

PROGRAMME

May 18, 2013 (Saturday)

Registration	8.30 am – 9.00 am
Refreshment	9.00 am – 9.30 am
Arrival of Guests	9.30 am – 9.40 am
Inaugural Ceremony	9.45 am – 10.45 am
Tea Break	10.45 am – 11.00 am
Technical Session I	11.00 am – 1.30 pm
Lunch Break	1.30 pm – 2.30 pm
Technical Session II	2.30 pm – 5.00 pm
Tea Break	5.00 pm – 5.15 pm (day end)

SUBMISSION OF PAPERS

Author(s) are invited to contribute their research papers, articles and recent case studies on the themes and sub-themes on **“Strategic Measures for Economic Sustainability and Innovations”** for publication in the proceedings, i.e., **“Kushagra Proceedings 2013”** to be released with ISBN during the inaugural session of the National Seminar.

Guidelines for Submission of Research Papers

1. Manuscript must be in MS Word Processor in Times New Roman 12 pt. font size with 1” margin from all sides with 1.5 line spacing and papers should be submitted as electronic attachments in Microsoft Word.
2. Selection of papers would be based on an abstract of about 250-300 words with key words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications and key references. The author(s) should clearly mention under what area of interest of the conference the paper is to be included. An author can contribute one paper for publication and the same author(s) can be a co-author for any other paper in the same issue and vice versa. The maximum number limit of authors for a paper is two.
3. The cover page of the abstract should contain :
Title of the paper, name of author(s), affiliation details, address for correspondence with e-mail and telephone number(s).
4. The length of full paper should be limited to approximately 4500 words (as per the specified layout) excluding tables and figures.
5. The electronic copy should be mailed to: seminar@kiims.edu.in & a copy to drskbaral@yahoo.in
6. The Board of Editors reserves the right to reject, modify or improve the manuscripts.

IMPORTANT DATES

Last date for Submission of Abstract	20th April, 2013
Acknowledgment and Acceptance of Abstract	22nd April, 2013
Last date for Submission of Full Paper	27th April, 2013
Conference Date	18th May, 2013

Manuscripts and all editorial correspondence should be addressed to:

The Convenor

“Strategic Measures for Economic Sustainability and Innovations”

Kushagra Institute of Information & Management Science (KIIMS)

Pira Bazar, NH-05, Infront of Sadar PS, Cuttack 753 011, Odisha, India

E-mail: seminar@kiims.edu.in & drskbaral@yahoo.in



**KUSHAGRA INSTITUTE
OF INFORMATION &
MANAGEMENT SCIENCE**

An ISO 9001 : 2008 Certified Institution

www.kiims.edu.in

**NATIONAL SEMINAR
ON**

STRATEGIC MEASURES FOR ECONOMIC SUSTAINABILITY AND INNOVATIONS



**SPONSORED BY AICTE, MINISTRY OF HRD
GOVERNMENT OF INDIA**

May 18, 2013



VENUE

Asha Memorial Conference Hall

KIIMS Campus, Cuttack - 753011, Odisha

Phone : +91 671-2586887, Fax : +91 671-2586349

NATIONAL SEMINAR ON

STRATEGIC MEASURES FOR ECONOMIC SUSTAINABILITY AND INNOVATIONS

SPONSORED BY AICTE, MINISTRY OF HRD, GOVERNMENT OF INDIA



Chief Patron

Prof. J.B. Padhi
Secretary, Kushagra Institute of Information & Management Science, Cuttack, Odisha
Chairman, Padhee's Group of Institutions, Bhubaneswar

Convenor

Prof. S.K. Baral
Director, Kushagra Institute of Information & Management Science, Cuttack, Odisha

Organising Committee

Prof. Samson Moharana
Senior Professor, Former Head and Dean, PG Deptt. of Commerce, Utkal University, Bhubaneswar, Odisha

Prof. K.B. Das
Registrar & Head PG Deptt. of Commerce
Utkal University, Bhubaneswar, Odisha

Prof. J.K. Panda
Head Deptt. of Business Administration
Utkal University, Bhubaneswar, Odisha

Prof. Santosh K. Tripathy
Head PG Deptt. of PMIR
Utkal University, Bhubaneswar, Odisha

Prof. R.K. Bal
PG Deptt. of Commerce
Utkal University, Bhubaneswar, Odisha

Prof. S.R. Mohapatra
Dean Management
Biju Patnaik University of Technology, Odisha

Prof. Swarup Ch. Sahoo
Former Professor, Deptt. of Business Administration
Utkal University, Bhubaneswar, Odisha

Mrs. Lucy Mohapatra
Director, Padhee's Tutorial Pvt. Ltd.
Bhubaneswar, Odisha

Prof. P.R. Majhi
Dean (Academics), Kushagra Institute of Information & Management Science, Cuttack, Odisha

Prof. J. Mohanty
Dean (Finishing School), Kushagra Institute of Information & Management Science, Cuttack, Odisha

ABOUT THE INSTITUTION

Kushagra Institute of Information & Management Science (KIIMS), promoted by Padhee's Tutorial Pvt. Ltd., incepted in the year 1999 under the auspices of Bhagat Education and Research Trust, is a pioneer institution in the twin city of Cuttack-Bhubaneswar, offering full-time MCA and MBA programme approved by the AICTE, Ministry of HRD, Govt. of India and affiliated to Biju Patnaik University of Technology, situated adjacent to NH-05, in front of Cuttack Sadar Police Station, Pirabazar, Gopalpur, Cuttack 753011, Odisha, India.

OBJECTIVES AND IMPORTANCE OF THE SEMINAR

The transition from one technological trajectory to another, more sustainable one is often impeded by significant barriers. Fortunately, these barriers are by their nature subject to substantial changes in time. Moreover, due to the complexity and dynamics of change in their respective environments, innovations are generally associated with fundamental uncertainty such that it becomes impossible to predict the degree of sustainability yielded by specific innovations in the longer run. Ideas of what might be more sustainable technologies exist, but the long development times, uncertainty about market demand and social gains, and the need for change at different levels in organization, technology, infrastructure and the wider social and institutional context provide a great barrier. Under these circumstances, it is essential to facilitate the change between trajectories and to allow for the possibility to select between varieties of alternative. Sustainability as viewed from this evolutionary perspective is therefore better understood as the general capability to adapt, that is, to readily change from less to more sustainable technological trajectories. Since the latter kind of sustainability determines the conditions under which the former kind (i.e. sustainability related to a specific technology) can be achieved, the two kinds are respectively called second-order and first-order sustainability. The topic "Strategic Measures for Economic Sustainability and Innovations" has chosen keeping in view the present need of the hour.

ABOUT ODISHA

ODISHA, a land of rich ancient culture and history spanning over 2000 years, situated in the eastern part of India is now standing as an icon in professional and technical education. The unique heritage of the Sun Temple and scenic beauty of Lake Chilika glorify and enhance the beauty of Temple City-cum-Capital of Odisha, Bhubaneswar. This state leaves a permanent educative and informative value to every intellectual for all the times to come. Professors of Universities, Academic Institutions, Professional from Industries, Scholars, Practitioners are cordially invited as 'Resource Person' for this National Seminar. There will be a healthy interactive session by the panel of experts after each technical session.

ACCOMMODATION

Accommodation for out station participants can be arranged upon prior request by sending an advanced Demand Draft of INR 1,500/- for the requisite number of days (maximum two days) accommodation. Transportation service will be provided to all participants by the institution from their places of accommodation to the venue of seminar.

THEMES & SUB-THEMES

Technical Session - I

STRATEGIC ECONOMIC SUSTAINABILITY

- Managing and Measuring Corporate Social Responsibility
- Institutional Sustainability for Financial Markets – Issues & Challenges
- Formulation of Measures to Counter Economic Slowdown
- Marketing and Managerial Policy for Economic Sustainability

Technical Session - II

STRATEGIC INNOVATIONS

- Environmental Impact Assessment and its Innovations
- Long Term Strategies for Innovations – Issues and Challenges
- Economic Sustainability and Innovations – Need a Paradigm Shift
- Strategic Policy for Idea, Inventions and Innovations