



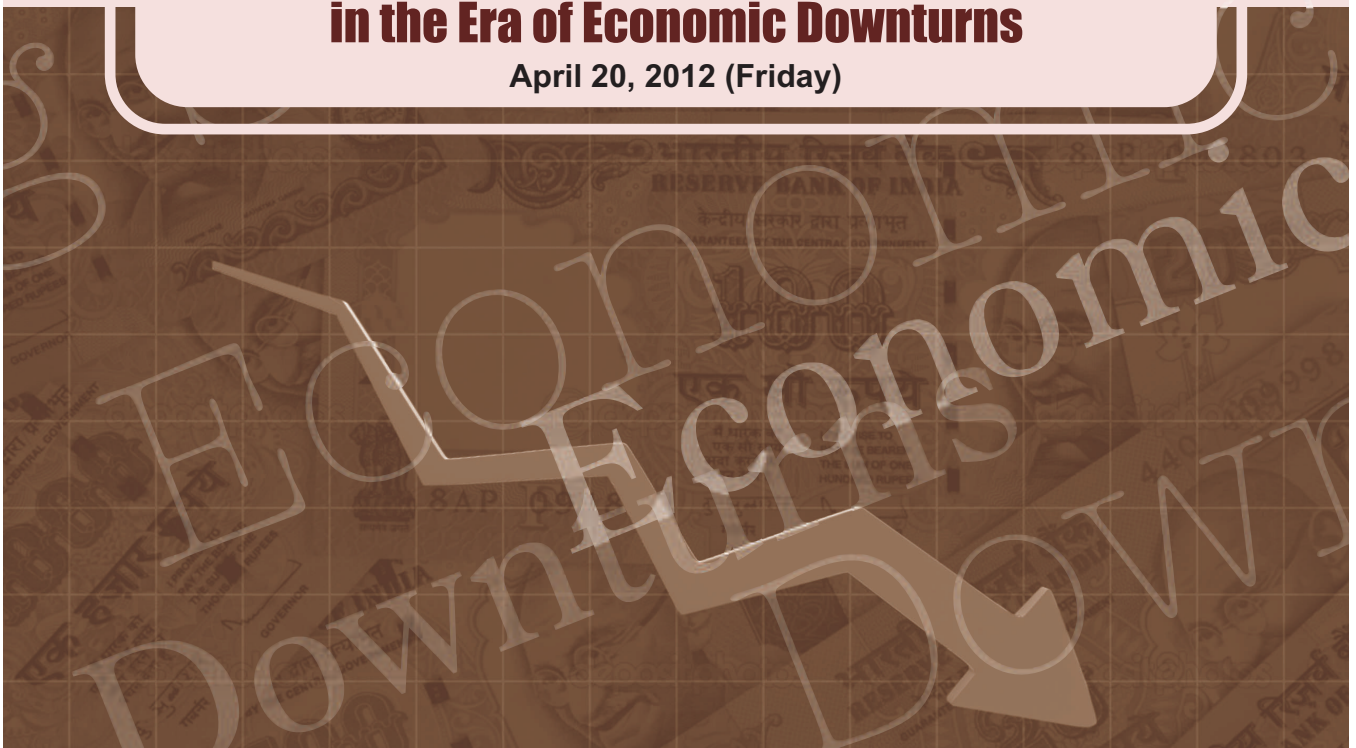
JAIPURIA GROUP OF MANAGEMENT INSTITUTIONS

Sector-14C, Vasundhara, Ghaziabad



National Conference on
**Challenges of Managing Sustenance and Growth
in the Era of Economic Downturns**

April 20, 2012 (Friday)





Conference Background

It is an inconvertible reality that the global economic downturn that started in the third quarter of 2008 continues and has become an unprecedented event across the world. A number of countries are experiencing rapid contraction in their Global Domestic Product (GDP), rising unemployment levels and an overall slowdown investment velocity. The economic crisis traumatized the financial markets as it spread to all sectors of the world economy and moreover the exact depth and breadth of the impact is still uncertain. Indian economy is also not aloof from this. At the time when Indian economy was anticipated to grow it was confronted by economic meltdown across the world and some unpredicted incidents challenged our business growth.

There were so many things that went seriously wrong, either at the financial side or government policy side. The economic conditions are still extremely fragile. Organizations are worried if this recovery is fake and a new crisis is just waiting to unfold. This recovery comes under increasing pressure to deal with high levels of debt which may stave off another recession. In order to relieve uncertainties, Pranab Mukherjee, India's finance minister, said that India's fundamentals are strong and the country is in a better position than other nations to meet the challenge of economic downturns although there could be some impact here also. As Mr. Mukherjee said that there may be some impact – chances of economic crisis in India can be foreseen. Weak finances, persistently high inflation and policy inertia have considerably weakened the government's position today. In this unpredictable economic condition, an organization needs to be agile in responding to challenges and resilience for business growth. A framework for constructing resilience and competency to maintain sustainability and growth may be required.

All these circumstances have encouraged us to organize this national conference on "Challenges of Managing Sustenance and Growth in the Era of Economic Downturn" to get a conglomeratic view from both academia and corporate.

The Conference aims to understand challenges in managing sustenance and growth in the context of Indian economic conditions. Approaches for predicting economic downturns from various perspectives are indicated below. We hope this conference would establish a milestone to counteract various global challenges and emerge as a winner in this economic global pressure.

- Economic
- Sociological
- Strategic
- Geographical
- Political/ Regulatory
- Legal
- Marketing
- Operations
- Finance
- Accounting
- Communication
- Information Technology



Economic



Strategic



Information
Technology

Who Should Participate

Thought provoking, experiential and empirical research papers giving fresh insights, radically different views and approaches are invited from experienced scholars and research interns. Papers should be crisp and confine to word limit of 5000 words.

Objectives

- To reveal the various challenges faced by a business faces when there is pressure from local and global companies.
- To promote collaborative learning among institutions and corporate.
- To discuss the challenges and opportunities for global and local competitiveness.
- To provide recommendations and suggestions to the key policy makers that can be incorporated in managing and sustaining growth in economic downturns.
- To develop networking among the academicians, business leaders, government and other societies.

Registration Fee

Academia : Rs. 1000/-

Corporate : Rs. 2000/-

The registration fee includes delegate's kit, tea/coffee and lunch for the conference period.

Registration fee can be paid by Demand Draft / Local Cheque payable at Ghaziabad / Cash. The demand draft should be drawn in favor of "Jaipuria Institute of Management, Ghaziabad". The demand draft should reach at Jaipuria Institute of Management, Sec-14-C, Vasundhara, Ghaziabad by April 5, 2012.

Research Paper Submission

- Original papers and case studies on Theme/ sub-themes of the conference are invited from academicians, scholars and practitioners of management.
- Soft and hard copy of the paper should be sent.
- The acceptance of paper would be based on an abstract of about 1000 words.
- Contributions should be sent in MS Word, Font-Times New Roman, and Font Size-12.
- The paper should contain title page, abstract, details of author(s) with recent passport-size colored photograph.
- Only those contributions which are complete, registered and reach on time will be published in the conference book and journals.

E-mail Research Paper to

jaipuriaconference@gmail.com

Organizing Committee

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Marketing

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About JGMI

Jaipuria Group of Management Institutions (JGMI) have established themselves as leading management institutes in northern India, comprising Jaipuria Institute of Management (JIM), Jaipuria Institute of Management Studies (JIMS) and Jaipuria Institute (JI).

Jaipuria Institute of Management (JIM) conducts a well established Mahamaya Technical University approved MBA programme. Jaipuria Institute of Management Studies (JIMS) was set up in the year 2008 and runs a Post Graduate Diploma in Management (PGDM), a two year full time programme approved by AICTE. Jaipuria Institute (JI) has been conducting BBA programme affiliated to CCS University since 2004. JGMI has developed a NEW VISION, it aims to become a Fully Integrated, Socially Responsible Group of Management Institutions, of National Reckoning, by Meeting the Growing and Emerging needs of industry and business through Teaching, Training, Research and Consulting in the field of Management, Directly (BBA/MBA /PGDM/MDP/Consulting) and Indirectly (FDP/Literature Development/Research/Conference).

The Group has thus initiated meaningful Conferences, Faculty Development Programmes and Management Development Programmes under the NEW VISION.

Jaipuria Group of Management Institutions in Vasundhara and the NEW campus at Indrapuram, Ghaziabad aims to provide quality management education to transform individuals into Business Leaders, Skilled Managers and Entrepreneurs.

Venue

Auditorium, Jaipuria Institute of Management,
Sec-14C, Vasundhara, Ghaziabad

For More Details Contact

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Important Dates

Submission of abstracts (Max. 1000 words)	Feb 15, 2012
Confirmation of acceptance of Abstract	Feb 20, 2012
Submission of full papers	Mar 20, 2012
Review and comments for modifications	Mar 25, 2012
Final submission of papers	Mar 31, 2012
Last date of Registration	April 05, 2012

Organized by:

Jaipuria Institute of Management

Vasundhara, Ghaziabad

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