

NATIONAL CONFERENCE

“INNOVATIVE STRATEGIES FOR GLOBAL BUSINESS IN RECESSIONARY TIMES”

Saturday & Sunday, The 24th & 25th March 2012



KC INSTITUTE OF MANAGEMENT

PANDOGA, UNA (H.P.)-177207

NATIONAL CONFERENCE

Two-day National Conference on the theme
“**Innovative strategies for global business in Recessionary Time**”
on 24th & 25th March 2012 at Una.

About Institute:

The genesis of KC Institute of Management is ascribed to KC Educational & Welfare Society. The Society has always moved forward from time to time and under its supervision numerous institutions are running in Nawanshahr (Punjab) and Pandoga (HP). The Society is imparting education in the field of Management, Engineering and Technology, Education Management, Hotel Management, and many other disciplines at Postgraduate, graduate and diploma levels. The Society is also running schools affiliated to CBSE, New Delhi. More than 10,000 students are getting quality education in different institutions under the umbrella of Society.

KC Institution of Management was established in 2009, is one of the finest Management schools in the region. The institute is recognized by All India Council for Technical Education (AICTE), affiliated to Himachal Pradesh Technical University, Hamirpur. The institution has a pledge to nurture intellectual asset to feed the requirements of the world corporate giants and industrial establishments. The major objective is striving for modernization and ability to familiarize to the changing corporate priorities.

About the topic:

Innovation is the catalyst to growth, A strategy in a strict sense is an organized & formal procedures oriented to the acquisition of a clearly delimited goal. The economic scenario of the world is going through recessionary time in most parts of the world.

Recession is evil that affects the development of all countries and businesses. Sustaining business especially in the times of recession is one of the biggest challenges for the organization Governments and organization all over the world have to develop the Innovative strategies that are sustainable in the long run. Companies doing business across the country have to adopt innovative strategies at tactical and operational level and change their way of doing business.

The adaptive measures can be primarily cost cutting, restricting, reforming and improving business process in order to gain competitive advantage, change management is imperative at all levels to suit the new business environment, sustaining growth against all odds poses the greatest challenge for the organization. Being proactive to customer needs, mobilizing supply chain in lowest cost and developing good will is of utmost important.

Taking back ground in mind the first step to counter these problems is to imitate quality research in various aspects of business a lot of collaborative efforts should be taken by the academic researchers with the industry and business houses.

KCIM would like to be in the forefront of this issue and hence decided upon this theme.

“Innovative strategies for Global Business in Recessionary Times.”

Objective:

Research papers of authors from Industry as well as Academia will generate awareness about the potential and limitations of the theme and its applicability in business practice. It will also provide a platform for industry leaders, managers, academicians, research scholars and students

To explore the potential and keep the management learners abreast with the latest happenings in the corporate world.

To provide a platform for exchange of thoughts, ideas and views on innovative strategies.

To discuss challenges and opportunities on strategies for global business.

To publish and share authentic research works on conference theme.

It is also to discuss originally designed strategic models for managerial discussions and real life applications.

Conference Details:

The National conference shall be organized for two days on 24th & 25th March 2012 in the institute premises.

For whom :

Academicians, Research Scholars, Practicing Managers, Entrepreneurs, Bureaucrats as well as Management students may participate in this conference.

Sub-theme and Tracks: The conference invites original unpublished research papers from academia and industry on innovative strategies for Global Business in Recessionary Times." having following tracks.

However papers beyond listed areas but relevant to the theme are also welcome.

- Strategic Management
- Corporate Governance
- Mergers and Acquisitions
- FDI in Retail Sector
- Global HRM
- Sustaining and Enhancing competitiveness in Small and Medium Enterprises
- Globalization
- International Business
- Supply Chain Management
- Innovative Strategy for Survival
- E-marketing
- Global Business Laws and Ethics
- Society, culture, value & environmental concerns for competitiveness
- Global Market Place: Environment and Management Challenges
- Information Technology Development Application
- Business Information System

Important Dates:

- | | |
|---|-----------------------------|
| ● Last date of Submission of Abstracts | 25 th Jan. 2012. |
| ● Notification of Acceptance of the Abstracts | 30 th Jan 2012 |
| ● Last date of Submission of Full Paper | 05 th Feb 2012 |

Guidelines for Submission of Abstract:

- Title page - Title, Author(s), Institute(s), Contact details
- Length - 350 words
- Line Spacing - 1.5
- Font - Times New Roman
- Font Size Heading - 14, Text - 12

- Margin- 1.5 inch on all four sides
- Keywords- At least two

Guidelines for Submission of Full Paper:

Guidelines for Submission of full paper

- Format - A4 size, MS Word
- Word Limit - 2500 to 5000 words
- Font - Time New Roman
- Font Size - Heading - 14, Text - 12
- Margin - 1.5 inch on all four sides
- Line Spacing - 1.5
- Keywords - At least two

Registration Details:

Academicians	Last date of Registration	: 15 th Feb 2012	500/-
	After	: 15 th Feb 2012	750/-
Corporate/ Industry Delegates		: 15 th Feb 2012	750/-
	After	: 15 th Feb 2012	1000/-

You must inform about accommodation requirement before 15th Feb, 2012.

Hotel Accommodation Details : Rs. 700/- to 1000/- per person per seat on twin sharing basis as per preference of the delegates.

Registration fee of Rs 500 per participant should be sent latest by, 15th Feb, 2012 through a ...D.D in favour of KC Educational & Social Welfare Society, payable at Pandoga, Una (HP)..... Registration fee will include breakfast, lunch, dinner, conference kit & copy of the conference proceeding. The registration form should be sent along with the Conference Fee.

Invited Speakers

The conference would invite presentations in each of the four sub-themes. The Panel discussion will be chaired / conducted by experts in the respective fields.

Chief Patron

Chairman :
Shri P.P.Gandhi

Vice Chairman :
Shri Hitesh Gandhi

Organizing Committee

Conference convener:

Dr. Rashmi Gujrati
Principal (KCIM)

Coordinator:

Mr. Rupesh Kumar Gupta
Ph No- 09736859339, 09805826939

Mr. Deepak Sharma

Mr. Pushendra Kumar Sharma

Mrs. Chand Chopra

..... Email ID for

Submission & Correspondence:

kashti2012kcimconference@gmail.com

Dr. Rashmi Gujrati,

Principal(KCIM)

Cell # 09805095104

Conference email : **kashti2012kcimconference@gmail.com**

Office e-mail : **kcimprincipal@yahoo.com**

Website : **www.kcinstitutes.in**



KC INSTITUTE OF MANAGEMENT PANDOGA, UNA (H.P.)-177207

(Approved by AICTE, New Delhi & H.P.
Govt. Affiliated to H.P. University, Shimla & HPTU, Hamirpur)

Ph.:01975-241461 Fax:01975-241111 Mobile:9805095104
Email:kcimprincipal@yahoo.com, Website:www.kcinstitutes.in

REGISTRATION FORM

National Conference on "Innovative Strategies for Global Businesses in Recessionary Times"
March 24th&25th, 2012

Name of the Author : _____
Designation : _____
Mobile Number : _____
E-Mail : _____
Name of the Co-Author : _____
Designation : _____
Mobile Number : _____
E-Mail : _____
Name of the Organization : _____
Phone No. (O) : _____
Field Name : _____
Accommodation (Yes/No) : _____

Payment Details:

We hereby enclose a Demand Draft for Rs. _____ No. _____, dated _____
drawn on _____

in favor of **KC Educational & Social Welfare Society**, v.p.o. pandoga uparlaTeh&Distt. una (H.P).

Please send the filled up-Registration form to:

Conference Convener: National Conference 2012

Dr. Rashmi Gujrati, Principal(KCIM)

KC Institute of Management, Pandoga ,Una. Ph: 09805095104

E-mail: kashti2012kcimconference@gmail.com

Note: Photo Copies or Printouts of this form will also be acceptable for registration.

PLACES OF INTEREST AROUND KC INSTITUTIONS



Jwala Ji Temple (70 Kms)



Chintpurni Temple (55 Kms)



Shimla (235 Kms)



Sidh Baba Balak Nath (65 Kms)



KC Group of Institutions
Pandoga



Dharamshala (120 Kms)



Naina Devi Temple (65 Kms)



Anandpur Sahib (50 Kms)



Manali (215 Kms)



KC GROUP OF INSTITUTIONS

Nawanshahr Campus | Pandoga, Una Campus

Karyam Road Nawanshahr
Punjab (India) 144514
Telephone : 01823-503836, 504200
FAX : 01823-229078
E-mail Id: info@kcinstitutes.com
Website : www.kcinstitutes.com

V.P.O Pandoga, Teh. & Distt. Una,
H.P. (India) 177207
Telephone : 01975-241461
FAX : 01975-241111
E-mail Id: info@kcinstitutes.in
Website : www.kcinstitutes.in