



International  
**PrCON 2012**

**INTERNATIONAL CONFERENCE**

on

**“DEVELOPING STRATEGIES FOR  
ORGANIZATIONS IN GLOBAL ECONOMIES:  
PROSPECTS, ISSUES & CHALLENGES”**

**4 - 5 February, 2012**



**PRESTIGE**  
INSTITUTE OF MANAGEMENT DEWAS



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# About Conference

The world economic globalization closely linked up through a variety of economic ties into an economic universe as a whole in which various types of national economies interact, interdependent and inter struggle with each other. The strengthening of international economic coordination promotes the development of the International Organizations and world economy as well. In contemporary world, there is a need of identification of international economic coordination in terms of production, monopoly interests, dependence and competition. In the dynamic upbringing decision makers have responsibility to develop the Strategies for organizations in global economy so that sure success can be achieved. As the timely decisions and growth both are the important factors for the success of the organizations the strategic planning process need to be redesigned. The International Conference PrCON-2012 is a platform to help academicians, professionals and research scholars from the world to contribute their original Research to the society and to learn from each other's work.

## Call for Papers

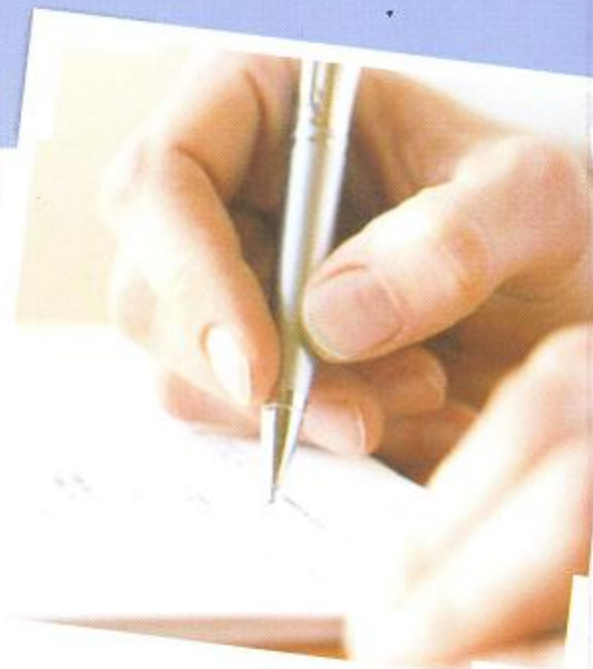
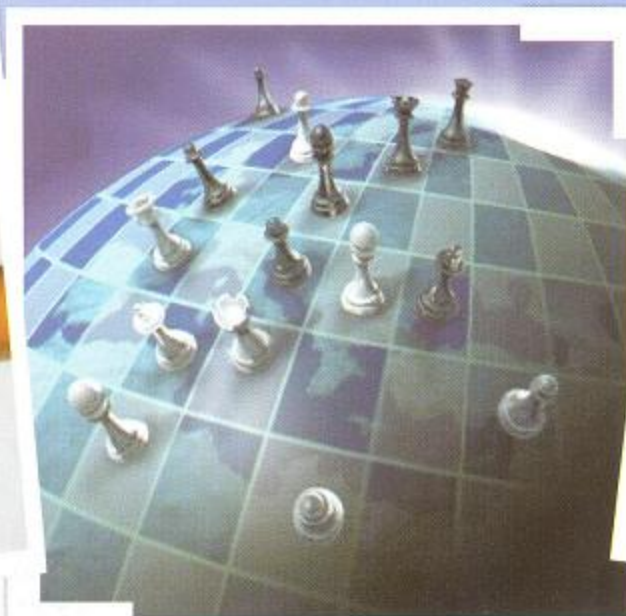
The International Conference PrCON-2012 on "Developing Strategies for Organizations in Global Economies: Prospects, Issues & Challenges" invites academicians, professionals and research scholars from the world to contribute their original Research Articles and Case Studies from real world situations, so that new findings can help the organizations for continuous growth in the changing global economic Scenario.

# Objectives

The conference is conceived to highlight the strategies of the organisations in the global economies. A strategic framework for Organizations to assess their global readiness and to identify innovative ways to move up is became an important issue. An increased reliance on the market economy and renewed faith in the private capital and resources, a process of structural adjustment spurred by the studies and influences of the International Organizations need the new strategies to be developed.

The conference also throws light on the managerial Innovations, information technology and globalisation for shaping changes in the organisations. Globalisation has also thrown up new challenges like growing inequality across and within nations, volatility in financial market and environmental deteriorations.

With the objective to share the vibrant issues for developing the strategies for the organisations in the time of dynamism & competition and to provide solutions to them for developing the strategies the conference is visualized. International inputs will provide a platform to work in the common direction for improving the current international business environment.



# Conference Sub-themes

## ● Marketing

- International Advertising & Positioning
- Strategic Marketing in the Digital Age
- Redefining International Branding in New Era
- Global Competitiveness through Outsourcing
- E-marketing a new paradigm
- Destination Branding and Marketing

## ● Finance

- Global Economic Integration
- International Capital Management
- Financial Prosperity in Turbulent Times
- Strategic Financial Management
- Working Capital Management in Cross Border Transaction

## ● HR

- Disaster, Recovery and Reconstruction
- Managing People in Cross Border Culture
- Education and Cultural Change
- Virtual Organizations
- Integrating Spirituality and Organizational Leadership

## ● Information Technology

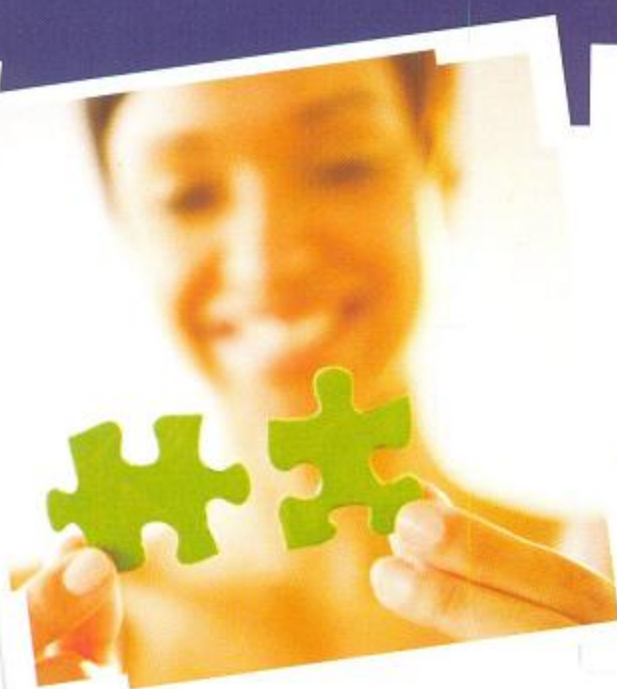
- Emerging Trends in Computing for Business
- E-Commerce & applications
- Artificial Intelligence & Neural Networks
- Data Mining Tools & Techniques
- New Practices in Business Intelligence

# Guideline for Authors

**F**or International Conference of PIMD we welcome original papers from both academicians and practitioners on management and business issues. Papers, based on theoretical or empirical research or experience, should illustrate the practical applicability and/or policy implications.

**Manuscript:** The author should send two copies of the manuscript. The text should be double-spaced on A4 size paper with one-inch margins all around. The author's name should not appear anywhere on the body of the manuscript to facilitate the blind review process. The author can also send a soft copy of the manuscript in MS Word or e-mail the same. The manuscript should accompany the following on separate sheets:

- (1)** An abstract of 80-100 words;
  - (2)** An executive summary of about 500 words along with five key words, and
  - (3)** A brief biographical sketch (60-80 words) of the author describing current designation and affiliation, specialization, number of books and articles in refereed journals and membership on editorial boards and companies, etc.
- Perspectives presents emerging issues and ideas that call for action or rethinking by managers, administrators, and policy makers in organizations. Recommended length of the article: 5,000 words.
  - Research includes research articles that focus on the analysis and resolution of managerial and academic issues based on analytical and empirical or case research. Recommended length of the article: 10,000 words.



- Management Case describes a real-life situation faced, a decision or action taken by an individual manager or by an organization at the strategic, functional or operational levels.
- Diagnoses presents analyses of the management case by academicians and practitioners. The case problems are examined, their causes are analyzed, and issues of relevance are discussed.
- Abstracts includes summaries of significant articles of management interest published in Indian and international journals particularly those focusing on emerging economies.

All tables, charts, and graphs should be given on separate sheets with titles. Wherever necessary, the source should be indicated at the bottom. Number and complexity of such exhibits should be as low as possible. All figures should be indicated in million and billion. All graphs should be black and not in colour. Endnotes, italics, and quotation marks should be kept to the minimum. References should be complete in all respects and arranged in alphabetical order.

- (a) In the text, the references should appear as follows: Dayal (2002) has shown... or Recent studies (Ramnarayan, 2002; Murthy, 2001) indicate...
- (b) Journal references should be listed as follows: Shyam, P N (2001). "Creative Restructuring," *Pace*, 26(4).
- (c) Books should be referred to as follows: Sugandhi, R K (2002). *Business to Business Marketing*, New
- (d) Chapters in Books should be referred as: Bhattacharyya, Asish K, 2004, 'Corporate Financial Reporting' *Corporate Governance, Economic Reforms and Development*, pp. 94-115.

- (e) Websites should be referred to as: Gerwig, K, and R Carlson, 2001, 'AT&T & Comcast: Dividing Their Businesses to Conquer', *Current Analysis*, Dec 20, <http://www.currentanalysis.com/Current/Compete/Eventview.cfm?reportid=6744&nav=1>. Last accessed on: Jan 24, 2004. Time 4.30PM

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**Review Process:** Two or more referees review all contributions by following the 'double blind' system. The review process usually takes about one to two months. PIMD reserves the right of making editorial amendments in the final draft of the manuscript to suit the Conference Book requirements.

**Electronic Copy:** The author should send an electronic version of the manuscript in MS Word once the paper is ready.

**Proofs:** Correspondence and proofs for correction will be sent to the first author unless otherwise indicated.

## Session Plans

- The Conference shall have technical sessions with specific focus and will be scheduled as per the particular business area.
- Each Session shall be chaired by experts from academia/ industry.
- Presentation of Paper – 15 minutes
- Discussion – 5 minutes
- Presentation equipment like LCD Projector/OHP/ Laptops will be provided.



## Publication of Conference Books

Accepted papers' abstract shall be published in Proceedings. The Conference Book will also be published containing the selected number of papers and a copy of proceedings and book will be provided free to all the registered participants whose papers have been included.

# BEST Ph.D. THESIS AWARD & INDUSTRY EXCELLENCE AWARD

PRESTIGE INSTITUTE OF MANAGEMENT DEWAS

## ANNOUNCES

The Fourth Ph.D. Thesis Award in Management & Industry Excellence Award  
To be conferred on the occasion of the

### International Conference PrCON-2012

On

"Developing Strategies for Organizations in Global Economies:  
Prospects, Issues & Challenges"

4 - 5 February, 2012

## Registration

Registration fee for Participants	Residential	Non-residential
Senior Managers/ Practitioners	₹ 5000	₹ 3000
Academicians/ Research Scholars (Faculty /Consultants)	₹ 4000	₹ 2000
Accompanying Spouse	₹ 2000	-
Foreign Delegates	US \$ 300	US \$ 200
Foreign Students	US \$ 150	US \$ 100

\* Early Bird Registration will get 10% discount.

Registration fee should be sent along with nomination form. In case of spot registration, 10% additional fee will be charged. The registration fee covers conference kit, lodging & boarding for two days on twin sharing basis. Registration fee is non-refundable. However, change in nomination is acceptable.

### IMPORTANT DEADLINES

Last date for Submission of Abstract	25 March 2011
Communication of Acceptance of Abstracts	30 March 2011
Full Paper Submission	6 June 2011
Communication of Full Paper acceptance to authors	15 June 2011
Conference Date	4-5 February, 2012

## Conference Patrons

### Prof. B. K. Passi

Former UNESCO Professor  
and NCTE Vice Chairperson, Indore

### Prof. T.R. Thapak

Vice Chancellor,  
Vikram University Ujjain

### Prof. Nageshwar Rao

Vice Chancellor,  
U.P. Rajshree Tandon  
Open University,  
Sahntipuram, Sector- F,  
Fafamow, Allahabad- 211013

### Prof. Ramrajesh Mishra

Vice Chancellor,  
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Saraswati Vihar, Pachpedi,  
Jabalpur- 482001

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Vice Chancellor,  
Jay Narayan Vyas University,  
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### Prof. Ravindra Jain

Former Vice Chancellor,  
Barkatullaha University, Bhopal  
& Dean Management Studies  
Vikram University, Ujjain

### Prof. R C Sharma

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### Prof. P. K. Sharma

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Vardhaman Mahaveer  
open Univeristy, Kota

### Prof. Yashwant Thakur

HOD, Dept. of Business Management,  
Dr. Harisingh Gour Univeristy, Sagar

### Prof. Akhilesh K Singh

Research Officer,  
EMRC, DAVV, Indore

### Prof. Shefali Gautam

Professor & Director,  
Shiva Institute of Management Gaziabad

## About Prestige Institute of Management Dewas

The Prestige Institute of Management Dewas (PIMD), is conceived as a unique growth oriented Institute of management education and training. The Institute was launched in the year 2001 with the solemn objective of catering to the educational and training needs of the students, non-resident Indians, foreigners residing in India and executives from industry and government. The uniqueness of the Institute lies in its provision to elaborate spectrum of management programs under one roof, on-the-job training, university examination, emphasis on quality education / training and building of cultural values and development of dynamic personality. The Institute offers MBA, BBA and BCA. Thus, it aims at becoming one of the best self reliant private education and training center in the country. The Institute works on the principle of self financing with necessary initial financial support provided by renowned Philanthropic, Industrialist and Chairman of the Prestige Group of Industries & Prestige Education Society, Shri N.N. Jain, Prof. Dr. Rajendra Jain is the Director of the Institute.

## Travel and Accommodation: How to get to Dewas

Dewas is the city of industries and about 30 kms. from Indore which is the academic hub of Madhya Pradesh. The best way to reach Dewas is via Indore. Indore Airport is well connected with the International Airport of Delhi & Mumbai. The Institute can arrange for airport pickup on request. Prepaid taxis can also be availed from the Indore Airport / railway station to Dewas.

## Accommodation

Prestige Institute of Management Dewas extends assistance to arrange excellent accommodation for the residential deligates.

FOR DETAILS, PLEASE CONTACT EITHER OF THE FOLLOWING:



**PRESTIGE INSTITUTE OF  
MANAGEMENT DEWAS**

### SANJAY DUBEY

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# PRESTIGE INSTITUTE OF MANAGEMENT DEWAS

## INVITATION FOR

# INTERNATIONAL CONFERENCE PrCON-2012

Dear Sir / Madam,

### **Seasons Greetings!**

Prestige Institute of Management Dewas (PIMD) is organizing its International Conference PrCON-2012 on "Developing Strategies for Organizations in Global Economies: Prospects, Issues & Challenges" on 4-5 February, 2012.

The detailed brochure of the conference is enclosed herewith. We are sure that you will contribute your research papers/articles/cases on the themes/sub-themes of the conference. The papers will be published in conference book. We hope that you will surely attend the conference on 4-5 February, 2012 with your colleagues at 'DEWAS' (30 K.M. from Indore).

### **About Institute:**

The Prestige Institute of Management Dewas (PIMD), is conceived as a unique growth oriented Institute of management education and training. The Institute was launched in the year 2001 with the solemn objective of catering to the educational and training needs of the students, non-resident Indians, foreigners residing in India and executives from industry and government. The uniqueness of the Institute lies in its provision to elaborate spectrum of management programs under one roof, on-the-job training, university examination, emphasis on quality education / training and building of cultural values and development of dynamic personality. The Institute offers MBA, BBA and BCA. Thus, it aims at becoming one of the best self reliant private education and training center in the country. The Institute works on the principle of self financing with necessary initial financial support provided by renowned Philanthropic, Industrialist and Chairman of the Prestige Group of Industries & Prestige Education Society, Shri N.N. Jain., Prof. Dr. Rajendra Jain is Director of the Institute.

Hope to hear from you.

Thanking You,

#### **Prof. Sanjay Dubey**

Conference-Secretary and  
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# PRESTIGE INSTITUTE OF MANAGEMENT DEWAS

## INTERNATIONAL CONFERENCE : PrCON -2012

### REGISTRATION FORM

Name (in capital letters).....

Designation and Affiliation.....

Address for Correspondence.....

.....

.....

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Phone No.....Fax No.....

E-mail.....

Presenting Paper: Yes No

Title of the Paper.....

Details of DD:

Amount.....

DD No.....Dated.....

Bank.....

Drawn in favor of "Prestige Institute of Management Dewas" payable at Dewas.

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