

## PROGRAMME

### Day One: 03.12.2011 (Saturday)

Registration 8.00 am to 9.00 am  
Tea Break 9.00 am to 9.15 am  
Arrival of Guests 9.25 am  
Inaugural Ceremony 9.30 am to 11.00 am  
Technical Session I (11.15 am to 1.15 pm)  
Lunch Break 1.15 pm to 2.00 pm  
Technical Session II (2.00 pm to 4.00 pm)  
Cultural Programme 4.00 pm to 5.30 pm

### Day Two: 04.12.2011 (Sunday)

Tea Break 8.30 am to 8.45 am  
Technical Session III (9.00 am to 11.00 am)  
Technical Session IV (11.00 am to 1.00 pm)  
Valedictory Ceremony 1.00 pm to 1.45 pm  
Lunch Break 1.45 pm to 2.30 pm

#### REGISTRATION FEES FOR PARTICIPANTS\*

Corporate Delegates	INR ₹ 1500.00
Academicians / Research Scholars	INR ₹ 500.00
Students	INR ₹ 200.00
Foreign Delegates	US \$ 100.00

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

#### 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 Resource Management" for publication in the forthcoming 2nd issue of the "Kushagra International Management Review" a Bi-Annual International Journal of Kushagra Institute of Information & Management Science (KIIMS) to be published in April, 2012. We also request Academicians, Corporate Executives, Management Consultants and Research Scholars to contribute their research based papers as per the guideline, date and e-mail address given below. The papers selected after blind review process shall be accepted for publication and presentation which shall be duly acknowledged.

#### IMPORTANT DATES

Last Date for Submission of Abstract	21st November 2011
Last Date for Submission of Full Article	30th November 2011

#### GUIDELINES

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.
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 5000 words (as per the specified layout) excluding tables, figures and references.
5. The decision of the Board of Editors is final in all respects and reserves the right to reject, modify or improve the manuscripts to meet the standard of the Journal presentation and style.

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

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

# KUSHAGRA INTERNATIONAL MANAGEMENT CONCLAVE 2011

3rd & 4th December 2011



## STRATEGIC RESOURCE MANAGEMENT

#### Venue:

IDCOL Auditorium, Near I.G. Park, Bhubaneswar, Odisha, India



**KUSHAGRA INSTITUTE  
OF INFORMATION &  
MANAGEMENT SCIENCE**

An ISO 9001 : 2008 Certified Institution

# KUSHAGRA INTERNATIONAL MANAGEMENT CONCLAVE 2011



STRATEGIC RESOURCE MANAGEMENT



STRATEGIC RESOURCE MANAGEMENT

## Chief Patron:

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Secretary, KIIMS, Cuttack

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Director, KIIMS, Cuttack

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The business environment is uncertain. The global market pressure, the diverse and dynamic human resources, talent crunch, scarcity of financial and material resources, global recession, international trade regulations and overall the ever changing and challenging business environment forces making the planners, administrators, academicians and policy makers to think and rethink strategically to make optimum utilisation of resources in such a way that the organisations can achieve competitive advantage for organisational effectiveness and excellence. The topic "**Strategic Resource Management**" has chosen keeping in view the present need of the hour.

Kushagra Institute of Information and Management Science (KIIMS) is proud to organise its 2<sup>nd</sup> annual international conclave "**Kushagra International Management Conclave 2011**" in Bhubaneswar on 3<sup>rd</sup> and 4<sup>th</sup> December 2011 on the topic "**Strategic Resource Management**" at IDCOL Auditorium, Near IG Park, Bhubaneswar in collaboration with Southampton Solent University (SSU), United Kingdom (UK). 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 sphere of themes and sub-themes. 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 much emerging issues which do need the attention from every walk of corporate and academic life. The "Kushagra International Management Review" Vol-I, Issue-I with ISSN registration will be released in the inaugural session of the conclave.

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 from 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.

KIIMS believes in creating and disseminating knowledge and skills in core and frontier areas of Management and IT. The dynamic business environment demands learning new skills and upgrading the existing ones in today's technology-driven and competitive business scenario. Recognizing the need of this changing environment, we have implemented more value added courses and excel our academic tie ups with many corporate, foreign universities and educational institutions which helps our students and faculty members to equip themselves with professional capabilities.

## THEMES AND SUB-THEMES OF THE CONCLAVE

### DAY ONE: 03.12.2011 (SATURDAY)

#### Technical Session-I (11.15 am to 1.15 pm)

#### STRATEGIC CORPORATE GOVERNANCE

Chair Person Prof. Sudipti Banerjee, University of Calcutta, Kolkata

#### Sub - themes:

- Impact of International Instruments on Corporate Governance
- Comparative Study on Corporate Governance
- Financial Integrity for Corporate Governance
- Corporate Governance and the Board of Directors

#### Technical Session-II (2.00 pm to 4.00 pm)

#### STRATEGIC INNOVATIVE MANAGEMENT

Chair Person Prof. Patricia Park, Southampton Solent University, UK

#### Sub - themes:

- Trends in International Green Marketing Strategies
- Comparative Study on International Social Media Marketing
- Navigating the Standards for Information Technology Controls
- IPR for all Companies Trade Marks, Patents, Design Rights etc.

### DAY TWO: 04.12.2011 (SUNDAY)

#### Technical Session-III (9.00 am to 11.00 am)

#### STRATEGIC FINANCIAL MANAGEMENT

Chair Person Prof. Y.P. Singh, Delhi School of Economics, Delhi

#### Sub - themes:

- Working Capital Management in the Multinational Firm
- Comparative Study on Global Financial Melt Down
- Financial Strategies for Achieving Sustainable Growth
- Strategic Planning and Financial Policy

#### Technical Session-IV (11.00 am to 1.00 pm)

#### STRATEGIC ENVIRONMENTAL MANAGEMENT

Chair Person Prof. V.P. Upadhaya, Director, Ministry of Environment & Forstry, Bhubaneswar

#### Sub - themes:

- Regional Maritime Environmental Controls
- Comparative Study Public Participation in Environmental Management
- Critical Global Issues in Solid Waste Management
- International Environmental Law and Policy

## LIST OF RESOURCE PERSONS

Prof. Marry Ellen O'Keefe, Vice-President, North Seattle Community College, USA  
 Prof. Shyam Sundar, Yale University, USA  
 Prof. Keshav Raj Joshi, Tribhuban University, Nepal  
 Prof. Amal Bhushan Nag, University of Chitagong, Bangladesh  
 Prof. Rubi Ahmad, University of Malaysia, Malaysia  
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 Mr. S.P. Mohanty, Deputy General Manager, Reserve Bank of India, Kolkata  
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