

PROGRAMME

Day One: 21.04.2012 (Saturday)

Registration : 8.30 am – 9.00 am
Refreshment : 9.00 am – 9.30 am
Arrival of Guests : 9.30 am – 9.45 am
Inaugural Ceremony : 9.45 am – 11.00 am
Tea Break : 11.00 am – 11.15 am
Technical Session I : 11.15 pm – 1.15 pm
Lunch Break : 1.15 pm – 2.00 pm
Technical Session II : 2.00 pm – 4.00 pm
Tea Break : 4.00 pm – 4.15 pm (day end)

Day Two: 22.04.2012 (Sunday)

Refreshment : 9.30 am – 10.00 am
Technical Session III : 10.00 am – 12.00 am
Tea Break : 12.00 noon – 12.15 pm
Valedictory Ceremony : 12.15 pm – 1.00 pm
Lunch Break : 1.00 pm – 1.45 pm (day end)

ACCOMMODATION

Accommodation for out station participants can be arranged upon prior request by sending an advanced Demand Draft of ₹ 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 for both the days.

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 e-Commerce in Emerging Economies" for publication in the proceedings, i.e., "Kushagra Proceedings 2012" to be released 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 or 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	11th March 2012
Last Date for Submission of Full Article	20th March 2012

Manuscripts and all editorial correspondence should be addressed to:
The Convenor

"Strategic e-Commerce in Emerging Economies"

Kushagra Institute of Information & Management Science (KIIMS)
Pira Bazar, NH-05, Infront of Sadar PS, Cuttack 753 011, Odisha, India
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INFORMATION

NATIONAL SEMINAR ON

STRATEGIC E-COMMERCE IN EMERGING ECONOMIES



SPONSORED BY AICTE MINISTRY OF HRD
GOVERNMENT OF INDIA

21st & 22nd April 2012



VENUE

Conference Hall, KIIMS Campus
Cuttack - 753011, Odisha



सा याचिता च विद्वान्

**KUSHAGRA INSTITUTE
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STRATEGIC E-COMMERCE IN EMERGING ECONOMIES

SPONSORED BY AICTE, MINISTRY OF HRD, GOVERNMENT OF INDIA

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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 753 011, Odisha, India.

OBJECTIVES AND IMPORTANCE OF THE SEMINAR

The explosion in the use of electronic commerce (e-commerce) by the business sector has a tremendous effect since its inception only a few years back. From government to multinational companies to one-person start-ups, e-commerce is increasingly viewed as a key business modality of the future. Ease of transaction, widening markets and decreased overheads are factors that make e-commerce solutions more and more attractive, as evident from the growth of online business.

In the world, the rapid growth of the market and fierce competition between the increasing numbers of participants, add up to new innovations every day leading to short development cycles. With the rapid advancing technologies that are occurring in modern business, organisations are required to be ready and able to adapt within their ever-changing environment. Emerging market conditions, international trade regulations, scarcity in financial resources, global recession in developed economies enhance and understanding of e-commerce models and practices. The strategic e-commerce simulation and the global nature of e-business provide developing countries with a unique opportunity to compete in market places that were beyond their reach. It has the potential to reduce physical trade obstacles, increases market access and trade efficiency and could provide a competitive stimulus for local producers and entrepreneurs among the countries.

The topic for the national seminar "Strategic e-Commerce in Emerging Economies" has been chosen in view to present the need of the hour and it is an approach to bridge the gap between the industry and academia with a proper insight of development in the emerging spheres of Strategic e-Financial Management, Strategic e-Supplychain Management and Strategic e-Innovation Management.

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.

THEMES AND SUB-THEMES OF THE NATIONAL SEMINAR

DAY ONE: 21.04.2012 (SATURDAY)

Technical Session-I (11.15 am – 1.15 pm)

Theme: STRATEGIC E-FINANCIAL MANAGEMENT

- Sub-Themes:
- Treasury and Taxation Management
 - Project Appraisal Management
 - Portfolio and Wealth Management
 - Derivatives and Risk Management

Technical Session-II (2.00 pm – 4.00 pm)

Theme: STRATEGIC E-SUPPLYCHAIN MANAGEMENT

- Sub-Themes:
- Demand Forecasting and Synchronizing
 - Real Time Inventory Management
 - Production Scheduling Management
 - Compliance and Sourcing Management

DAY TWO: 22.04.2012 (SUNDAY)

Technical Session-III (10.00 am – 12.00 noon)

Theme: STRATEGIC E-INNOVATION MANAGEMENT

- Sub-Themes:
- Product Innovation
 - Market Presence in Innovation
 - Compensation and Reward Management
 - IPR for Companies Trade Mark, Patents, Design Rights etc.

In addition to the above topics, participants are encouraged to submit research paper on different related areas of the sub-themes, namely Investment Management, Net Banking, Financial Product Designing, Branding of Advertisement, Online Marketing, Customer Relationship Management, HRM Innovation etc.

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.