

NIRMA UNIVERSITY

In 1994, the founder of the Nirma Group of Industries and an internationally acknowledged entrepreneur, Padma shri Dr. Karsanbhai K. Patel crystallized his long-cherished dream of establishing world-class institutions for professional education in Gujarat. He founded the Nirma Education & Research Foundation (NERF), which, in turn, has established many leading institutions offering undergraduate, post graduate and doctoral level programmes. Functioning under the aegis of NERF, the university presently includes Institute of Technology, Institute of Management, Institute of Diploma Studies, Institute of Pharmacy, Institute of Science and Institute of Law. All these institutions have emerged as centers of excellence offering various programmes ranging from undergraduate to doctoral levels in technology and engineering, management, pharmacy, science and law. Considering the quality of education being imparted the Nirma University was established under the Act passed by the Legislative Assembly of the State of Gujarat in April 2003. This development witnessed the merging of all the Institutes under the NERF into a single entity of Nirma University. The University has also been recognized by the University Grants Commission (UGC) under section 2 (f) of the UGC Act.

ABOUT AHMEDABAD

Ahmedabad, one of the liveliest cities in India and a major industrial centre in India, has often been called the 'Manchester of the East'. Ahmedabad is the largest city in Gujarat and the sixth largest city in India with a population of more than 6 million. The city is also known as Karnavati.

Ahmedabad got its name from Sultan Ahmad Shah who founded it in 1411 AD. Situated on the banks of river Sabarmati, Ahmedabad is known for its beautiful monuments of historical and archeological importance. Today, the city has left behind its past and has turned and developed itself into a leading industrial centre and has become the economic capital of Gujarat.

Ahmedabad offers something to celebrate all year round that ranges from celebrations of 'Deepawali' and 'Dushera' to the all night long folk dance parties of 'Ras Garba' and fun during 'Kite Festival'. The city has many places to visit, like the Science City, Akshardham Temple, Gandhi Ashram, and Adalaj Wav (Step Well). The weather of Ahmedabad is very pleasant during the month of January with temperature around 14° - 28° C. Gujarat attracts several tourists to visit spots near Ahmedabad, like Nalsarovar Bird Sanctuary (80 kms), Adalaj Step Well (20 kms), Lothal, 4500 years old Harappan settlement (85 kms), Sun Temple of Modhera (99 kms), Dakor, a place famous for Ranchod Rai Temple (49 kms). For more information, please visit www.vibrantgujarat.com, www.incredibleindia.com, www.gujarattourism.net. Tours to these places, before or after the event, can be arranged on request at cost.



Gandhi Ashram



Akshardham



Adalaj Wav

INSTITUTE OF MANAGEMENT



Institute of Management was established with a mission to be one of the best B-Schools in the Asia-Pacific region by promoting excellence in management education. The institute ranks among the top 20 Business Schools of India. The Institute's flagship programme is the residential two year MBA programme. It also offers MBA in Family Business and Entrepreneurship, MBA (Evening) and Doctoral Programmes in Management. In addition, it offers Executive Diploma Programmes, Management Development Programmes, In-house Training Programmes, and Consulting Services.

The Institute has linkages with foreign institutes in USA, Australia, South Africa, South Korea, Taiwan, and Malaysia. The Institute has established close ties with the industry through its various programmes.

ADVISORY COUNCIL

Shri Ambubhai M Patel
Vice President, Nirma University

Dr. N V Vasani
Director General, Nirma University

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CEO, Indasiafund, Former MD - CRISIL

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NICOM Secretariat

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January 6 – 8, 2011



**Managing in Turbulent Times :
Creativity, Innovation, Entrepreneurship, Leadership & Learnings**

14th Nirma International Conference on Management



**“A kite rises highest not with the wind, but against it.”
Winston Churchill**

With accelerated pace of change and unpredictable environment, the world of business often passes through cataclysmic times. There is a constant need to document, discuss and learn about strategies needed to convert rapid change into opportunities and staying resilient through difficult periods. Employees, managers, entrepreneurs and leaders are more concerned about survival than with breaking new ground. However, talented ones know that lean times provide opportunities for innovation, fresh thinking and even growth.

Business environment has always remained dynamic, more so in last two decades. During the recent recessionary business environment, too much has been written about the mistakes that sparked the financial and economic crisis, in the hope of not repeating them. During this turbulence, little attention has been given to what has been done well to manage the crisis — to innovate and learn, for example, how best to lead an organisation through these tough times.

Under this backdrop, this conference not only covers the current recession, but also considers a wide gamut of challenges faced by businesses globally of different nature and magnitude. Not attempting to be judgmental or draw up a set of rules for sustaining and transforming businesses through turbulent times; we would like to see broad principles emerge that can help guide behavior of managers and the board to create enduring value for various stakeholders.



Turbulence in Business and Society

- Nature of Turbulence & its Significance
- Globalisation & its Impact on Turbulence
- Economic Factors
- Social & Political Factors
- Vulnerability & Coping Mechanism
- A Stress Test for Business Models
- Role of Multilateral Agencies
- Role of Regulators

Creativity & Innovations: Technological Implications

- Disruptive Innovations & Changing Rules of the Game
- Intellectual Property Rights (IPRs)
- Knowledge Management
- Information & Communication Technology (ICT) and Innovations
- Rural Technology

Leadership during Turbulence

- Visionary Leadership
- Building Learning Organisations
- Talent Management
- Investment in Human Resources
- Transformation of Organisation Culture
- Augmenting Organisational Capabilities
- Value Based Leadership

Entrepreneurial Culture for Managing Turbulence

- Micro, Small & Medium Enterprises (MSME) & Innovative Business Models
- Laboratories of Life – Grass-Root Innovators
- Business Consolidation
 - Mergers & Acquisitions
 - Strategic Alliances & Joint Ventures
 - Corporate Restructuring
- Business Ecosystem for Managing Turbulence
 - Institutional Setup for innovation
 - Role of Venture Capital
 - Role of Angel Investors
 - Role of Incubators
 - Inter-linkages Between Industry & Academia

Learnings from the Downturn

- Learnings from Indian Experiences
- Across Geographies
- Across Industries & Sectors
 - Experience of Recession Proof Industries
- Corporate Governance - Cause & Solution
- Social Issues Becoming Strategic: Some Posers
- Relevance of Corporate Social Responsibility
- Influencer Role of Civil Society
- Regulatory Actions & Policy Solutions
- Rolling Out of Fiscal Stimulus
- Role of Central Banking
- Financial Resilience
- Banking & Financial Sector Contagion

Functional and Cross-Functional Challenges During Turbulence

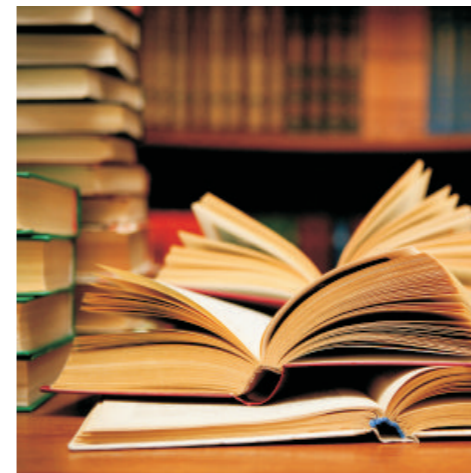
- New Product Development
- Marketing Interlinkages with R & D
- Customer Relationship Management
- Operational Excellence
- Enterprise Applications
- Total Quality Management
- Supply Chain Management
- Project Management
- Cost Management & Control Systems

IMPORTANT DATES

**Abstract Submission
Sept. 4, 2010**

**Full Paper Submission
Oct. 16, 2010**

**Deadline for Registration
Dec. 15, 2010**



We invite academic scholars, practicing professionals, and management students to participate by sharing their papers on various sub-themes.

Guidelines for Paper Submission:

- Only original and unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered.
- In the covering letter accompanying the manuscript, the contributors should certify that manuscript has neither been published anywhere nor is being considered presently anywhere for publication.
- Abstract (not exceeding 200 words) should reach us latest by September 4, 2010 in soft copy and hard copy.
- Submission should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address (es), telephone/fax numbers and e-mail address(es), title of the paper and up to four key words that describe the paper.
- The text of the full paper and abstract must include the title, but should not include the name(s) of the author(s) as papers will be blind reviewed.
- For preparation of the manuscript, the author(s) are requested to follow APA Citation Style. Please check the url: <http://www.library.cornell.edu/research/citmanage/apa>
- Acceptance of the paper would be notified within two weeks of the receipt of the same. The complete paper should reach us latest by October 16, 2010 in soft copy & hard copy.
- Few selected papers would be considered for publication in the form of a book to be published on the occasion and/or in the Institute Journal.
- At least one of the authors must pre-register for the conference.
- A maximum of two papers can be presented by one person.

REGISTRATION FEE

All the participants attending the conference are required to register for the conference. At least one of the authors must pre-register for the conference.

The registration fees are:

International Delegates (other than SAARC Countries) \$ 100

Delegates from India and SAARC countries

Academic	Rs 3,000
Industry	Rs 4,000
Students	Rs 1,000
Alumni	Rs 2,000
Spouse of Delegate	Rs 1,000

ACCOMODATION

On Campus, the accommodation charges would be Rs 2,000 / Rs 1,000 per person (AC rooms only) on single occupancy / twin sharing basis .

Apart from this, hotel accommodation is available in Ahmedabad, the tariff ranging from approximately

Rs 1,000 – Rs 7,000/- per day.

- Registration fees have to be sent along with the 'Delegate Registration Form'
- The registration fee covers conference kit, lunches and dinners.
- Registration fee is non refundable. However, change in nomination is permitted on request.
- Charges for accommodation will be on actual basis for registration forms received after December 15th, 2010.
- Payment should be made through demand draft to be drawn in favour of "Institute of Management, Nirma University", payable at Ahmedabad.

NICOM (NICOM - 2011)

14th Nirma International Conference on Management
January 6 – 8, 2011

DELEGATE REGISTRATION FORM

Prefix (Circle One) Dr. Prof./Mr./Ms

Name (In Capital Letters) _____

Gender: Male Female

Category: Student Alumni

Category: International Domestic

Affiliation: _____

Address (Official) _____

Address (Residential) _____

Address for Correspondence (Tick): Official Residential

Phone No. _____ Mobile No. _____

E-Mail: _____ Fax No. _____

Title of the Paper _____

Please inform us: (Tick multiple, if required)

Please tick (✓)

- | | |
|--|--------------------------|
| 1. I would like to register as a Residential Delegate
(With AC Accommodation) | <input type="checkbox"/> |
| 2. I would like to register as a Non-Residential Delegate | <input type="checkbox"/> |
| 3. I would like to bring my spouse/guest | <input type="checkbox"/> |
| 4. I would like to opt for single occupancy accommodation | <input type="checkbox"/> |

DETAILS OF DEMAND DRAFT:

Amount

No.

Date

(To be drawn in favour of "Institute of Management, Nirma University", payable at "Ahmedabad")

* Student Delegates would require submitting a letter of approval from the head of the Institution/ department along with the delegate form.

Date _____

Signature _____

(Note: This form can be photocopied for use of other willing participants)



NICOM Secretariat

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REGISTRATION FORM