

DISCUSSION
DIALOGUE



International Conference on

Evolving Frontiers in Business - Society - Nation Interfaces

March 10-12, 2011

Indus Business Academy, Bangalore
Formerly Indian Business Academy

Conference Chair

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AGE OF SOCIAL TURBULENCE

With headlines like Singur, Naxalism, terrorism, we are in the era of what one can term as social turbulence. The track attempts to understand the turbulences that are altering the traditional societal models.

Socio Political Turbulence and Government Interventions

Land Acquisitions- Corporation-Society Conflicts and Interfaces

Naxalism and the Development Paradigm

Terrorism and Social Turbulence

Dignity Struggle, Social Reengineering and National Development

Urbanization, Identity Struggle and Social Transformations

Underground Economy, Crime and Societal Impact

Gender Issues

Media induced social distortions

Anti globalization movements

Cyber Communities and Social Upheaval - Virtual cultures and social movements

Extra-constitutional social bodies and individual and societal choices

Modernity vs Modernity (Technological modernity based on reason Vs Creative modernity based on intuition)

NATION AND SOCIETY REDEFINED: EVOLVING CORPORATE - SOCIETY-STATE DYNAMICS

Social turbulences aided by changing corporate-nation dynamics has led to the need of redefining the existing notions of the state and society. The objective of the track is to identify the indicators that signal the overturning of the existing notions and the future of the state.

Clash of Civilizations, Resource Wars, Economic Globalization and Denationalization

Military Industrial Complex

State and the Rise of the Corporate Power- MNCs in developing world

Geopolitics and International Finance- Role of IMF and World Bank and Foreign Direct Investment
Corporate Power and International Trade Regime- TRIPS, GATS and WTO

Nation State, Private Actors, Knowledge Carrels, Information Control, Flows and Regulation

Electronic Markets and Digital Formations

NGO-Industry Complex and University Industry Complex

Energy Security and State Power

Climate Change, Business Models and Political Response

Sweatshops, Labour Standards and the future of the Factory

Corporations, Profitability and Public Health

Democracy, Human Rights, Human Values & Culture

New Dimensions of Transparency and Accountability
Art, Literature and Sports as Soft Power

GOVERNANCE MODELS FOR ASPIRATIONAL INDIA

We are observing increasing focus on developmental paradigms in national and regional governance. Electoral dividends accrue to those focusing on aspirations of the new India than on focus on traditional divide mechanisms. Elections in several Indian states in the recent past demonstrate this. Besides, legislations like RTI and Right to education have empowered the individuals in the society. Delivery of public services and poverty alleviation programmes are being reinforced.

The track seeks to examine the sustenance of this phenomenon and whether traditional governance based on non-development agenda and status quoist society are on the way out.

Development Agenda as Political Strategy

Emergent governance models in States

New Models in delivery of public services

Poverty Alleviation and employment models

Citizen empowerment

Public Private partnerships

Social Security

Inclusive growth and social justice models

Digital Pluralism and Economic Development

INDIA ASCENDANT: MODEL OF SOFT POWER

President Obama's visit has resulted in new interest in Indo-US relations and Indian influences on US polity and society

Impact of Vivekananda and spiritual movements

Mahatma Gandhi and Social Action

Knowledge Professionals and the new Indian Diaspora: Emergence of Indiapolis

MANAGEMENT IN THE AGE OF SOCIAL TURBULENCE

Given the dynamics that are unfolding in the society, the track looks at management response to these scenarios. Further the functional implications are sought to be discussed

Theoretical advancements- Classical, Marxian, Neo-classical, and New Age

Relevance of traditional business models

Organizational Theories, Changing People Behavior, Cross Cultural Dimensions and Decision Making

Evolving Consumer Trends, Lifestyles and Demographics

Mergers, Acquisitions and Consolidation

Corporate Governance

Corporate Social Responsibility

Sectoral Studies and Implications- IT, Financial Sector, Biotechnology, Entertainment, Publishing, Retail, Aviation, Transport, Manufacturing, Services, Small and Medium Enterprises etc.

Functional Implications on areas like Marketing, HR, Finance, Operations etc.

Myth of 'Bangalore CEO'

EMERGING MODELS and IDEAS IN BUSINESS

In the era of social turbulence, accompanied by digital transformation of how business functions, we find the traditional business models turning obsolescent. 'New Mantras' are now vibrating. The track looks at the new business and governance models that have emerged and the challenges they face.

Holistic Performance Scorecard and Firm Vision

Bottom of the pyramid and Rotating the pyramid models

Capillary Action Models

Forward Engineering and Business Strategy

Information Power, Economics, Business Obsolescence and Transformation

Networked Business Models and Poor Production

Open and Closed Business Models

Internet, Generativity Cyber Security

Internet, Reputation and Privacy

Intellectual Property Rights

Biotechnology and genetic revolution

Piracy, Creativity and Digital Rights Management

Jugaad as Innovation and User Driven Innovations

Digital commodity, distribution and technological standardization

Human Quality Development

'Corporate Rishi' Model of Leadership

Important Dates

Last date for submission of abstract

February 7, 2011

Last date for submission of full papers

February 25, 2011

Last date for registration for the conference (Early Bird)

February 28, 2011

Last date for registration for the conference (Late)

March 10, 2011

This is not an exhaustive list, and papers are welcome in other related areas. The Conference committee withholds the final right to arrange the track allocation depending on the popularity of each theme.

Conference Paper Submission and Review

- Contributions should be original research work not published or submitted for publication elsewhere.
- An abstract of around 200 words should be uploaded on the conference website on or before February 7, 2011. If you face any difficulty, contact us at bsn2011@iba.ac.in
- The authors of the short listed papers will be communicated by February 11, 2011.
- Detailed guidelines for submission of the conference abstracts/papers are available on the website (www.iba.ac.in)
- The authors have to upload the full paper on the conference website (www.iba.ac.in) on or before February 25, 2011.

Review and Acceptance

All contributions submitted for the conference are subject to double blind review. They will be reviewed for their originality, clarity and relevance to the theme. The authors also have to ensure it is their original work. Contributions will be tested for plagiarism.

Publication of papers

Selected papers presented at the conference will be considered for publication in the half yearly journal 3-D published by IBA. Accepted conference papers will be published as proceedings in a CD-ROM and will be given to all registered participants.

Student Paper Contest

There will be a separate session for contributions authored independently by students pursuing their post graduation/under graduation. To qualify for the best student contribution, all the authors must be full time post graduate/undergraduate students.

Conference Awards

It is proposed to award a cash prize of Rs. 15,000 for Best Paper, Rs. 10,000 for Second Best paper and Rs. 7,500 for Best Student paper.

Accommodation

The participants will have to make their own arrangements for their stay. The organizers are in the process of tying up with some leading hotels in the city, details of which would be communicated shortly. Pick up and drop facility will be provided from select points in the city to the conference venue. Accommodation in student hostels will be available by paying nominal charges of Rs. 1,000 per day.



Registration Fees

	Registration on or before February 28, 2011 (Early Bird)	Registration after February 28, 2011 (Late)
For Faculty Members	Rs.2500	Rs.3000
For Full-time Doctoral Students / Research Scholars / Students	Rs. 500	Rs.750
For Industry Delegates	Rs. 3000	Rs. 3500

The conference registration fees will include the conference kit, lunch, refreshments and dinner. **Registration fees will be per participant and not per paper.** If the co-authors want to participate, they have to register separately.

The conference participants will have to send in the demand draft drawn in favor of **Arihant Education and Research Foundation** payable at **Bangalore** along with the registration form. At least one author has to register for the conference to be eligible for the inclusion of the paper in the conference proceedings and programme.

Cancellations

We will refund 50% of the registration fee if a written request for withdrawal is received on or before March 3, 2011. No refund will be given after March 3, 2011.

Conference Venue

Indus Business Academy
Lakshimpura Village
Kanakapura Main Road
Bangalore-560 062

Conference Contacts:

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Conference Overview

Experiences of Globalization have created some side effects. Though the world poised for an economic recovery, the subterranean pressures and turbulences continue to rock the society. Challenges from Naxalites to Terrorists to Cyber 'Leaks' have confronted our policy makers. Business firms cannot remain immune to it. Further in the era of the shrinking State, corporate hegemony marches forward and has implications for emerging economies. The TRIPS agreement, ever increasing sweat shops among others, stand as examples to this. The counter reactions from the society have resulted in violent manifestations like in Nandigram and Kalinga Nagar etc. At the same time, the rise of click and mortar models seem to replace traditional business models. Capillary action models, Peer production like Wikipedia, open business models all unheard few years before now present new opportunities.

A further fundamental change on the horizon is the rise of India's soft power. Though economic warfare has replaced conventional wars, India's unique contribution to Global society in general and US in particular, from Swami Vivekananda (Spiritual tradition) to Mahatma Gandhi (Social action) the Emergence of Knowledge Professionals in the current era, is of a soft power trickling up to the upper echelons of the society. While once neglected, Indian Management thoughts are now attracting serious attention even among the Western thinkers.

While we remain uncertain over the turn of the events in future, it would be interesting to explore the future directions of the interfaces of the global society; economy and polity. The conference attempts to provide a common platform for scholars, students, corporate practitioners and activists in seeking the answers for the emergent challenges posed before India's upward thrust in the knowledge era.

About IBA

Indus Business Academy (IBA- formerly Indian Business Academy) has been Ranked **'12th'** by Competition Success Review (CSR) - GHRDC All India Survey in 2010, rated **'A++'** Category B-School by Business India All India Survey in 2010 and ranked **'30th'** by SiliconIndia in 2010, comprehensive salary and career growth survey of management graduates from **TOP 200** B-Schools of India.

IBA's founding mission was to bring excellence in Teaching, Training, Corporate Networking and in Placements. At IBA, students are groomed, not just as managers but as holistic individuals. It ensures emergence of positively charged individuals, ready to contribute to the growth of corporations and the welfare of the society.

'IBA' stands for three success mantras viz. **I**nspiration, **B**reakthrough and **A**chievement. At IBA, these three success mantras are represented by success formula viz. **Success = Inspiration X Breakthrough X Achievement (S = I X B X A)**. Students of IBA imbibe these fundamental values and this has led to their success in various walks of life at the national and global levels. Learning at IBA is rooted in the **3D** model of **D**iscussion, **D**ialogue and **D**iscourse facilitating the development of **C**reative, **E**nlightened and **O**rganic (**CEO**) leaders.

Today IBA stands tall in the comity of B-Schools. Step-by-step in a decade's time, it has made significant contributions to the field of management and management education. The success of IBA is rooted in the nurturing academic environment, use of latest technologies, creative curriculum design and excellent industry interface and placements.



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3D Model of Learning

Learning at IBA is based on 3D approach of **D**iscussion, **D**ialogue and **D**iscourse to facilitate development of **C**reative, **E**nlightened and **O**rganic (**CEO**) Leaders.

INDUS BUSINESS
ACADEMY
Bengaluru

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Registration Form

Name:

Designation:

Mobile No:

E-mail id:

Organization/Institution:

If you need a Participation Certificate, please write exactly how you would like us to print your name:

(Use CAPITAL Letters)

Submission No. :

Whether contributing a Paper in the Conference YES NO

Would you like to Chair a Technical Session? YES NO

Registration Type : Academic Doctoral Student (full time)
 PG Student Industry
 Government NGO

Address:

Phone No. (Official)

Total Amount Enclosed Rs.

Cheque/DD Number:

Bank Name:

The cheque (at Par) / DD has to be drawn on **Arihant Education & Research Foundation** payable at **Bangalore**.

Date

Signature with Seal