**REGISTRATION FORM**

Name of the Author(s) : ______________________________________
___________________________________________________________

Title of the Paper : _________________________________________
___________________________________________________________

Designation  : _____________________________________________
Institution  : _____________________________________________

Address for Correspondence : _________________________________
_________________________________________________________________________

Phone/Cell Number : _________________________________________
Fax   : _____________________________________
e-mail  : _____________________________________

Accommodation Required : _________________________________

I would like to participate as (Put a “X” mark in appropriate place)

Student  : [ ]
Faculty : [ ]
Industry Deligate: [ ]

Signature of the Participant

(Accepted papers will be published in an ISBN registered ‘Conference Proceedings’)
The conference entitled “Global Economic Turmoil—Redefining Indian Business” explores the influences of the economic turmoil on Indian industry and the way Indian industry will address the emerging challenges. The global economic crisis is taking its toll on the balance sheets of economic establishments in terms of low quality growth, inadequate levels of capital, volatility in deposits, high default rates and curtailed funding by investors and lenders. Portfolio quality is deteriorating by the palpable increase of portfolios at risks (PARs). Liquidity is worsening because of tougher access to funding and exaggerated value of capital, regardless of the efforts to diversify funding sources and depending heavily on domestic savings.

The recent global economic crisis has hit both the real and financial sectors with sudden severity and uncharacteristic speed, not ever witnessed since the Great Depression of 1930’s. The accelerated inflation spirals, massive layoffs, inhibition of new employment and drop in incomes, fluctuation in rupees have led to snail-pace growth in Indian business sector. Recent economic slowdown has served to highlight the vulnerability of the global marketplace. Thus, it is no longer questioned as to whether or not companies should be good corporate citizens. Drawing on the experiences of the emerging need on employing quality measures with increased requirement on environmental reporting, companies have been forced to take an urgent call on how businesses can redefine their horizon and how this may be accomplished. Global corporate citizenship will remain a fringe activity and not become a critical component of an organization’s core business strategy.

**Conference Sub-themes**

The following sub-themes are chosen that cover the various areas pertaining to the main themes. Participants have to note that the sub-themes given are not exhaustive but indicative/illustrative.

**THE INSTITUTE**

Gandhi Institute of Management Studies (GIMS) was set up in the year 2001 with a motto of providing quality management education in an exceedingly disciplined environment. Within a span of 12years, it has become a citadel of management education in eastern India. In its journey, it has got ISO 9001-2000 certification and NBA, NAAC and IAO accreditations. It has been regarded as a guruuk by the students, alumni, faculty members and distinguished visitors for its learning environment. GIMS is approved by AICTE and recognized state Govt. of Odisha. It is affiliated to Biju Patnaik University of Technology, Rourkela. The institute has consistently excelled in academic, placement and extra-curricular activities.

Gunupur is well connected by rail and road. It has direct bus service from Bhubaneswar, Berhampur, Cuttack, Rayagada, Palasa and Visakhapatnam. One can also come to Palasa or Rayagada by rail and then by road to Gunupur.

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### Conference Outline

- **Call for Papers**
  
  In order to understand this paradigm shift in business horizons, we invite original contributions in the form of research papers, case studies and conceptual papers on the following suggested areas or any other topic relevant to the conference themes.

- **Conference Sub-themes**
  
  The following sub-themes are chosen that cover the various areas pertaining to the main themes. Participants have to note that the sub-themes given are not exhaustive but indicative/illustrative.

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**Marketing Challenges in Global Turmoil**

- Trends in consumer behavior
- Channel & physical distribution
- Retailing
- E-marketing

**Human Resource Management Challenges in Global Turmoil**

- FDI & employee opportunities
- Multiculturalism at work place
- Strategic human resource management

**Economic challenges in Global Turmoil**

- Economic growth and growth models
- Intellectual Capital
- Global Financial Crisis
- Portfolio Management
- Behavioral Finance

**Finance Challenges in Global Turmoil**

- Management of global financial meltdown
- Corporate governance and finance
- Developments in international finance
- Global imbalances and the financial crisis
- Global Financial Crisis
- Portfolio Management
- Behavioral Finance

**Information Technology challenges in Global Turmoil**

- Computerization of IT
- Mobile computing
- Business process re-engineering
- ICT in modern business
- IT security and challenges

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**DATES TO REMEMBER**

- Submission of full paper: 8 Jan. 2014
- Intimation of acceptance of paper: 13 Jan. 2014

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**Guideline for Author(s)**

The softcopy of the full paper with abstract, not exceeding 4000 words, should be submitted in APA style, with details of the Author (s) including e-mail Id and contact number. The full paper accompanied by the statement of originality stating that the paper has not been published elsewhere. Delegates have to get themselves registered prior to the seminar through the duly filled-in registration form.