



5<sup>th</sup> International Conference on  
“Sustainability Management and the Power of Innovation”  
January 10-12, 2014



**PRESTIGE**  
PRESTIGE INSTITUTE OF MANAGEMENT, GWALIOR

## PIMG: Substantiate Globally

Prestige Education Society, Indore, registered under the Societies Registration Act 1860 was set up by Prestige Group of Industries with an



objective to meet the widely felt need for globally oriented management and information technology education and training of professionals. PIMG is one of the five Professional Educational Institutes promoted by the society.

The Institute was set up in the year 1997. The Institute has grown to be recognized as a premier Institute for higher learning. It is a major learning centre in Central India and has been included among the top 1000 B-Schools in the world (Ed-universal Official Selection, Paris) continuously for last 5 years. The Institute has also been awarded "Certificate of Excellence" by International Accreditation Organization in August, 2012 and Outstanding B-School Award for Central India (Discovery Education Media Private Limited: 2013). Ranked 33rd India's Top B-School Brands (Business Barons Issue: November, 2012), 30th among Management Institutions in India (Silicon India, Issue: 2012), rated A++ among all India's Best B-School Survey 2013 (Business and Management: Chronicle Issue: December 2012). The Institute has approval of All India Council for Technical Education & the State Government of Madhya Pradesh and is affiliated to Jiwaji University, Gwalior. The Institute offers MBA, MAM, BBA, B. Com, and BCA programmes.

The strikingly modern PIMG campus, specifically designed to create a stimulating atmosphere, is located at Airport Road, Near Dehar Dayal Nagar, Gwalior, a prominent site, 2 kms from Maharajpur Airport, 7 kms from Railway Station and Main Bus Stand. The campus is aesthetic, user friendly, spacious, well lit and comfortable. The serene and peaceful environment supplemented by greenery all around provides right setting for learning.

## About Gwalior



Gwalior occupies a strategic location in the central region of India. The city offers the traveller a unique style of architecture.

The great Rajput clans of the Pratiharas, Kachwahas and Tomars have left inefaceable marks of their rule in this city of palaces, temples and monuments. The majestic fort considered as one of the best in the world located at the heart of Gwalior was built by Raja Man Singh Tomar, of the Tomar dynasty. This formidable structure described as the 'pearl in the necklace of the castles of Hind', dominates the city's skyline with its massive and captivating structure. Gwalior fort also has the Gurudwara Data Bandi built in the memory of the sixth Sikh Guru Har Gobind. Close to the heart of the city is splendid Jai Vilas Palace, patterned on the palace of Versailles; it combines Tuscan, Italian and Corinthian

styles of architecture.

Gwalior is a well acknowledged place of art, associated with historic as well as contemporary evidence. The Gwalior is famous for its contribution to classical music and known for Gwalior Gharana. Gwalior is the birth place of classical Music Maestro Miya Tansen. The Gwalior Trade Fair takes place every year in the month of December-January, which is the true representation of art, culture and heritage of different states of India. Tourists visit Gwalior throughout the year. Gwalior has a population of approx. one and a half million. It is surrounded by 5 industrial areas with various national and multinational companies such as SRF, JK Tyres, Godrej and Cadburys, Ranbaxy and Punj Loyd. Forming a part of the Heritage Tourism belt, Gwalior is a city of tourist attraction.

## Season and Climate

Gwalior is located at 26°13'N 78°11'E / 26.22°N 78.18°E. Gwalior can be visited from late October to early March without much discomfort. The day temperature of city ranges between 15 to 25 degree Celsius and in the nights it can be below 5 degree Celsius during January.

**By Air:** The Gwalior Airport is situated at 2 km from the Institute. It is connected by Indian Airlines to important cities like Mumbai, Bhopal, and Delhi.

**By Rail:** The Gwalior Rail-head is situated within the city area. All the metropolitan Cities are connected with each other through Gwalior, 90 trains ply via Gwalior every day.

**By Road:** Gwalior is extremely well linked by a good network of roadways and road transport to all the important towns of Madhya Pradesh and adjacent areas. It is well linked with Agra (118 km), Delhi (321 km), Jaipur (350 km), Bhopal (423 km), Lucknow, Chanderi (239 km), Khajuraho (275 km), Jhansi (101 km), Indore (486 km), Ujjain (455 km), and Shivpuri (114 km).

## Overview of the Conference

In today's business environment, innovation isn't an option. It's a requirement. The success of business is determined to a large extent by the power of Innovation. Innovations could be innovations focusing only on creating something new without focusing on the business model or it could be focused on the business model. Companies focusing on Business Model Innovations outperform their industry peers in terms of operating margin and total shareholder returns.

Sustainability is a business strategy that drives long-term corporate growth and profitability by mandating the inclusion of environmental and social issues in the business model. Sustainable management is needed because it is an important part of the ability to successfully maintain the quality of life not only in the organizations but also on our planet. Business sustainability requires firms to adhere to the principles of sustainable development. Our personal lives also need to be managed sustainably. This can be by making decisions that will help sustain our immediate surroundings and environment, or

it can be by managing our emotional and physical well-being.

The fifth International Conference being organized by Prestige Institute of Management, Gwalior is designed for those who have some form of sustainability responsibility in their current position, are looking to incorporate this into their current organization practices, or are looking to switch current career paths to pursue opportunities in the innovative world. The conference will explore new areas *i.e.* risk and environment management, financial services, utilities, industrial manufacturing, energy, pharmaceuticals, media, transportation, food service, and technology to the practitioners, professional and young researchers.

### Conference Objective

The main objective of the conference is to explore the idea of sustainability management and the power of innovation. Sustainability is the core value because it supports a strategic vision of firms in the long term by integrating economic profits with responsibility to protect the environment.

The conference brings together a distinguished panel of speakers including academics from renowned Business School/Universities/Institutes, management thinkers, businessmen and researchers across the world to share their views on how global business firms should create an environment that fosters innovation and helps organizations sustain for a long period of time.

### Rationale

The role of Sustainability Management is managing a process by which companies manage their financial, social and environmental risks, obligation and opportunities. Innovation has become the buzz word across the world. The power of innovations is used to create new products and services; leading to maximization of profits through maximization of people productivity.

The trend towards sustainable management means that organizations are beginning to implement a systems wide approach that links various parts of the business with the greater environment at large.

The present conference will provide an understanding of power of innovation and its contribution on sustainability management. Companies must make the connection between sustainability as a vision and sustainability as a practice. Managers need to think systematically and realistically about the application of traditional business principles to environmental problems. By melding the two concepts together, new ideas of business principles emerge and can enable companies - those with the right industry structure, competitive position, and managerial skills - to deliver increased value to shareholders while making improvements in their environmental performance.

### Who Should Attend the Conference ?

- Academician and policy makers seeking to gain a broader insight into the issue of Sustainability Management.

- Research scholars and innovative leaders seeking to gain a broader insight into the issue of Power of Innovation.
- Students and young researchers who are looking for expert guidance into the issue of Sustainability Management and the Power of Innovation.

### Call for Papers

Original papers in different areas are invited on the following subthemes:

#### Subthemes in Marketing

1. Green Marketing
2. Marketing Information Systems
3. Developing inclusive customer relationships
4. Innovative marketing communications
5. Managing value based marketing
6. Managing cultural and sub cultural diversity in markets
7. Assessing Marketing Performance
8. Sports Marketing and Sponsorship
9. Contemporary Issues in Marketing
10. B-to-B and Industrial Marketing
11. Consumer Psychology
12. Product & Corporate Branding

#### Subthemes in Finance and Accounting

1. International Financial markets and financial modeling/ applied financial economics
2. Financial Globalization and sustainable finance: Implications for policy initiative
3. Rethinking banking and finance: Money, market and models
4. Recent advances in corporate finance/corporate financing decision and financial reporting
5. Asset pricing and risk diversification
6. Volatility in Financial Markets
7. Financial Econometrics
8. Lessons from Global Financial Crisis
9. Sovereign Wealth Funds
10. Mergers, Acquisitions & Corporate Restructuring
11. International Financial Management: Role of Currency Futures
12. Performance of Mutual Funds
13. Financial Reporting and Corporate Governance
14. Accounting Standards: IFRS vis-à-vis Indian Accounting Standards
15. Emerging trends in Accounting: Accounting for Human Resources

#### Subthemes in HRM

1. Ethics & Social Responsibility in Organization
2. Team Building

3. Organizational Communication & Information Mgmt.
  4. Managing Productive Work Teams
  5. Best Practices in Human Resource Management
  6. Strategic Reward Systems
  7. Power, Influence & Negotiation
  8. Building High Performance Organizations
  9. Expanding HR's image and reach – HR Branding
  10. Organizational communication for organizational effectiveness
  11. Talent Assessment: Leadership Development Strategy in a Global Environment
  12. Proactively Managing the Changing Structure of the workforce for organizational sustainability
  13. Creating High-Performance workplaces
  14. Managing and retaining talented employees
  15. Creative compensation practices and people management
- Subthemes in IT
1. Network Security
  2. Artificial Intelligence
  3. Neural Network & Fuzzy Logic
  4. Data Mining & Warehousing
  5. Cloud Computing
  6. CRM and Decision Support Systems
  7. Distributed and Parallel Systems
  8. Enterprise Computing
  9. Green Computing
  10. ICT for Development
  11. Information Security and Ethics
  12. IT Strategies
  13. E-business and E-Commerce
  14. Social Networks
- Subthemes in General Management
1. Cross-cultural management and innovation
  2. Core competence and strategy innovations
  3. Green Innovation and Sustainability
  4. Business Intelligence
  5. Economy and employment
  6. Ecosystems management
  7. Total Quality Management
  8. Innovations in services, logistics and supply-chain mgmt.
  9. Intellectual property and knowledge management
  10. Technology Transfer, Marketing and Commercialization
  11. Innovative pedagogies in Education
  12. Business performance management

### Participant Profile

Original papers are invited from Academicians, Professionals, Researchers and Students engaged in the field

of Management, Information and Applied Mathematics. The participants interested in presenting technical papers must submit the abstract of the paper (150) words in English, which will be scrutinized by the editorial committee before their acceptance for presenting. The abstract must be accompanied with the author's name(s), affiliations(s), full postal address, email ID, and telephone/fax number along with the title of the paper on the front page. Abstracts of all the papers accepted for presentation will be published in the form of souvenir.

### Guidelines for Full Papers

Full text of the paper is to be submitted in duplicate, typed in MS Word using Times New Roman, font size 12 on A-4 size paper in double spacing (not more than 25 printed pages) and the soft copy of the paper e-mailed to the conference secretary at the mail-id [drvinod@prestigegwl.org](mailto:drvinod@prestigegwl.org), [dr.vinodbhatnagar@gmail.com](mailto:dr.vinodbhatnagar@gmail.com). The paper must be accompanied with the author's name(s), affiliation(s), and full postal address, email ID, and telephone number along with the title of the paper on the front page. Selected full research papers will be published in the form of a book, which will be distributed free of cost to all the registered participants. For presentation of the paper/s in conference, the contributors are requested to register themselves at an early date. Registration and presentation of the paper by at least one author in the conference is mandatory to ensure inclusion of the paper in the book. Conference book will be distributed free to only those participants who will attend the conference and present their paper in the conference. Research papers must provide appropriate references in APA format.

Selected papers will also be published in the special issue of Prestige International Journal of Management and Information Technology-*Sanchayan*.

### Visa Matter

Participants are responsible for obtaining a valid visa before traveling to India. Please visit the Indian Embassy website in the country of your residence. PIMG Conference organizers will endeavor to support your visa application by issuing invitation/confirmation letter when required. However the organizers will issue such a letter only when you have registered for the conference (either online or by post). Requests for such support should be made directly to Dr. Vinod K. Bhatnagar at [drvinod@prestigegwl.org](mailto:drvinod@prestigegwl.org)

### Best Ph. D. Thesis Award

To be conferred on the occasion of the 5<sup>th</sup> International Conference (January 10, 2014)



## Guidelines for Ph. D. Thesis Award

1. The contest is open to full time faculty members/ research scholars of B-Schools located anywhere in the world.
2. Five copies of the abstract/summary of the Ph.D. thesis duly typed in double space must be submitted along with the soft copy in Time New Roman, Font Size 12, in MS-Word by the contestants.
3. The abstract/summary should contain topic of the thesis, rationale, objectives, methods (study, design, sample and tools), salient findings and implications of the study.
4. To be eligible for admission to the contest, the Ph.D. degree must have been awarded between Jan-2006 and October-2013..
5. The abstract/summary of the thesis should be routed through head of the B-school to which the contestant belongs. The title of the theses should be indicated by the head of the B-school in the covering letter while forwarding the entry of the contests.
6. The abstract/summary of the thesis must be accompanied by the proof of the award of the degree.
7. The abstract/summaries will be screened by the panel of subject experts and selected candidates will be invited to make presentation based on complete thesis before the panel.
8. The last date for the receipt of entries in November 15, 2013 in the office of the Director, Prestige Institute of Management, Gwalior.

## Conference Schedule

Day 1 (Day 1 (January 10, 2014)	
Fellowship	09.00 - 10.00 A.M
Inaugural session	10.00 - 12.00 Noon
Lunch	12.00 - 01.00 P.M
Technical session 1 (Parallel session)	01.15 - 03.15 P.M
Tea Break	03.15 - 03.45 P.M
Technical session 2 (Parallel session)	04.00 - 05.30 P.M
Day 2 (January 11, 2014)	
Breakfast	08.00 - 09.00 A.M
Technical session 1 (Parallel session)	09.00 - 10.30 A.M
Technical session 2 (Parallel session)	10.30 - 12.00 Noon
Lunch	12.00 - 01.00 P.M
Technical session 3 (Parallel session)	01.15 - 02.30 P.M
Technical session 4 (Parallel session)	02.45 - 04.00 P.M
Valedictory session	04.15 - 05.00 P.M

**Note:** Day 1-2 of the conference will be web-casted.

Day 3 (January 12, 2014): Excursion Tour to Taj City Agra  
**(Note:** The delegates registered in the category of Business Executives and Academicians will go on excursion tour).



## About Agra

One of India's most famous cities, Agra is home to the breathtaking white-marble Taj Mahal, a truly magnificent Mughal riverside mausoleum and World Heritage Site. Agra lies in the state of Uttar Pradesh, in North India, and this region is home to no less than three designated World Heritage Sites. Agra's Taj Mahal is one of the most famous buildings in the world, the mausoleum of Shah Jahan's favourite wife, Mumtaz Mahal. It is one of the New Seven Wonders of the world, and one of three World Heritage Sites in Agra. Completed in 1653, the Taj Mahal was built by the Mughal king Shah Jahan as the final resting place for his beloved wife, Mumtaz Mahal. Finished in marble, it is perhaps India's most fascinating and beautiful monument.

## Important Dates

Last date for submission of abstract  
August 31, 2013  
Notification of acceptance of abstract  
September 15, 2013  
Last date for submission of Full paper  
October 15, 2013  
Notification of acceptance of Full paper  
October 31, 2013

## Registration

Delegate Category	Residential (in Rs.)	Non-Residential (in Rs.)	Residential (in US\$)
Business Executives	5000	3000	300
Academicians (Faculty)	5000	2500	250
Regular Students	3500	1500	100

## Chief Patron

Mr. N.N. Jain

Chairman

Prestige Education Society

## Patrons

Dr. Davish Jain

Chairman-Governing Body, PIMG

Mr. Dipin Jain

Treasurer, Prestige Education Society

## Conference Chairman

Dr. S. S. Bhakar

Mobile : +91 9009185775

Ph: +91-751-4097000

email: ssb1958@rediffmail.com

ssb1958@gmail.com

## Conference Secretary

Dr. Vinod K. Bhatnagar

Mobile: +91-9329082151

Phone: +91-751-4097041

Email: drvinod@prestigegwl.org

dr.vinodbhatnagar@gmail.com

## Co-Organizer

Dr. Richa Banerjee

Mobile+ 91-9009055150

Phone: +91-751-4097017

Email: richabanerjee123@gmail.com

## Advisory Board

Dr. JIN Sainan, Associate Professor, School of Economics, Singapore.

Dr. Raman Uppal, Professor, Brigitte Bogaerts, Nice Cedex 3, France.

Prof. Kamal Kishore Jain, Professor, Indian Institute of Management, Indore.

Dr. V.K. Gupta, Professor, Indian Institute of Management, Indore.

Prof. Umesh Holani, Head of the Department, Institute of Commerce and Management, jiwaji University, Gwaior, MP.

Dr. Suvijna Awasthi, Dean and Professor, Institute of Commerce and Management , jiwaji University, Gwaior, MP.

Prof. Arun Upneja, Associate Dean, Chreyer Honors College, The Pennsylvania State University

Dr. Buket Barkana, University of Bridgeport, USA

Dr. Devi Singh, Director, IIM Lucknow, India

Dr. Davish Jain, Chairman-Governing Body, Prestige Education Society

Dr. Fraz Ko, University of Seoul, South Korea

Prof. Furqan Qamar, Vice Chancellor, Central University of Himachal Pradesh, Dharmshala, (H.P.) India

Dr. Gulsher Meric, Rowan University, Glassboro, New Jersey, USA

Dr. Ilhan Meric, Rider University, New Jersey, USA,

Dr. Inci Sariçiçek Eskisehir Osmangazi University, Turkey.

Dr. Jay S Matadeen , University of Mauritius , Mauritius

Dr. Justin Paul, Nagoya University of Commerce & Business, JAPAN

Prof. Muwaya Ahmed, Dhofar University, Sultanate of Oman, Salalah

Dr. Mark Schub, Grand Valley State University, USA

Prof. Nageshwar Rao, Vice Chancellor, UP Rajshri Tandon Open University, India

Dr. Rajendra Nargundkar, Director, IMT, Nagpur, India

Dr. Shyam S. Lodha, Southern Connecticut State University, New Haven, Connecticut, USA

Dr. Sid Gautam, Fayetteville, NC

Dr. Sunday Oky, University of Lagos, Nigeria

Dr. Sunil Maheshwari, Marshall University, Virginia

Prof. S. G. Deshmukh, Director, ABVITM, Gwalior, India

Dr. P.C. Jain, Principal, Shri Ram College of Commerce, University of Delhi.

Dr. K. S. Thakur, Dean and Professor, Institute of Commerce and Management, Gwalior, MP

Dr. Harish Chaudhary, Professor, Department of Management, Indian Institute of Technology, Delhi.

Dr. Manas Pandey, Dean, Faculty of Management Studies, VBS Purvanchal University, Jaunpur (UP), India



Ranked among the Top 1000 B-Schools in the World. (Since Last 6 Year)  
(Ed-universal official Selection, Paris)



A++ Category among Management Institutions  
(Business India, Issue: November 2012)



Ranked 30<sup>th</sup> among Management Institutions in India  
(Silicon India, Issue : June 2012)



"Certificate Of Excellence"  
by IAO (International Accreditation Organization: August 2012)



AA Category among Management Institutions  
(MBA by Choice, Issue : Sep. 2012)



Rank 18<sup>th</sup> among India's Power B-Schools (The ICMR - 4Ps B&MB Schools Survey, Issue : June 2012)



A++ Among All India's Best B-School Survey 2013  
(Business and Management: Chronicle Issue: December 2012)



33rd rank India's Top B-School Brands: 2012  
(Business Barons Issue: November 2012)



Ranked 46<sup>th</sup> in Intellectual Capital among India's Best B-Schools  
(Business World, Issue: June 2012)



# PRESTIGE INSTITUTE OF MANAGEMENT, GWALIOR

Airport Road, Opp. Deendayal Nagar, Gwalior -474020 (M.P.) Phone. 0751 - 4097000, 2470724, Fax. 2470516  
Website: <http://www.prestigegwl.org>; email: [info@prestigegwl.org](mailto:info@prestigegwl.org)