International Conference on Expanding Horizons of Indian Business & Indian Management

Conference Chairpersons
Dr. Subhash Sharma
Dean, Indian Business Academy
Bengalur & Greater Noida

Dr. K.B. Akhilesh
Dept. of Management Studies
Indian Institute of Science
Bengalur

Dr. Siddharth Shastri
Dean, WISDOM, Banasthali

January 15th - 16th, 2008
(Tuesday-Wednesday)
at Indian Business Academy
Bengalur (Bangalore)
IBA: Indian Business Academy

Indian Business Academy (IBA) was established in the year 2000 at Bengalur by IIT & IIM graduated professionals & management thinkers with the aim of providing management education focusing on ‘Indian Business’. IBA offers two years full time residential Post Graduate Program in Management and 18 months Full Time Program in Retail Management.

Indian Business Academy has emerged as a trendsetting B-School whose curriculum is modeled on a complete understanding of complex international businesses. It has two campuses, one in Bengalur and other in Greater Noida. IBA as an autonomous B-School, dares to modify, if not replace, conventions with current and futuristic principles and practices in management pedagogy. IBA uniquely adopts a holistic approach in imparting education, implemented by eminent academicians, leading management practitioners and consultants. The results are truly visible - path breaking industry projects, challenging and rewarding 100 % placements, high rankings among B-Schools, value associations with apex trade, industry and academic bodies.

The guiding philosophy of IBA is “Transforming Education, Transforming Minds and Transforming Organizations” and this philosophy has culminated into following foundational concepts:

Creating ‘New Age CEOs’ who are Creative, Enlightened & Organic leaders

The Success Mantra

\[ S = I \times B \times A \]

(\text{Success = Inspiration \times Breakthrough \times Achievement})

3 D learning approach (Discussion, Dialogue, Discourse)
WISDOM: Women’s Institute for Studies in Development Oriented Management

WISDOM, established in 1996 is rooted in a new vision of management education. Its mission is to prepare women for enlightened leadership roles in all walks of life. It seeks to train students under the new management education model of Panchmukhi Vikas by combining three strands: Indian Ethos and Indian Paradigm for inner quality development, Women’s experiences & issues and Traditional theories and concepts of management. Through a harmonious blending of these three strands a new intellectual foundation has been created for training managers who are different from the current breed.

The following key themes constitute the foundational basis for WISDOM’s academic program:

a. A synthesis of the spiritual values and the scientific achievements of the East and the West.

b. Management as a combination of the rational-analytic and intuitive-holistic approaches based on the following equation:

\[ W = R + I \]

Wisdom = Reason + Intuition

c. Panchmukhi Vikas i.e. holistic development of an individual through a balance of five aspects viz. physical, practical aesthetic, moral and intellectual.

d. A blending of tradition and modernity rooted in Indian ethos.
Expanding Horizons of Indian Business and Indian Management

Success of Indian Business and development of world class Indian Companies have some new lessons for the management world both within India as well as for the rest of the world. While ‘Indian Business Acumen’ has been known since ages, it is finding a new recognition in a new context. Further, during recent years the idea of “Indian Management” has been emerging as a result of success of Indian corporates and Indian Organizations in varying fields. A new conceptualization of Indian experiences of developing world class organizations and institutions has been taking place in the practitioners’ world as well as in the academic world. A new world stage for Indian Management has emerged wherein Indian concepts and mantras of management have been finding global acceptance & visibility and echoes in the corporate corridors.

The current conference, ‘Expanding Horizons of Indian Business and Indian Management’ is in continuation of earlier initiatives to share the essence of the Indian experience of creation and development of innovative organizations and world class corporates. In 1998, a conference on the theme, ‘In Pursuit of Indian Management’ was organized at Bangalore, by a group of nearly twenty leading institutions and professional associations. This was followed by a conference in 1999 on the theme, ‘Indian Management for Nation Building’ organized by WISDOM, Banasthali. In 2006, third conference on the theme, ‘New Frontiers in Indian Management: From Management in India to Globalization of Indian Management’ was organized by WISDOM, Banasthali and Indian Business Academy (IBA) at WISDOM, Banasthali. The current conference is a continuation of these efforts as many new horizons and frontiers have opened in the arena of Indian Business and Indian Management. This is best captured by the phrase, From Dabbawalas to Indian Milk Producers to Indian Retailers to Indian Knowledge Workers to Indian Knowledge Entrepreneurs.

Conference Themes

**THEME I**

Indian Ethos and Management: Towards A New Managerial Vision

Relevance of ancient texts such as Arthasastra etc. for contemporary management theory and practice. Management lessons from the ideas of modern Indian thinkers such as Vivekananda, Gandhi, Aurobindo and others. A review of the work of scholars with substantial contributions such as Profs S.K. Chakraborty, Jai B.P. Sinha, M.B. Athreya, Subhash Sharma, Ipshita Bansal and others in the field of Indian ethos and management.
### THEME II
**Indian Business Approaches:**
*From ‘Maru-Katte’ to Hyper-Markets and ‘Cyber Markets’*


### THEME III
**Indian Contributions to Management: Towards A New ‘Management Sastra’**

Indian conceptual contributions to various functional areas of management and development of a new ‘management sastra’. Illustrative contributions are as follows:

- **Marketing**: Rural Marketing
- **Finance**: Micro-finance
- **HRD/OB**: Stress management, Yoga & Meditation in management, Harmony paradigm
- **Production**: Mass Production systems/ Special Production Zones/ Decentralized Production Systems
- **Strategy**: Local-Global linkages
- **Control systems**: Padta system of monitoring
- **Self management**: Practical spirituality & Practical Vedanta
- **Business ethics**: Corporate shubh-labh and related concepts for good corporate governance

### THEME IV
**Indian Models for Organizations and Institution Building**

- **A. Organizational Models of Indian Management: Capillary Action Models**
  Case studies of Dabbawalas, AMUL, SEWA, Lizzat Papad and other grass root level institutions and innovations in organization creation and development.

- **B. India Blend & Indigenization of the Corporate Framework: Corporate Action Models**
  Indian experiences of developing world class corporates in a flat world such as Infosys, Wipro, TCS, Satyam, Mahindra & Mahindra, ICICI, Pantaloon etc.

- **C. Organizational Models for Development Initiatives: Collective Action & Collective Efforts Models**
  Case studies of innovative NGOs and Self-Help Groups (SHGs)

- **D. Innovations in Institution Building**
  WISDOM, IBA, Art of Living etc.

- **E. Organizational Models for Education**
  Revival project for Nalanda University and similar other initiatives
**Important Dates**

- **Deadline for Full Paper Submission:** 25th, December, 2007
- **Confirmation of Acceptance of Paper:** 31st, December, 2007
- **Last Date of Registration:** 7th January, 2008

**Guidelines for Paper Submission:**

- Only .pdf or .doc files will be accepted for paper submission. All received papers will be acknowledged.
- All papers should be submitted via e-mail
- Paper should not be more than 3000 words, Times New Roman, 12 point, and double spaced, accompanied with a certificate of originality stating that the paper has not been published elsewhere and is the original work of the author.
- Papers should contain a 150 words abstract and conform to the Harvard style of writing or to the style of the American Psychological Association.
- The cover page should contain the title, abstract, of not more than 150 words, full authorship, author’s academic degree, professional titles and e-mail addresses.

**Registration Fee**

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<thead>
<tr>
<th>Registration Fee</th>
<th>Indian</th>
<th>International</th>
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<tbody>
<tr>
<td>Academicians</td>
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<tr>
<td>Research Students/Scholars</td>
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<td>USD 50</td>
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* The registration fee covers the cost of seminar kit, breakfast and lunch.
** 10% Discount for on nomination of more than 2 delegates.
*** The duly filled registration form along with a Demand Draft drawn in favour of ‘Indian Business Academy’, payable at Bangalore should reach IBA-Bangalore before 7th January, 2008.

**ADDRESS FOR COMMUNICATION**

**For Conference at IBA, Bangalore**

Prof. Pratima Verma, Indian Business Academy
Thataguni Post, Kanakpura Main Road, Bangalore 560 062

- Ph: +91 80 2843 5933 Extn.: 211, 212
- Fax: +91 80 2843 5935
- Mobile: +91 9449019704
- Email: ibabl_conf2008@ibaintl.org
Eminent Speakers from Academia…

1. Prof. S. K. Chakraborty, Founder Convener, Management Centre For Human Values, IIM Calcutta
2. Dr. M. B. Athreya, Athreya Management Systems, New Delhi
3. Dr. Bengt Gustavsson, Stockholm University School of Business, Sweden
4. Prof. Samir Chatterjee, Curtin University of Technology, Perth, Australia
5. Prof. Usha Thakkar, Gandhi Sangrahalaya, Mumbai
6. Prof. Satya Prakash Saraswat, Bentley College, Waltham, USA
7. Dr. N. C. B. Nath, Gandhi Peace Foundation, New Delhi
8. Dr. H. R. Nagendra, Swami Vivekananda Yoga Anusandhana Sansthan, Bengalur
9. Prof. B. R. Virmani, Centre for Organization Research & Development in Management, Hyderabad
10. Prof. J B P Sinha, ASSERT Institute of Management, Patna
11. Prof. Vinayshil Gautum, Dept of Management Studies, Indian Institute of Technology, Delhi
12. Dr. Sangeetha Menon, National institute of Advanced Studies, Bengalur
13. Prof. Ishita Gamlath, University of Kelaniya, Sri Lanka
14. Dr. Mala Kapadia, Tamethemonkey.com, Mumbai
15. Prof. Girishwar Mishra, Dept of Psychology, Delhi University, Delhi
16. Prof. B. Bhattacharya, IILM, New Delhi
17. Prof. G. P. Rao, Spandan, Noida
18. Prof. Rajen Gupta, Management Development Institute, Gurgaon
19. Prof. Venkat Krishnan, Great Lake Institute of Management, Chennai
21. Prof. Brajraj Mohanty, XIMB, Bhubnaeshwar
22. Prof. Sunita Singh Sengupta, Faculty of Management Studies, Delhi University
23. Prof. Meera Chakraborty, Dept of Sanskrit, Bangalore University, Bengalur
24. Dr. Daniel Albuquerque, Management Consultant, Goa, Formerly, Goa Institute of Management, Goa
Conference will also be addressed by Eminent speakers from Industry.
REGISTRATION FORM
January 15th - 16th, 2008
(Tuesday-Wednesday) at
Indian Business Academy, Bangalore

Name of the Delegate: ..............................................................

Designation: ........................................................................

Mobile No. ............................................................ Email ID:..............................................

Organization/Institution:..........................................................

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Current Job Responsibility: ...................................................

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Delegate’s Signature

Name of Sponsoring Authority: ..................................................

Address (Office): ..................................................................

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Ph: (Off) ......................... (Res) ......................... Mobile: ............................................

Fax: ......................... Email: ..........................................................

Details of Draft Enclosed:
We are enclosing the Deman Draft No................................. of Rs......................
(Rupees ........................................................................)
Dated .................. of ......................... Bank in favour of Indian Business Academy
Payable at Bangalore.

Date Signature & Seal of Sponsoring Authority

* If more than one delegate, please photo copy this sheet.