



**INTERNATIONAL CONFERENCE ON
Managing Excellence for Emerging Global
Paradigm**

In

Business & Technology

July 15 -16, 2011

CALL FOR PAPERS

Organized by:

CH Institute of Management & Commerce (CHIMC)

Indore, Madhya Pradesh India

www.chimc.in



In Collaboration With

Modern Technology & Management Institute Inc (MTMI), USA,

www.mtmi.us

&

Confederation of Indian Industry (CII), www.cionline.org

&

DBMA, University of Maryland, Eastern Shore, USA, www.umes.edu/business

About CHIMC:

CH Institute of Management and Commerce (CHIMC) is a B-School situated at Sanwer Road, Indore. CHIMC is duly approved by Government of M.P. and AICTE, New Delhi & is offering courses like PhD, MBA, PGDM, BBA, and B.Com (Hons.). All courses are affiliated to Devi Ahilya University, Indore. CHIMC is promoted by the leading education group of Central India- CH Group and run by the renowned educationists including IIM alumni.

About MTMI:

Modern Technology & Management Institute, Inc. (MTMI), USA is a non profit organization under section 501 (c) (3). The missions of the organization are-

- To bring the academicians and practitioners in the field of management, technology and related areas together, facilitate exchange of knowledge and also to provide a platform for promotion of academic activities.
- To provide professional training and services for physical challenged individuals for cultural & economical disadvantages groups.
- To provide distance education opportunities for the third world nations.
- Currently, **MTMI** publishes SIX peer reviewed Journals, International Journal of Effective Management (**IJEM**) (ISSN 1547-3708), International Journal of Applied Accounting and Finance (**IJAACF**) (ISSN 1937-9005), Journal of International Marketing Strategy(**JIMS**) (ISSN 2152-5307), Journal of Global Information technology (**JGIT**) (ISSN 1931-8162), International Journal of Science & Informatics (**IJSI**) (Print) (ISSN 2158-835X), International Journal of Science & Informatics (**IJSI**) (Online) (ISSN 2158-8368) and International Journal of Decision Sciences and Information Technology (**IJDSIT**) (ISSN 1937-9013). All of these journals are listed in the Cabell's directory and the Ulrich's Periodical Directory (http://www.mtmi.us/Global_Digital/services/journal.html), where IJEM is undertaking the process of SCI application and would be granted SCI status shortly. For more information, readers may visit <http://www.effectivemanagement.org/index.html>.
- The members on the board are associated with institutions in various countries.

About CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non- government, not-for-profit, industry led and industry managed organization, playing a proactive role in India's development process. Founded over 115 years ago, it is India's premier business association, with a direct membership of over 8100 organizations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations. With 64 offices and 7 Centers of Excellence in India and 8 overseas in Australia, China, France, Germany, Singapore, South Africa, UK, and USA, and Institutional partnership with 223 counterpart organizations in 90 countries, CII serves as a references point for Indian Industry and the International business community.

Conference objectives:

- To provide a special forum to present and discuss research in emerging global paradigm for managing excellence in corporate operations and performance as well as technology in dynamic global environment.
- To facilitate sharing research based knowledge among academicians and practitioners on several areas of research.
- To promote collaborative research worldwide.
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Areas of Interest

Papers should broadly address the conference theme and issues related to managing excellence for emerging global paradigm in business and technology. Academicians and professionals are encouraged to contribute new ideas, concepts and paradigms for discussion. Papers could be based on original empirical research or real life case studies relating to emerging global trends.

Special consideration will be given to papers, abstracts and symposia proposals that highlight emerging theories, cutting-edge research or best corporate practices and facilitate exchange between scholars and practitioners. Papers in all areas of business are invited and would be accepted on their merit. Review papers dealing with policy issues,

strategies and application experience and those generate discussion among policy makers, academicians and practitioners are encouraged. Papers dealing with the national and international level of excellence in corporate performance and operations including, **but not limited** to the following areas

Themes & Probable Sub Themes

<p>Track 1: Banking Excellence</p> <ul style="list-style-type: none"> • Credit Risk Management • Interest Rate Management • Liquidity Risk Management • Operational Risk Management • Capital adequacy requirements • Performance Evaluation Criteria • Retail Banking • Asset and liability Management • NPA Management • I.T implications in Banking • Income Diversification • Financial Inclusion • Universal Banking • Core Banking <p>Basel Norms</p>	<p>Track 2: Capital Markets Excellence</p> <ul style="list-style-type: none"> • Price Discovery in spot and futures Market • Option Pricing • Convergence of futures and spot prices • Arbitrage opportunities • Risk Measures • Impact of futures Markets 	<p>Track 3: Strategy for Business Excellence</p> <ul style="list-style-type: none"> • Business Strategy in global and Indian perspective • Resource based view • Leadership and strategy for excellent corporate performance • Competitive advantage and core competencies in organizations. • Structure strategy fit • Blue ocean strategy • Mergers and Acquisitions • Balance scorecard • Turnaround strategy
<p>Track 4: Marketing for Business Excellence</p> <ul style="list-style-type: none"> • Segmentation, Targeting & Positioning • Branding • Advertising • Customer satisfaction • Customer loyalty & relationship management • Marketing Strategy • Online Marketing • Green Marketing • M marketing • Emerging trends in marketing 	<p>Track 5: Human Resource for Business Excellence</p> <ul style="list-style-type: none"> • Human Resource Development • Organizational Development Interventions • Competency Mapping • Value system and Trans cultural system • Professional Ethics • Intellectual Capabilities • Motivation and Leadership Qualities • Human Development Indices • Innovation and Creativity • International HRM • Employer Branding • Employee engagement • Compensation and reward strategy • Talent management • Strategic Human Resource Management • Innovative human capital practices • Knowledge Management 	<p>Track 6: Information Technology/Computer Science</p> <ul style="list-style-type: none"> • Applied IT Issues & Applications • Cyber Security/ Cyber law issues • Digital Divide/ Online Education • E-Governance • Enterprise System Architecture <p>Track 7: Production Management/Operations Research</p> <ul style="list-style-type: none"> • Operations Management • Quality Assurance Management/RFID • Quantitative Methods/Mathematical Programming

Important Dates:

Particulars	Dates
Last Date for Submission of Abstracts	April 15, 2011
Notification of Acceptance of Abstracts	April 30, 2011
Last Date for Submission of Full Papers	May 30, 2011
Last Date for Registration	June 15, 2011
Last Date for final reg. with late fees of Rs. 300/-	June 30, 2011

Publication & Development Initiatives

The full papers selected and presented in the conference will be published in conference proceeding and best papers will be published in Baudhik the journal of management; as well as journals published by **MTMI** (After incorporating comments & reviews).

Best Research Paper & Management Teacher Award

As a part of INTERNATIONAL CONFERENCE, best research paper and best management teacher competition is also scheduled. The objective is to reward the best in research & teaching as well as motivate other participants to perform excellence in their domain.

Submission guidelines

- Abstract of the paper should be in about 200-250 words, covering the purpose of research, methodology, major results, implications and key words. The abstracts reviewed and approved by the experts will be selected. A soft copy of abstract should be submitted by E-mail at chimc.conference@gmail.com. Or chimc.conference@chgroup.in not later than April 15, 2011.
- Manuscript previously published or currently under review by other publication must not be submitted.
- All submissions of abstract and full paper are subject to blind review process. So, author affiliation, complete address, E-mail and telephone no. should be mentioned on cover page.
- Selected full paper presented at the conference will be considered for publication in conference proceeding or journal.
- The **abstract** and **Full paper** should be sent in following camera ready format otherwise they will not be considered:

Format	Particular
Typed in	Microsoft Word
Format	Times New Roman & Justified
Front Size	Heading-14 / Sub heading-10/ Content-10
Spacing	Paragraph spacing-Double line Spacing--Single
Page	A4
Margin	Left side-1.5 inch & all three side 1 inch
Heading	14
Table & Graph	Color and or Black & White

- Last page of the full paper must have a brief autobiographical sketch of the authors, about 100 words of each author.
- References should be arranged in alphabetical order and use the APA Guidelines.

Conference coordinators:

From Asia, Africa and the Middle East:

<p>Dr. P.K. Gupta Professor Institute of Management Studies Devi Ahilya University Khandwa Road, Indore-452001,India M- +91-9425478237 pkgupta_in@mtmi.us professorpkgupta2011@gmail.com</p>	<p>Dr. Mayank Saxena Professor & Director CH Institute of Management & Commerce Indore-452001, M.P. India M-+91-9893911411 mayank.saxena71@gmail.com mayank.saxena@chgroup.in</p>
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From Europe & Australia:

<p>Dr. R. D. Pathak Professor & Associate Dean Department of Management & Public Administration The University of the South Pacific SUVA, Fiji Islands 679-3232489 pathak_r@usp.ac.fj</p>
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Mode of payment:

Payment shall be accepted through a demand draft/banker's cheque in favour of "CH Institute of Management & Commerce", payable at Indore, India.

Particular	Fees	
	Non-Residential (Without Accommodation)	Residential (With Accommodation)
<i>Registration fee for participants</i>		
<i>Senior Managers/Practitioners/Policy Maker</i>	Rs. 2000	Rs. 6000
<i>Academicians/Research Scholars (Faculty/Consultants)</i>	Rs. 1500	Rs. 5000
<i>Students</i>	Rs.500	Rs.1500
<i>Accompanying Spouse</i>	---	Rs.2000
<i>Foreign Delegates</i>	US \$70	US \$150
<i>Foreign Students</i>	US \$50	US \$100

Registration fee should be sent along with nomination form. In case of spot registration Rs 450/- additional fee will be charged. The registration fee covers conference kit, lunch & high tea. For residential participants, fee includes registration fees, lodging and boarding for two days on twin sharing basis. Registration fee is non refundable. However, change in nomination/s is acceptable

For details, please contact either of the following:

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**Venue for Conference: CH Institute of Management & Commerce,
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Web Site: www.chimc.in**

<i>Patron</i>	<i>Patron</i>	<i>Patron</i>	<i>Patron</i>
<p>Mr. Sumeet Maru Chairman, CHIMC, Indore, India</p>	<p>Mr. Sandeep Navelkar Vice Chairman, MP State Council, CII, India</p>	<p>Mr. Akash Sethia CEO Cerebral Learning System (P) Ltd. Indore, India</p>	<p>Mr. Ajay Bansal Director; CH Edge Makers, Indore, India</p>

Conference Advisors

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Dr. A K Ramani Director & Professor School Of Computer Science DA University Indore				

