an Autonomous Institution since 2006. Its MBA program has been Accredited by NBA a body of AICTE since 2003. It has been ranked consistently in the upper edge of top ranking business schools in the nation-wide surveys carried out by the agencies like Business Today, Cosmode, Ministry of Human Resource Development, Business India and Outlook which has enabled the Institute to achieve significant position amongst B-schools in the country. The Institute has also accredited with Grade 'A' by NAAC (UGC) in 2009. The achievement of the Institute in a short span of Sixteen years of its existence have been widely appreciated.

PAPER GUIDELINES

ABSTRACT must be typed clearly in Times New Roman font of size 12; clearly Mentioning Name of Author(s), Title of Paper, minimum 150 to 200 words.

FULL PAPER must be typed clearly in Times New Roman font of size 12; clearly mentioning

Name of Author(s)

Title of Paper (typed in Times New Roman font of size 14 uppercase)

Affiliated Organization

Contact Number and E-mail ID of Author(s) A4 size paper in double space; it should be well structured with proper indexing.

REFERENCES should include in case of paper/article - Name of Author(s), Year of Publication, Title of Paper/Article, Name of Journal, Volume (Number) and Page Number(s). In case of book it should include - Name of Author(s), Year of Publication, Title of book, Place of Publication, Name of Publisher and Page Number(s).

EXAMPLE

Balmer, J.M.T. and Dinnie, K. (1999). Corporate Identity and Corporate Communications. *Corporate Communications: An International Journal*, 4(4), 182-92.

TABLES/ANNEXURE should be given after references. Figures can appear within the text.

The Abstract and full paper should be submitted in soft copy to the following :

E-mail-id: internationalconference@pimrindore.ac.in

and a **copy (cc)** should be sent to

nitin_tanted@pimrindore.ac.in; ranjana_patel@pimrindore.ac.in; aupadhyay73@pimrindore.ac.in