



INTERNATIONAL CONFERENCE ON CREATING a SUSTAINABLE BUSINESS MANAGERIAL IMPLICATIONS AND CHALLENGES (ICSBMC-12)

www.icsbmc12.jaipuria.ac.in

DECEMBER 7-9, 2012



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INTRODUCTION

Sustainability is about making more efficient use of resources for the good of the earth and society. Sustainability is ultimately about 'adding value' to the businesses with people, planet and good business decisions in mind. There is so much more to sustainability that affects every company for example: employee engagement; suppliers and supply chain; operational efficiency; resource consumption and waste; packaging and facility design; volunteerism; governance; ethics, to name a few. Moreover, there are issues of sustainability which have serious ecological, social and economic implications for the stakeholders and the regulators. The other dimension of sustainability is about the environmental challenge that accompanies economic development. The conference seeks to further fortify co-operation and exchange between India and the international community in the field of sustainable business management. The conference will foster the much awaited issues which need the attention from every business.



OBJECTIVES OF THE CONFERENCE

- Provide a inter disciplinary cross-sectoral forum on global sustainable business and development for academicians, professionals, practitioners and industrialist
- Foster dialogue among various stakeholders, including senior level policy makers, researchers, academicians, managers, regulators and those engaged in non-governmental sectors
- Propose multidisciplinary strategies for economic, sociopolitical, cultural, and institutional changes
- Allow stakeholders to share their experiences and research results about all aspects of sustainable human and social development
- Discuss the practical challenges encountered in promoting sustainable business and development and the solutions to be adopted.

CALL FOR PAPERS

Papers are invited in the form of original research-based work in the various areas of development and management pertaining to sustainability. The themes are divided into different areas which are illustrative only and contributors are encouraged to build up their work from real world situations around the broad following themes but not limited to:

Area I: Strategic Management and Creating a Sustainable Business

Area II: Developmental Models and Sustainability

Area III: Human Resource and Sustainable Development

Area IV: Ecological, Social and Economic Sustainability

Area V: Environmental Sustainability through Engineering Practices

Area VI: Sustainability through Operations Management and Supply Chain

Area VII: Marketing and Sales Management with Sustainable Business and Development

Area VIII: Sustainability Issues in Banking and Finance

Area IX: Sustainable Process using Information Technology

Area X: Entrepreneurship and Sustainable Business

Area XI: Management Education for Global Sustainability

KEY AUDIENCE AND PAPER CONTRIBUTORS

- Academicians and Research Scholars Interested in Future Studies of various Aspects of Sustainable Business and Development
- Research and Development Managers
- Representatives of Municipal/Government Organizations
- Practitioners in Business/Industry Leaders and Consultants
- Strategic Planners and Public Policy Makers
- Post Graduate Students

For guidelines regarding submission of paper, please visit our website www.icsbmc12.jaipuria.ac.in.

PUBLICATION OF PAPERS

- Select papers duly registered shall be published in the proceedings by National Publisher
- International Journals such as IJSD, GLOGIFT, IJGSB, IJSSC and many more to publish special issues or invite select papers for publication.

REWARD FOR OUTSTANDING PAPERS

In line with the philosophy of our institute for promoting qualitative contribution in research and academics, the conference has instituted rewards for the outstanding papers selected with a Certificate of Appreciation and Cash prize of:

Rewards	Corporate/ Faculty	Research Scholars/ Students
First Prize	₹ 4000/-	₹ 2000/-
Second Prize	₹ 3000/-	₹ 1500/-

REGISTRATION

On the final acceptance of the abstract of the paper, the authors are required to register by paying the registration fee. A confirmatory e-mail should be sent at icsbmc@jaipuria.ac.in along with the filled registration form. **For details visit www.icsbmc12.jaipuria.ac.in**

REGISTRATION FEE

The registration fee for the conference is given below:

Category of the Participants	Early Registration Incl. Service Tax 12.36% (on or before September 15, 2012)	Final Registration Incl. Service Tax 12.36% (on or before November 15, 2012)
INDIA AND SAARC COUNTRIES		
Authors/Participating Delegates	₹ 3,400/-	₹ 4,000/-
Research Scholars/Students	₹ 1,200/-	₹ 1,700/-
OTHER FOREIGN COUNTRIES		
Authors/Participating Delegates	US\$ 195/-	US\$ 250/-
Research Scholars/Students	US\$ 100/-	US\$ 150/-

IMPORTANT DATES FOR AUTHORS

Last date for submission of abstract	July 30, 2012
Confirmation regarding acceptance of abstract	August 15, 2012
Last date for full length paper submission	September 20, 2012
Last date for communication of reviewers' comments	October 10, 2012
Final submission of full length paper after modifications	October 20, 2012
Communication of final acceptance of full length paper	October 30, 2012
Last date of Registration	November 15, 2012

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Dr. Prerna Jain
Associate Professor
Mobile: +91 98282 80678

Prof. Lokesh Vijayvargy
Assistant Professor
Mobile: +91 94609 86769

CONFERENCE SECRETARIAT

Ms. Shalvi Sharma
Contact No.: +91 97834 67817, +91-0141-4771330

Ms. Taranjit Kaur
Contact No.: +91 97858 36933, +91-0141-4771330

All communications should be made on icsbmc@jaipuria.ac.in
Conference website: www.icsbmc12.jaipuria.ac.in

ASSOCIATE PARTNERS

SAMK: Satakunta University of Applied Sciences, Finland

Satakunta University of Applied Sciences (SAMK) is a university of applied sciences located in the Satakunta region of Finland. Education, research and development and regional development are their core functions. The university is headquartered in Pori, but offers additional instruction in Huittinen, Kankaanpää and Rauma.

Eastern Mennonite University, USA

Eastern Mennonite University (EMU) is a leader among faith-based universities offering undergraduate, graduate and seminary programs that emphasize peace building, cross-cultural understanding, sustainability and service to others. EMU describes itself as a "leader among faith-based institutions" in emphasizing "peace building, creation care, experiential learning, and cross-cultural engagement."

University of Illinois, USA

University of Illinois at Urbana-Champaign has earned a reputation as a world-class leader in research, teaching, and public engagement since its founding in 1867. It is distinguished by the breadth of the programs, broad academic excellence, and internationally renowned faculty. Academic resources on campus are among the finest in the world.

NEN: National Entrepreneurship Network

The nonprofit National Entrepreneurship Network was established in 2003 with a mission to create and support high-growth entrepreneurs, driving job-creation and economic growth in India. NEN represents India's largest and most dynamic community of new and future high-growth entrepreneurs, with over 70,000 members in 30 cities.

Global Institute of Flexible Systems Management

GIFT, the Global Institute of Flexible Systems Management, is a professional body, that has been established to meet challenges of new business environment with the active participation of individual as well as corporate members. It undertakes publication of "Global Journal of

Flexible Systems Management", organization of annual Global Conference, Seminars, and other related academic, research and development activities.

Jaipuria Institute of Management

Jaipuria Institute of Management with campuses at Lucknow, Noida, Jaipur and Indore in India are characterized by the vision of nurturing the next generation of thought leaders through education. Jaipuria Institutes of Management are offering PGDM, PGDM (Retail Management), PGDM (Financial Services), PGDM (Services Management) and PGDM (Marketing) and is known for imparting high quality of learning, by full time eminent academic faculty. The students are provided industry exposure through live projects, internship, seminars, conferences, industry visits and guest lectures, besides having global exposure through exchange programme with several foreign universities. The students are also provided extensive training to improve their managerial skills and personal attributes.

Jaipuria Institute of Management, Jaipur

Jaipuria Institute of Management, Jaipur in addition to running its PGDM Programme also actively engages with the industry and society through various centres such as Centre for Management Development Programmes, Consultancy and Training Centre, Centre for Research and Publications, Centre for Entrepreneurship and Skill Development, Centre for Spirituality and Human Values and through various student initiated clubs and other platforms.

About Jaipur: The Pink City

Jaipur is named after its founder the warrior and astronomer Sawai Jai Singh II. It is 260 km from Delhi and 240 km from Agra and forms the most chosen tourism golden triangle of Delhi, Agra and Jaipur. The old Jaipur painted in Pink can grip any visitor with admiration. Stunning backdrop of ancient forts Nahargarh, Amer, Jaigarh and Moti Dungri are dramatic testimonials of the by gone era, one of the most sought after tourist destinations of Rajasthan, India.



Jaipuria Institute of Management, Jaipur
1, Bambala Institutional Area, Pratap Nagar,
Sanganer, Jaipur - 302033 (Raj.)
P. +91-0141-4771330 • F. +91-0141-2771334
www.jaipuria.ac.in/jaipur