

PROGRAMME

Day One: 17.11.2012 (Saturday)

Registration : 8.00 am – 9.00 am
Tea Break : 9.00 am – 9.15 am
Arrival of Guests : 9.25 am
Inaugural Ceremony : 9.30 am – 10.30 am
Technical Session I : 10.45am – 1.15 pm
Lunch Break : 1.15 pm – 2.00 pm
Technical Session II : 2.00 pm – 4.30 pm
Cultural Programme : 4.30 pm – 5.30 pm

Day Two: 18.11.2012 (Sunday)

Tea Break : 8.30 am – 8.45 am
Technical Session III : 9.00 am – 11.30 am
Technical Session IV : 11.30am – 2.00 pm
Valedictory Ceremony : 2.00 pm – 2.30 pm
Lunch Break : 2.30 pm – 3.15 pm

GUIDELINES FOR PAPER SUBMISSION

Authors / Researcher/ Practitioners are encouraged to submit unpublished research article (not under consideration by any other journal or any form of printing / publishing) for the "Kushagra International Management Review" ISSN 2250-0960, a bi-annual international journal. The journal maintains high scientific and professional standards. All submitted research articles or cases will therefore undergo a blind review process. The Editorial Board does not accept responsibility for damage or loss of papers submitted. The acceptance of an article / case studies implies the exclusive licence of copyright to the "Kushagra International Management Review" ISSN 2250-0960.

Important information to be noted carefully

Title of the article should contain the complete name(s) of author(s), address, telephone number(s), active e-mail(s) and institutional affiliation(s) respectively; Well-summarized an abstract of 200 to 250 words with keywords and clear indication of objectives; Abstract should be related to the hypothesis and information being presented, as well as conclusions and results of general interest.

Manuscript should be typewritten, on one side of the page only, 1.5 line spacing hard copy and a separate file on soft copy through e-mail with 1.25 margins all sides on A4 size page. All pages should be numbered consequently. The length of the article should be less than 15 pages (less than five thousand words). The text as well as footnotes/references should be written in Times New Roman fonts of 12 point.

An author can contribute one article for publication and the same author(s) can not be a co-author for any other article in the same issue and vice versa. Maximum limit of authors for an article is two.

Unpublished results and personal communications should not be in the reference list, but may be mentioned in the text. References should be arranged first alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters "a", "b", "c", etc., placed after the year of publication. **Example of Reference:** Van der Geer, J., Hanraads, J. A. J., & Lupton R. A. (2010), the Art of Writing a Scientific Article. *Journal of Scientific Communications*, 163, pp. 51-59.

IMPORTANT DATES

Last date for submission of abstract	30th September 2012
Last date for submission of full article	20th October 2012

Manuscripts and all editorial correspondence should be addressed to:

The Chief Editor

The Kushagra International Management Review

Kushagra Institute of Information & Management Science (KIIMS)

Pira Bazar, NH-5, In front of Sadar PS, Cuttack 753 011, Odisha, India

Email: seminar@kiims.edu.in or drskbinfo@gmail.com



**KUSHAGRA INSTITUTE
OF INFORMATION &
MANAGEMENT SCIENCE**
An ISO 9001 : 2008 Certified Institution

Co-Sponsors:



**KALINGA BHARATI
RESIDENTIAL COLLEGE**

KUSHAGRA INTERNATIONAL MANAGEMENT CONCLAVE 2012

Organised by

**KUSHAGRA INSTITUTE OF INFORMATION
& MANAGEMENT SCIENCE (KIIMS)**

November 17 – 18, 2012

in collaboration with

W
UNIVERSITY of
WASHINGTON
BOTHELL

www.kiims.edu.in

VENUE

Asha Memorial Conference Hall
KIIMS Campus, Cuttack - 753011, Odisha, India

STRATEGIC ENTREPRENEURSHIP IN EMERGING ECONOMIES : COMPETITIVENESS AND GLOBALISATION



Chief Patron Rtn. J.B.Padhi

Secretary, Kushagra Institute of Information & Management Science, Cuttack, Odisha, India
Chairman, Padhee's Group of Institutions, Bhubaneswar

Convener

Prof. S.K.Baral

Director, Kushagra Institute of Information & Management Science, Cuttack, Odisha, India

Organising Committee

Prof. Samson Moharana

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

Prof. Amal Bhusan Nag

Former Professor, Deptt. of Accounting & Information Systems, University of Chitagong, Bangladesh

Prof. Swarup Ch. Sahoo

Former Professor, Deptt. of Business Administration Utkal University, Bhubaneswar, Odisha, India

Prof. K.B. Das

Head PG Deptt. of Commerce Utkal University, Bhubaneswar, Odisha, India

Prof. J.K. Panda

Head Deptt. of Business Administration Utkal University, Bhubaneswar, Odisha, India

Prof. Santosh K. Tripathy

Head PG Deptt. of PMIR Utkal University, Bhubaneswar, Odisha, India

Prof. K. R. Joshi

Deptt. of Business Studies Tribhuvan University, Kathmandu, Nepal

Prof. R.K. Bal

PG Deptt. of Commerce Utkal University, Bhubaneswar, Odisha, India

Mrs. Lucy Mohapatra

Director, Padhee's Tutorial Pvt. Ltd. Bhubaneswar, Odisha, India

Prof. S.R. Mohapatra

Dean Management Biju Patnaik University of Technology, Odisha, India

Prof. A.K. Rath

Principal, Kalinga Bharati Residential College Cuttack, Odisha, India

Prof. S.N. Sahoo

Addl. Director, Kushagra Institute of Information & Management Science, Cuttack, Odisha, India

Prof. J. Mohanty

Dean (Admin), Kushagra Institute of Information & Management Science, Cuttack, Odisha, India

ABOUT KIIMS

Kushagra Institute of Information and Management Science (KIIMS) promoted by Padhee's Tutorial Pvt. Ltd. and incepted in the year 1999 under the auspices of Bhagat Education and Research Trust. KIIMS is a pioneer institution from the twin city of Cuttack-Bhubaneswar, offering full-time professional UG & PG programmes approved by the AICTE, Ministry of HRD, Govt. of India. It is affiliated to Biju Patnaik University of Technology & Utkal University and recognised by Directorate of Higher Education, Govt. of Odisha. KIIMS is situated adjacent to NH-05, in front of Cuttack Sadar Police Station, Pirabazar, Gopalpur, Cuttack 753 011, Odisha, India.

ABOUT ODISHA

ODISHA, a land of rich ancient culture and history spanning over 2000 years, is situated in the eastern part of India and now fast emerging as an icon in the field of professional and technical education. The unique heritage of the Sun Temple and scenic beauty of Lake Chilika glorify and enhance the beauty of the Temple City-cum-Capital of Odisha, Bhubaneswar. This state leaves a permanent educative and informative impression and value in the mind of every intellectual for all times to come.

OBJECTIVE AND SCOPE OF THE CONCLAVE

An economy includes the full range of institutional, firm and entrepreneurial activities that are the foundation for creating value within society. As the research domains of entrepreneurship and strategy have developed, scholars have primarily examined economic phenomena. The strategic / entrepreneurial activities that are a core part of them within the formal economy is governed by formal institutions, including laws and regulations. However, estimates suggest that the informal economy activities occurring outside formal institutional boundaries account for over 10% of economic activity in many developed countries in terms of gross domestic product and nearly half of the total economy in many developing countries. The informal economy, underground economy, shadow economy, undocumented work, black markets, unproductive activities and criminal enterprises are some of the terms used to describe the setting in which activities outside of formal institutional boundaries take place. Accompanying the obvious interest of policymakers, scholars are beginning to explore strategic and entrepreneurial activities occurring within the informal economy and the topic "Strategic Entrepreneurship in Emerging Economies: Competitiveness and Globalisation" has been chosen to give an insight towards the emerging issues of the day.

This Conclave is an approach to move internationally towards bridging the gap between the industry and academia with a proper insight of development in the proposed emerging spheres. This event will be a landmark for a range of activities across the boundaries of corporate affairs and academia. The conclave is meant to highlight the emerging issues in strategic entrepreneurship that need to engage the attention of people from every walk of corporate and academic life.

We the family members of KIIMS are proud to announce the release of the "Kushagra International Management Review", a Bi-Annual International Journal, Vol-2, No-2 (ISSN 2250-0960) during inaugural session of the conclave.

ACCOMMODATION

Accommodation for out station participants can be arranged upon prior request by sending an advanced Demand Draft* of INR 2000 (AC single occupancy). Transportation service will be provided to all participants by the institution from their places of accommodation to the venue of international conclave for both the days.

REGISTRATION FEE*

Corporate Delegates	INR	1500
Academicians / Research Scholars	INR	500
Students	INR	200
Foreign Delegates	USD	100

* All Payments should be made through DD / Cheque in favour of "Kushagra Institute of Information & Management Science" Payable at Cuttack, Odisha.

KIIMS is proud to organise its 3rd Annual International Conclave "Kushagra International Management Conclave 2012" on 17th and 18th November 2012 on the topic "STRATEGIC ENTREPRENEURSHIP IN EMERGING ECONOMIES: COMPETITIVENESS AND GLOBALISATION" in collaboration with University of Washington, Bothell, USA.

THEMES AND SUB-THEMES

DAY ONE: 17.11.2012 (SATURDAY)

Technical Session - I : 10.45 am to 1.15 pm STRATEGIC ENTREPRENEURSHIP MANAGEMENT

- Dynamic Capabilities and Strategic Management
- Value Creation, Competition and Performance in Buyer-Supplier Relationships
- Internationalisation and Strategic Leadership
- Entrepreneurial Strategy to overcome Resource Disadvantages

Technical Session - II : 2.00 pm to 4.30 pm STRATEGIC ENTREPRENEURIAL VENTURES IN AGRI SECTOR

- Issues & Challenges of Organisational Marketing on International Entrepreneurship
- Innovation in Strategic Entrepreneurship for Creating a New Mind-set
- Agro Products Marketing in Developing Rural Economy Entrepreneurial Challenges
- Supply Chain Management in Agro-Processing Industries Problems & Prospects

DAY TWO: 18.11.2012 (SUNDAY)

Technical Session - III : 9.00 am to 11.30 am STRATEGIC FINANCIAL ISSUES AND CHALLENGES

- Corporate Entrepreneurship Financial Issues & Challenges
- Value based Integrated Financial Model for International Entrepreneurship
- Strategic Financial Management to Enhance Creative Entrepreneurship
- Trade, Fiscal and Financial Policy for Entrepreneurship Creation

Technical Session - IV : 11.30 am to 2.00 pm STRATEGIC SUSTAINABLE ENTREPRENEURSHIP IN MSMEs

- Organisational Learning, Innovation, Alliances & Networks to Sustain Entrepreneurship
- Innovation through Strategic Entrepreneurships
- Role of Entrepreneurship in Commercialising Disruptive Technologies
- Corporate Social Responsibility towards Sustainability of MSMEs