



BIRLA INSTITUTE OF TECHNOLOGY

(DEEMED UNIVERSITY, MESRA, RANCHI)

NOIDA CAMPUS

Presents

BIT National Management Conclave 2010

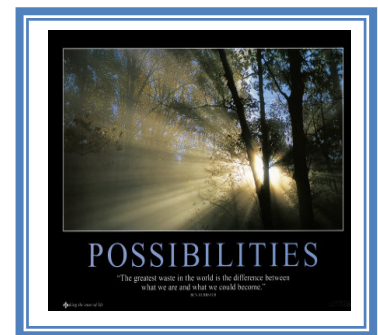
on

Managerial Challenges of 21st Century in Corporate World

12th & 13th February, 2010



CALL FOR PAPERS



Venue: Auditorium

BIRLA INSTITUTE OF TECHNOLOGY

A-7, Sector-1, NOIDA, (U.P.)

ABOUT THE CONCLAVE

The Conclave is an approach to move towards bridging the gap between the industry and academia with a proper insight of development in the proposed spheres of **Retail Management, Human Resource and Financial Management**. This event will be a landmark for a gamut of activities which will be marking their presence across the boundaries of corporate and the academics. The conclave will foster the much awaited issues which do need the attention from every walk of corporate and academic life.

CONCLAVE OBJECTIVES

The main objective of Conclave is to get Corporate Professionals, Academicians, Research Scholars and Management Students together on single platform for a through discussion on 'Managerial Challenges in 21st Century'. The conclave tends to cultivate various issues of changing business environment in the fields of Human Resource Management, Retail, Agriculture and E-Business in India. The inclusion of various events provides a forum to the Research Scholars and Management Students by Doctoral Research Paper Competition, Students Research Paper Competition and Case Study Competition.

Conclave Advisory Committee

Chief Patron	:	Dr. H. C. Pande, Vice Chancellor Emeritus, BIT, Mesra
Patron	:	Dr. P. K. Barhai, Vice Chancellor, BIT, Mesra Dr. P. Dhayni, Rector, BIT, Mesra
Conclave Chairman	:	Prof. S. C. Goel, Director, BIT, Noida
Advisors	:	Prof. B. P. Joshi, Advisor, Planning and Development, BIT Noida Dr. C. P. Srivastava, Educational Advisor, BIT Noida Dr. B. K. Jha, Professor, BIT, Noida Mr. V. P. Singh, Advisor Corporate Relations, BIT Noida Dr. P. C. Saxena, Dean (ICT Programmes), BIT Noida
Conclave Convener:		Dr. S. L Gupta, Coordinator (Academics & Doctoral Research)

THEMES AND SUBTHEMES

Retail Management

- ❖ **Changing Face of Retailing in India**
- ❖ **Global Meltdown and Indian Retail Industry**
- ❖ **Retail Consumers' Behaviour**
- ❖ **Challenges for Retailers in Dynamic Business Environment**
- ❖ **Growing Mall Culture in India**
- ❖ **Global Retailers in Indian Arena**
- ❖ **Issues in Supply Chain and Logistics Management**
- ❖ **FDI in Retail**
- ❖ **E-Retailing Perspectives**



Human Resource Management

- ❖ **Cross-Cultural HR Perspectives**
- ❖ **HR Challenges in Changing Business Environment**
- ❖ **Managing Human Capital**
- ❖ **Team Building for Strategic Advantage**
- ❖ **Leadership and People Productivity**



Financial Management

- ❖ **Financial Crisis: Issues, Challenges and Perspectives**
- ❖ **Corporate Restructuring**
- ❖ **Mergers & Acquisitions**
- ❖ **Risk Management in Banking and Insurance**
- ❖ **Banking Operations in Changing Financial Environment**
- ❖ **Retail Banking and Cross Selling**
- ❖ **Electronic Orientation in Financial Sector**



(We also encourage for submission of the papers which may not be directly related to given topics but related to the major theme of the conclave)

EVENTS

Summits on Burning Issues:

- New Challenges in Human Resource Management
- Indian Retail Sector Transformation
- Emerging Issues in Financial Management

Paper Presentations and Competitions

- Paper Presentations by Corporate Delegates and Academicians
- Doctoral Research Papers Competition
- Students Research Papers Competition
- Students Case Study Presentation Competition

DATES TO REMEMBER		FEE DETAILS*	
Last Date for Submission of Abstract	20 th December, 2009	Corporate Delegates	Rs. 1,500
Notification of Accepted Abstracts	30 th December, 2009	Academicians & Research Scholars	Rs. 1,000
Last Date for Submission of Full Paper and Registration	10 th January, 2010	Students	Rs. 500
Conference Dates	12 th & 13 th Feb, 2010	Foreign Delegates :	US \$ 100
* Registration amounts are non residential only.			

SUBMISSION GUIDELINES

- ❖ Manuscript must be in MS Word processor in Times New Roman font 12 pt font size on A-4 size paper with 1” margin from all sides with 1.5 line spacing.
- ❖ APA style should be followed for References
- ❖ The length of paper should limited to approximately 15 pages (as per the specified layout) excluding tables and figures.
- ❖ Tables, figures, etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table or figure.
- ❖ Selection of papers would be based on an abstract of about 200-300 words.
- ❖ Final paper submission must accompany a certificate by the author(s) that the paper is his original work and has neither been published nor submitted for publication elsewhere.
- ❖ The cover page of the paper should contain-Title of the paper, Name of author(s),
- ❖ Professional affiliation of author(s), Address for correspondence with email and telephone numbers.
- ❖ The authors must pre-register for the conference by 31st December, 2009 to ensure the inclusion of paper in the conference program. **Please note that the author and all Co-Author/s must register separately for the conference.** Without pre-registration, paper will not be included in proceedings.
- ❖ Papers should be submitted as electronic attachments in Microsoft Word addressing conference convener on email id: drsrgupta@gmail.com, slgupta_1965@yahoo.co.in

ABOUT BIT

BIT, Mesra, Ranchi (Deemed University)

Birla Institute of Technology, Mesra, Ranchi (Deemed University), established in 1955, has 10 centers across India and Middle East with over 10,000 students. It is one of the premier academic Institutions in the Indian sub-continent with repute of academic excellence for over 50 years in the field of Engineering & Technology, Management, Computers, Rocketry Science and Pharmacy. It is the first University in the country to provide a degree courses in Animation and Multimedia.

BIT, Noida Campus

BIT, Noida Campus was started in 1998 with the BCA course. Since then, the Center has seen a vast growth in various programmes at all levels. The courses being offered currently are: MCA, M.Tech. (Computer Science), MBA (Full-Time) MBA (Part-Time), Masters in Animation Design, BCA, BBA, BBA (Business Economics) and B.Sc. (Animation & Multimedia). The Center now also registers scholars for Ph.D. programmes in Management and Computer Science. The Center has a strong core faculty in all related subjects. It has a locational advantage to engage guest faculty from industry and institutions for specialised lectures. The location acts as a gateway to a large number of IT companies and other major corporates in NCR. The Noida Campus currently has 820 students on its rolls, of which 300 are enrolled as post graduate students.

All Correspondence should be addressed to:

Prof. (Dr.) S. L. Gupta

Conclave Convener

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BIRLA INSTITUTE OF TECHNOLOGY NOIDA CAMPUS

CONCLAVE REGISTRATION FORM

12th – 13th February, 2010

Please register the individual/s below:

Name: _____ Designation: _____

Name: _____ Designation: _____

Name: _____ Designation: _____

Organization Name & Address

Title of the Paper:

Telephones _____ Mobile _____

Email: _____ Fax _____

DD No: _____ for Rs. (Accumulated) _____

Drawn on (Bank): _____

Signature of the Participant: _____ Date _____

Fee Details:

Corporate Delegates: Rs. 1500, Academicians: Rs. 1000, Students: Rs. 500, Foreign Delegates: \$ 100

- ✓ DD/Cheques to be drawn in favour of Birla Institute of Technology, Payable at Noida.
- ✓ Registration is compulsory for author and all co-authors.