

**National Conference on**  
***“Global Economic Upheavals***  
***and***  
***Strategic Management Initiatives”***

**on 27<sup>th</sup> & 28<sup>th</sup> March, 2009, at AIMS Campus, Jaipur (Raj)**

Greetings from AIMS, Jaipur!

We are pleased to inform you that AIMS is organizing a National Conference on 27<sup>th</sup> & 28<sup>th</sup> March, 2009 at AIMS Campus. The theme for the National Conference is “*Global Economic Upheavals and Strategic Management Initiatives*”

Apex Institute of Management and Science, Jaipur is an established, reputed and professionally managed Institute, in the field of management education. It is part of a network of eight educational institutions sponsored by Sanjay Shiksha Samiti, Jaipur. The conference aims at improvement in professional knowledge of the both, the guests and the hosts.

We cordially invite you to present your valuable research in the form of papers at the Conference. We would also appreciate your participation as delegates. Please find attached herewith, a copy of National Conference Brochure for further details. All the information and details regarding the conference are available on our website [www.apexedu.org](http://www.apexedu.org). We welcome all queries regarding the same at [aimsconference@gmail.com](mailto:aimsconference@gmail.com).

We shall be happy if this invitation is circulated amongst your learned faculty.

Looking forward to having you with us along with your faculty.

Yours Sincerely,

Principal, AIMS

**GLOBAL ECONOMIC UPHEAVALS**  
**&**  
**STRATEGIC MANAGEMENT INITIATIVES**

Today we are facing an economic transformation that will hit, not over the course of a few years but, over the course of the next generation. Now we have the opportunity to do what needs to be done. We need to act with all seriousness & urgency, because the approaching economic shock will be greater in magnitude than anything in recent historical memory.

Recent developments in the US financial markets have had a direct impact on not only the US economy but on countries across the world. Economies like India are slightly more insulated than others owing to the tight regulatory environments; however, the recent Satyam episode has changed the scenario here too.

Strategic issues lie right at the heart of every business. Good strategy takes more than just a strong desire. An effective strategic decision requires good input and analysis. Successful identification and resolution of Strategic Issues results from combining both content and process elements, big and small, effectively and smoothly.

Business today has become extremely challenging. The developments have resulted into new business environment worldwide leading to strategies such as mergers, acquisitions, takeovers, joint ventures, diversification, etc. All these developments are bringing changes in the development and implementation of new strategies in different business areas. The theme of the conference focuses on the Strategic Initiatives in Global Emerging Scenario for the national and multinational corporate world. The idea is to understand and put forth the challenges undiscovered and develop strategies to negate their burning effects.

In order to highlight the issues and seek solutions to the problems, a national-level conference is being organised by APEX INSTITUTE OF MANAGEMENT & SCIENCE, JAIPUR, on 27<sup>th</sup> & 28<sup>th</sup> March, 2009. The main theme of this conference is **“GLOBAL ECONOMIC UPHEAVALS & STRATEGIC MANAGEMENT INITIATIVES.”**

The sub-themes are as under:

**A) Strategic Initiative in Finance –**

- Global Financial Crisis.
- Merger and Acquisition.
- Future of Financial Intermediaries.
- Role and Responsibility of Regulatory Bodies.
- Strategic Financial Management in MNC's.
- Risk Diversification Strategies

**B) Strategic Initiative in HRM –**

- Organisation Climate and Talent Management.
- Knowledge Management and Innovation in HRM.
- Contemporary issues in HRM.
- Competency Mapping.
- Diversity Management.

**C) Strategic Initiative in Marketing –**

- Consumer Behaviour across Culture.
- Supply Chain and Logistic Management
- Managing Brands and Brands Equity.
- Business to Business Marketing.
- Ethnic and Minority Marketing.

**D) Strategic Initiatives in Technology Management –**

- User Management: strategies, technology and techniques.
- Integrated Engineering of products, services and organizations.
- Management of Green Technology.
- Enterprise WAN Management.
- E-Governance.

Research Papers are invited from the participants having experience in the various disciplines / areas of management and any other relevant area suitable to main theme and sub-themes of the conference.

### **Who can participate?**

Research Papers are invited from Academicians/Research Scholars from national / international institutes and Executives/ Practicing Managers from national and international level corporate/industry.

### **Important Dates**

Last Date for Receipt of Abstract & Registration Form, with registration fee: **18<sup>th</sup> March, 2009.**

Last Date of Paper Submission: **23<sup>rd</sup> March, 2009.**

### **Guidelines for Papers**

1. The first page of the manuscript begins with the cover page which should contain title of the paper, authors' name, designation, contact address, phone and e-mail.
2. The total length of the paper must not exceed eight A4 size pages in single line spacing, Times New Roman font with 12pt font size including references, bibliography and appendices, in MS Word / Open Office compatible format text.
3. **Scholars are required to submit an Abstract of the research paper latest by 18<sup>th</sup> March, 2009, so as to enable its inclusion for publication in conference proceedings.** The paper should begin with an abstract, not exceeding 250 words. One soft copy and one hard copy of the paper are to be submitted by 23<sup>rd</sup> March, 2009.

For participation in technical sessions in different areas, please contact as under:-

**Finance** – Ms. Mahima Rai, Head, Department of Management, AIMS

**Human Resources** – Ms. Neha Gupta, Lecturer, AIMS

**Marketing & IT** – Ms. Kajal Sitlani, Lecturer, AIMS

For any further information or clarification please feel free to contact us at:  
[aimsconference@gmail.com](mailto:aimsconference@gmail.com) or telephone No. 0141-2784701 / 02.

## **Papers presented in Absentia**

Those who cannot come to AIMS, Jaipur, but wish to present their paper in absentia, are encouraged to send an abstract and research papers as per the above mentioned schedule. Papers presented in absentia are eligible to be included in the conference proceedings. A processing fee of Rs 1,500/= will be charged for each paper submitted for presentation in absentia.

## **Cash Prizes**

First Prize of Rs.5,000.00 & Second Prize of Rs.2,000.00, in each technical session, will be awarded to scholars who present their papers personally in the conference, on the recommendation of the Technical Cell of the Conference Committee.

## **Registration**

All scholars, researchers and students who are interested in participating in the conference are requested to get registered by filling the registration form and send it along with the abstract of research paper.

The Registration fee payable is as under:

Academicians and Research Scholars	Rs. 500.00
Delegates from Industry	Rs.1,000.00
Students	Rs. 200.00

Bank drafts should be drawn in favour **APEX INSTITUTE OF MANAGEMENT & SCIENCE, JAIPUR**, payable at Jaipur, and sent to the following address by 18<sup>th</sup> March, 2009:

**Ms. Mahima Rai, (HoD, Department of Management)**

**Conference Coordinator**

Apex Institute of Management & Science  
V.T. Road, Mansarovar, Jaipur, Rajasthan.

# Registration Form

NATIONAL CONFERENCE

ON

*“Global Economic Upheavals  
and*

*Strategic Management Initiatives”*

on 27<sup>th</sup> & 28<sup>th</sup> March, 2009, at

**APEX INSTITUTE OF MANAGEMENT SCIENCE**

**V.T. ROAD, MANSAROVAR, JAIPUR (RAJ)**

Name:..... Designation:.....

Name of Institute/Organisation:.....

Mailing Address:.....

.....

Educational Qualifications:..... Experience..... years

Telephone Nos..... Fax.....

E-mail id: .....

DD No:..... Date:..... Bank:..... Payable at .....

Date.....

Signature