

3<sup>rd</sup> International Conference on  
**"IMPACT OF ECONOMIC CRISIS IN  
GLOBAL BUSINESS SCENARIO"**  
24<sup>th</sup> & 25<sup>th</sup> September 2009



Organized by

<sup>Sri</sup> **SAIRAM INSTITUTE OF MANAGEMENT STUDIES**

*Prosperity Through Innovative Management*

A unit of <sup>Sri</sup> SAIRAM ENGINEERING COLLEGE

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## **Sri SAI RAM INSTITUTE OF MANAGEMENT STUDIES (SIMS)**

Sri Sai Ram Institute of Management Studies (unit of Sri Sai Ram Engineering College) established in the year 1998, with the motto of 'Prosperity through Innovative Management' offers the Post Graduate Management Programme leading to award of Master of Business Administration degree by the Anna University, approved by the AICTE and the government of Tamilnadu.

Dalal Street Journal - Mumbai has rated SIMS as one among the top 100 Management Institutes in India for three consecutive years. Besides our institute was also categorised as one of the A + Management institutes in the country – survey conducted by Business India for the year 2007. SIMS is well equipped with modern facilities such as syndicate room, conference hall, computer centre, audio and video facilities and a central library with latest books, national and international refereed journals. Our institute is publishing "M-infiniti" – Journal of management, which facilitates the research scholars and academicians to extend their contribution for publication of research articles with social relevance. We are planning to launch an International Journal titled as "SAIRAM International Journal of Management & Technology" to expand the horizons of our endeavours to promote the vital significance of research.

### **CONFERENCE THEME**

The last decade has experienced a remarkable advancement in social, economic, communication and information fields. Rapid and drastic changes occurred with economic growth and development with the advent of globalization all over the world. Intellectuals, Planners, Politicians and Business people all over the world are relentlessly endeavouring to convert the challenges into opportunities to attain optimum advantage. Global business itself is posing numerous challenges. The economic growth and development of any country by and large depends on effective and efficient utilization of resources. The recent global economic crisis is posing numerous challenges, which need to be addressed effectively and efficiently to bring economies back to normal track. In this context, we substantially believe that our International Conference on "Impact of Economic Crisis in Global Business Scenario" would serve as a platform for intellectuals to share their insights on various core issues faced by the world economies today.

## **CALL FOR PAPERS MARKETING AND SERVICES**

- Marketing strategy to overcome global crisis
- Supply Chain Management
- Retaining customers for life time
- Innovative strategy for survival
- Advertisement to boost economic activity
- Advertising – a turn around strategy
- Branding strategy – key to increase customer loyalty
- Service Quality Models
- Creativity and Innovation in Marketing
- FDI in Retail Marketing
- Integrated Marketing Communication
- Multi-level Marketing
- Visual Merchandising
- Branding India – towards 2020
- Women in Media
- Consumer Perception towards Global Products
- Event Management
- Ethical Issues in Advertising
- Role of IT in Retailing Sector

## **HUMAN RESOURCE MANAGEMENT**

- Global Dimensions of HR and its impact
- Recruitment is a Night Mare
- Retention Strategy
- Knowledge Management
- E-HRM
- Strategic HRM
- Stress Management
- Time Management
- Talent Management
- Learning Organizations
- Virtual Organizations
- Mapping of HR-Managerial Competency
- Quality of Work Life, Work life Balance
- Compensation Management
- Need of Multiple Competences in Recession
- Emotional Intelligence
- The Role of Change Agents in Recession

## **ACCOUNTING AND FINANCE**

- Modern financial Strategies towards Economic Development
- Changing role of Insurance Sector in Economic Development
- International Accounting Standard
- Role of Micro Finance in Economic Development
- Fortune at the Bottom of Pyramid
- SHG Linkage Models
- Venture Capital
- Mutual Funds
- International Capital & Debt Market Instruments
- Money Market Instruments
- Derivatives
- FDI & FII
- Euro Currency and Bond Marketing
- Portfolio Management
- International Accounting Standards
- Enterprise Risk Management
- Merchant Banking and other Allied Services

## **OPERATIONS AND QUALITY MANAGEMENT**

- Logistics Management
- E – Operation Strategies
- Supply Chain Management
- Customer Relationship Management
- Material Requirement Planning
- Enterprise Resource Planning
- Business Process Reengineering
- Role of Production Planning & Control
- Computer Integrated Manufacturing
- Value Engineering
- Lean Manufacturing
- Agile Manufacturing
- Six Sigma
- Quality Assurance
- Just - in - Time
- Service Quality
- Quality Circles
- Quality Function Deployment
- Kaizen
- Quality Management Systems
- Benchmarking

## **ECONOMICS**

- Spiralling cost of gold
- VAT and its Implications
- Monetary and Fiscal Issues
- Forex Management
- Balance of Payments and Trade
- Industrial Policy
- Strategy for Bringing Back Unaccounted Funds to India
- Inflation
- Role of Self Help Groups in Poverty Alleviation
- Future of Real Estate

## **IT & MANAGEMENT**

- MIS
- DSS
- IT and Outsourcing
- Technological challenges faced by India
- Role of IT in Knowledge Management
- Mobile Networking
- Neuro Networking
- Wireless Network
- Adhoc Network
- Web & Mining
- Data Mining
- Networking
- Mobile Communication
- Tele Communication
- Tele Medicine
- Bio Medical
- Bio Informatics

## **Civil & Construction Management**

- Structural Engineering
- Environmental Engineering
- Soil Management
- Irrigation Management
- Water Resource Management
- Construction Management
- Infrastructure Management
- Soil and Waste Management

## **Education & Law**

- Transformation of Management Education
- Virtual Learning
- Changing Role of Primary & Secondary Education
- Behaviour Modification of Teachers
- Consumerism
- Cyber Laws
- Global Laws for Cross Boarder Terrorism
- Intellectual Property Rights

## **OTHERS**

- Corporate Governance
- Corporate Social Responsibility
- Business Ethics
- Ethical Model
- Ethics and Management
- Ethical Dilemma
- Oil Resource Management
- Disaster Management
- Indian Police Administration
- Other Relevant Areas

## **FOR WHOM?**

Research scholars, academicians, corporate executives and entrepreneurs from tiny, small, medium and large scale industry.

## **VENUE AND ACCOMODATION**

Venue of the conference will be at Sri Sai Ram Institute of Management Studies. Accommodation on twin-sharing, that too on first-come-first-serve basis is available in the college hostel. For further details contact the co-ordinators.

## **IMPORTANT DATES**

**25<sup>th</sup> August 2009** -Abstract Submission

**30<sup>th</sup> August 2009** -Acceptance Intimation

**10<sup>th</sup> September 2009** -Submission of full paper along with Registration Fee

(**Note:** All the selected papers for presentation will be published in the form of Book Volume with **ISBN** number and the Best Research Papers will be published in refereed National and International Journals with **ISSN** number)

## **SUBMISSION PROCEDURE(Electronic Submission)**

All abstracts and papers must be submitted in MS Word with single space in A- 4 size in Times New Roman font with 12 point size. The papers for the conference should be sent in the above prescribed format by electronic mail only. Titles, Authors' Name, Affiliated Institution and Address for Communication, Phone numbers & E-mail Id, should be clearly mentioned in the paper.

### **REGISTRATION FEE:**

- Delegates from industry : Rs 1500
- Delegates from academia : Rs 1200
- Research scholars : Rs 1000
- Foreign Delegates : US \$ 100

Author and co-author of accepted papers should register and pay the registration fee for the conference by Demand Draft only. The **Demand Draft should be drawn in favour of "Saiman Association", payable at Chennai.**

The registration fee includes conference proceedings, kits and refreshment, no T.A. / D.A. will be given to the delegates.

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### **CONFERENCE MEMBERS**

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Professor, IIT - Madras

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### **FOR FURTHER DETAILS CONTACT**

**Dr. K.Maran**

Convener – International Conference  
Sri Sai Ram Institute Of Management Studies  
Sai Leo Nagar, West Tambaram,  
Chennai-44, TamilNadu,India.

Phone:+ 91- 44 -22380031/ 3322. Mobile: (0) 9444189471  
(0)9443293618, (0)9884249862

E-mail: incon2009sims@gmail.com • web: www.incon09.sairamgroup.in

### **CO-ORDINATORS**

**Prof. B. Venkateswara Prasad**  
Mobile : (0) 9445405295

**Prof. S. Sankar**  
Mobile : (0) 9710077565

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