

**National Conference**  
on  
**Role of IT & Management in  
Sustainable Development**



**26 November, 2011**

Organized by :



**IMR**

**INSTITUTE OF MANAGEMENT & RESEARCH**

8th Milestone, Delhi-Meerut Road, Duhai Ghaziabazd (UP)



#### About the Institute

Institute of management & Research (IMR) was established in year 1967 under the aegis of NP Goel Charitable Trust, with the sole aim of providing quality education at reasonable cost. Over the period of 14 glorious years, the Institute has witnessed a phenomenal growth. Committed to excellence, the Institute is running MCA, MBA, PGDM, BBA, BCA & B.Ed. programs under the banners of G.B. Technical University, Ludhiana, Mahatma Technical University, Noida and C.S. University, Meerut. Our MCA, MBA & PGDM programs are approved by AICTE, Ministry of HRD, Govt. of India. The Institute is housed in a fully air-conditioned, ultramodern campus in the industrial hub of NCR (Ghaziabad) adjoining New Delhi. Other than the classroom studies using the latest audio visual aids, IMR lays lots of emphasis on professional and personality development programs, co-curricular and extra-curricular activities. We offer a whole basket of value added courses, besides conducting workshop, conferences & seminars of national and international stature.

#### About National Conference

The term sustainable development means different things to different people. But, in essence, it is concerned with meeting the needs of people today without compromising the ability of future generations to meet their own needs. Sustainable development (SD) is a pattern of resource use, that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for generations to come (sometimes taught as ELPP-Environment, Local people, Future). Sustainable development as development that meets the needs of the present without compromising the ability of future Sustainability is the ability of the people, businesses and economies to survive in the adverse situations. In a broader sense, sustainability means that the economies have to operate in such a way to have least impact on its environment. Today, sustainability issues with the emerging markets are rising and in the last decade or so there has been a great shift in the operations of the business houses of all sizes, of all sectors and at all locations. The need for sustainable approaches and due to its complexities at all levels is a burning issue in emerging markets. Innovation and Technology is essential to the development of new models, strategies and solution are based upon the principles of sustainability.

This Conference will provide a multi-disciplinary platform for thinkers, academics, Information Technology experts, business leaders, government officials, civil society groups and grass root activists to share their ideas, initiatives, experiences and messages for making this planet a place for healthy and prosperous living by using IT & Management techniques. This Conference will cover global perspectives and practices, keeping in view national priorities as well as regional challenges. The program will include keynote addresses and panel discussions by leading experts, presentations by researchers and practitioners and informal conversations through mutual sharing.

#### Objectives of National Conference:

- A broader view for Role of IT & Management in Social, Environmental and Economic outcomes;
- Role of IT & Management in a long-term perspective, concerned with the interests and rights of future generations as well as people today;
- Role of IT & Management: An inclusive approach to action, which recognizes the need for all people to be involved in the decisions that affect their lives.
- This Conference will highlight the enormous power of technological innovation and the information and communication technologies (ICT) sector in catalyzing the transition to a green economy, in particular by providing tangible solutions to promote energy efficiency, sound waste management and carbon emissions reduction and many more areas.

#### Call for Papers

Research papers are invited from academicians researchers and corporate executives for the conference.

- Full paper should be sent in MS word with double spaced, times new roman size 12 font with proper format indicating the Name of Author and Co-author, with email, contact number and address written at the top latest by 15, November 2011
- Send soft copy of your research paper at [imrseminar@gmail.com](mailto:imrseminar@gmail.com)
- The length of the full paper should be about 3000 words.
- The e-references that are actually utilized should only be included in the reference list alphabetically.
- LCD Projector/OHP will be available for presentation.
- Selected papers will be included in souvenir, published by renowned publishing house.

#### Who Can Submit Papers

- Faculty Members/Academicians
- Research Scholars
- Executives and Consultants
- P.G. Students (one of the authors is a faculty member)

Areas of interest include, but are not limited to, the following:

#### Information Technology Management

- Data bases, types of data bases
- Information Technology issues
- Information and Data Management
- Data Modeling
- IT applications in Market Verticals
- Business Intelligence
- Converging Technology Networks
- Data Mining and Data warehousing
- Data security and Computer Networks
- Data quality and Data Standards
- ERP and enterprise wide solutions
- Enterprise Cloud Computing
- Service Oriented Architecture

#### Data Bases Data Warehousing, Data Mining

- Data Exchange, Integration quality, cleaning and Lineage
- Database Monitoring and Tuning
- Data Privacy and Security
- Data Warehousing and Mining
- Metadata, Multilingual and Multimedia Data Management
- Query Processing and Optimization
- Text Search and Database Querying
- Storage and Transaction Management.
- Spatial Databases, Web Databases, Object Oriented Databases, Parallel and Distributed Databases
- Managing Uncertain, Imprecise, Inconsistent Information and Semi Structured Data

#### Communications, Information and Network Security

- Peer-to-Peer Data Management
- Web Services and Personalized Information Systems
- Embedded, Sensor, Mobile, Time Series
- Intrusion Detection method
- Network Optimization & Routing
- Issues in Wireless / Wired Networking
- Fuzzy Logic and Neural Networks
- Network Security & Cryptography

#### Computer Engineering & Its Application

- Business Analytics
- Artificial Intelligence
- Computational intelligence
- Expert Systems
- Benchmarking and Performance Evaluation of IT/IS
- Data Management issues in IT and IS
- Regulatory environment in IT
- All Data Management Issues in CRM, SCM and ERP
- Fuzzy logic in Decision Making & in the Court of Law
- Cloud Computing

#### Strategy Formulation and Implementation with IT

- Formulating Strategies
- Assessing the international and national security environment
- Optimizing the Value Chain
- Strategic Entrepreneurship
- Benchmarking for Excellence
- Going beyond the Balanced Score Card
- Protecting Knowledge-Cyber Security
- Other Allied areas in Strategy leveraging IT

#### Finance

- Value Creation through Corporate restructuring
- Financial Re engineering
- Foreign Exchange and Risk management
- Asset liabilities management for banking and other financial institutions
- Venture capital and Entrepreneurial finance
- Financial innovations
- Cost and Performance management
- Mergers and acquisitions
- Project Management
- Global Investment Portfolio

#### Human Resource

- Knowledge Management & Knowledge Management System
- Current trends in Intellectual property rights (IPR)
- Enhancing global competitiveness through integration of
  - Intelligence Quotient (IQ)
  - Emotional Quotient (EQ)
  - Spiritual Quotient (SQ)
- Application of Total Quality Management (TQM)
- Principles to Human Resources (HR)
- Competency Mapping
- Contemporary HR practices
- Innovative strategies for Change Management
- Techniques for HR audits

#### Marketing

- Product design and development
- Market segmentation and profiling customers
- Brand building and enhancement
- Customer relationship Management
- Advertising and promotion techniques
- Loyalty programs
- Creative Marketing Strategies
- Rural marketing
- Logistics and distribution
- Business marketing
- Services Marketing
- E-commerce
- E-Retailing

### REGISTRATION FEE

Academics : Rs.1000/-

Industry Delegate : Rs.1500/-

Research Scholar & Students : Rs.500/-

DD/1st par cheque should be in favor of "IMR Ghaziabad" payable at Ghaziabad or cash to be deposited with Accounts at :-



IMR

## INSTITUTE OF MANAGEMENT & RESEARCH

8th Milestone, Delhi-Meerut Road, Duhai, Ghaziabadd (UP)

Ph. : 0120-2788325 (Extn. 215) 097599-92403, 088263-69853, 094110-31214

Email: imrseminar@gmail.com, Website: www.imrghaziabad.in

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Mr Shailesh Kumar

Coordinator-MCA

## CONFERENCE SCHEDULE

Date	TIME	ACTIVITY DETAILS
26 November 2011	0900 Hrs	Registration
(Saturday)	1000 Hrs	Inaugural Session
	1130 Hrs	High Tea
	1200 Hrs	Panel Discussion
	0130 Hrs	Lunch
	0200 Hrs	Technical Sessions
	0500 Hrs	Networking Tea

Paper Submission Deadline with registration fee as applicable 15 November 2011

Notification to authors 18 November 2011

Conference Date 26 November 2011

Address for communication:

**Mr Shailesh Kumar, Organizing Secretary**



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