

2nd International Conference
on
“DOING BUSINESS IN INDIA”
17-18 December, 2009
At IFIM Business School
Centre for Developmental Education
Bangalore

Background

India is one of the most desirable destinations of MNCs to do business, even at this time of global economic downturns. Liberalized economic policy, young and skilled human resource, and world class infrastructure, along with the huge growing market, are only a few factors, which have been motivating the foreign investors to come to India and set up their operations. India continues to provide an innovative and large differentiated market to the rest of the world, due to its ability to produce low cost high value products and services and rationalize resources through innovative business practices leading to top quality products at competitive prices inducing the necessary demands, even at recessionary times. This leads to manifold implications in Indian business scenario. On the one hand, considering the hardship of coping with unique Indian culture, language, religion, the foreign companies are weighing up the feasibility of having strategic alliances with Indian companies vis –a-vis setting up their own operation. On the other hand, the indigenous companies, especially the small and medium enterprises, are facing tremendous competition from the global giants and thus, trying to adopt with the change by professionalizing their operations more. Thus “Doing Business in India “comes with a lot of challenges.

To enable an in- depth discussion of ideas on this important theme, IFIM Business School is organizing the Second International Conference on “Doing business in India” at Bangalore on 17-18th December 2009. The sub- themes of the conference are:

- Marketing
- CRM
- Finance
- Economics
- Human Resource
- Corporate Governance and Business Ethics
- Information Technology
- Entrepreneurship
- Knowledge Management
- Cross cultural management
- Comparative studies on India with other economies
- Any other related areas

Papers on the above sub- themes are welcome from various sectors, such as manufacturing, service, IT and IT Enabled Services (ITES), Small and Medium Enterprises (SMEs), Education, Business Process Outsourcing (BPOs), infrastructure and so on.

Papers accepted for presentation in the conference will also be considered, through further blind reviewing process, for publication in the special issue of “FOCUS”, a refereed journal of IFIM.

Who can contribute

- Academicians from India and abroad
- Research scholars and students from India and abroad
- Consultants/ Bureaucrats
- Management Practitioners from the corporate and public sector
- Entrepreneurs

Best Paper award

The best three accepted papers will get cash awards. One of the three awards will be for the best doctoral student paper.

Important Dates

Last Date for submission of Abstracts: 30th September, 2009

Last date for submission of Full Papers: 30th September 2009

Last date for notification of acceptance of full paper: 10th October 2009

Early bird registration: 30th October 2009 (20% Discount)

Last date for registration: 1st December 2009

About past conference

IFIM Business School had its First International Conference on ‘Doing Business in India’ on 18-19th December 2008 and it was a grand success. The event saw a large number of eminent individuals presenting papers on various subjects like Marketing, CRM, Finance, Economics, Human Resource, Corporate Governance and Business Ethics, Information Technology, Entrepreneurship, Knowledge management, Cross cultural management and other related areas. Academicians and management scholars and practitioners have participated in the conference from countries like UK, Czech Republic, New Zealand. Cash awards for the three best papers were received by three presenters including an international presenter. Mr. Edwin Moses, Vice-President, Teleca AB was the Chief Guest of the inauguration function of the conference. Dr. Gopal Mahapatra Director-Organization & Talent Development, Oracle India Ltd. and Mr. Manzoor Ameen, Head - Marketing and SCM at Titan Eye+ took part in the round table discussion on “Doing

Business in India”. More details about the past conference have been provided in www.ifimbschool.com.

Registration Details

All participants, including authors, have to register. Registration fee for participants:

Manager/ Practitioners: Rs. 3000/-

Academicians/ Research Scholars from India: Rs 2000/-

Students from India: Rs 750/-

Accompanying Spouse**: Rs 1000/-

Foreign Delegates: US\$150

Foreign Students: US \$50

**Accompanying spouse will not be eligible for the conference kit.

Accommodation

Registration does not include accommodation. IFIM can provide a list of hotels/ guest houses. You are advised to book your own accommodation.

For abstract/ paper submission and any other clarification, please contact the following

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Conference Committee

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REGISTRATION FORM

2nd International Conference
on

“DOING BUSINESS IN INDIA”

Date: 17-18 December, 2009

1. Name (in capital letters).....
2. Designation and Affiliation.....
3. Address for Correspondence.....
.....
.....
Phone No.....Fax No.....
E-mail.....
4. Whether or not presenting Paper: Yes/No
5. Title of the Paper.....
.....
6. Details of Demand Draft-Amount.....No.....Dated..... Drawn in favour of **Centre for Developmental Education** payable at **Bangalore**

Please inform us:

1. I would like to contribute a paper : Yes / No
2. I would like to attend the conference: Yes / No
3. I need the assistance to get accommodation: Yes / No

Note : This form can be photocopied for the use of other willing participants.