



**GCMRM 2014-17**  
**5<sup>th</sup> Global Conference**  
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# MDI Global Conference on “Managing in Recovering Markets”

MDI, Gurgaon INDIA in Association with



Australian Centre for Asian Business, University of South Australia, Adelaide, Australia

AND

Faculty of Economics & Business, University of Maribor, (Maribor) Slovenia



*is organizing a*

**Global Conference on Managing in Recovering Markets**

(GCMRM 2015 : CONFLUENCE OF GLOBAL STRATEGIES)

**During: March 11-13, 2015 | Venue: MDI Gurgaon, INDIA | [www.gcmrm.org](http://www.gcmrm.org)**

*The last 2 decades have seen a shift in the workings of the world economy requiring change in approach towards business as well as economic and social development and growth that is both transformational and strategic. While service sector has grown, the industrial sector across economies has seen challenges. Economic and market uncertainties have increased, competition has reduced life spans of products and offerings thus, spurring innovation. While mostly rewarding, the need to reinvent and innovate constantly have seen principles of doing business getting compromised. At the same time, role of governance has seen an emphasis towards accountability. The labor force across markets has become aspirational and day to day operational and business management has become much more globalized.*

## About the Global Conference

The global shift in the economic scenario has brought about both a global slowdown, which has dealt debilitating blows to the economies of most countries across continents as well as opportunities and drivers for the growth.

In keeping with this trend and anticipation of an economic revival, MDI Gurgaon set the agenda and tone for debate and discussion on recovery of global markets by organizing a 3 days global conference curtain raiser event at the MDI campus, Gurgaon (India) during 5<sup>th</sup> - 7<sup>th</sup> March 2014. MDI ([www.mdi.ac.in](http://www.mdi.ac.in)), Gurgaon INDIA is a leading business school in India strategically located amidst the corporate hub of India. Eminent research, academia, practitioners and policy makers during the 3-day global event deliberated and presented their views on a large number of global concerns and more than 120 research papers were presented. The synthesis of this exercise is being brought out in an exclusive edition of Springer

Carrying the agenda forward, **MDI announces the next event (5<sup>th</sup> conference) in the series on the theme ‘Managing in Recovering Markets’ in March 2015 at its Gurgaon (INDIA) campus.** This conference is intended to serve as a platform for researchers, business practitioners, academics, policy-makers, entrepreneurs and media-persons to take on board learning from previous conferences in the series, market developments over the previous year and deliberate upon the causes and consequences of the evolving environment, the yet unaddressed and evolving challenges and the strategic responses to these challenges in cross country markets. The conference would set the agenda for the further global conferences planned in years 2015 and 2016. More details about the conference can be obtained from [www.gcmrm.org](http://www.gcmrm.org).

## Conference Tracks

**You are invited to submit your paper on the following suggested tracks**

*(The below tracks are indicative and not exhaustive).*

### Accounting and Reporting for Stability

- Fair Value accounting
- Accounting for intangibles in internet era companies
- Accounting and Reporting for transparency including related party transactions
- Contingency reporting
- Role of auditors in recovering markets
- Management accounting and reporting for global companies
- Transfer pricing issues and transparency
- Earnings announcement and shareholder value in recovering markets
- Relevance of accounting information for start-ups and internet era companies

### Banking post the financial meltdown

- The Basel framework and its efficacy
- Banks and their Capital structure
- Risk management in banks (Who bears the risks?)
- Role of the banking sector in a recovering economy
- Independence of the banking sector
- Shareholder value creation in the banking sector
- Regulations in banking – Need, extent, efficacy and impact
- Retail vs. commercial vs. investment banking businesses – Is there a need for Chinese walls?
- Role of the marketing function in the banking sector
- Role of state owned banks in a recovering economy
- Micro finance and financial inclusion

## GLOBAL CONFERENCE SECRETARIAT

MANAGEMENT DEVELOPMENT INSTITUTE (MDI), MEHRAULI ROAD, SUKHRALI, GURGAON 122 007

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## Finance for the 21<sup>st</sup> century markets

- Valuing new age businesses, venture capital backed start-ups
- Compensation structures and incentives for agents in recovering markets
- Structure and management of insurance for emerging needs
- Capital structure and dividend policies in recovering markets
- Changing complexion of private equity in recovering markets
- Emerging sources of finance for business

## Investors and Investments in Recovering Markets

- Investing in volatile markets
- Role of technical analysis in recovering financial markets
- Pension structures and reforms
- Market microstructure and high frequency data analysis
- Financial markets – Role, responsibility and structure in recovering markets
- Mutual Funds – objective, structures and performance in recovering markets
- Structured investments, hedge funds and complex derivatives as investment avenues
- Investing in real assets vs. financial assets
- Investor education and protection in recovering markets

## Risk Management for Recovering Markets

- International finance and managing exchange and business risks
- Vulnerability of new world order to risks
- Managing credit risk
- Credit rating for firms and individuals
- Role of credit rating agencies in recovering markets
- Structured products and exotic derivatives – need of the hour or untouchables?

## Behavioural Finance

- Investor biases in recovering markets
- Asset pricing anomalies and their implications for investment strategy in recovering markets
- Behavioural explanations for real world bubbles
- Behavioural factors influencing market volatility
- Behavioural corporate finance: role of corporations in recovering markets

## Role of fiscal and monetary policies in recovering markets

- Fiscal consolidation in recovering markets and: Issues and challenges
- Role of fiscal policy as a demand stimulus in recovering markets
- Subsidies or cash transfers – which is a better option as measure of social welfare?
- How independent should be the Central banks in recovering markets?
- Inflation targeting and role of central bank in recovering markets

## Regulatory issues in Finance and Infrastructure

- PPP in Infrastructure
- Balancing financial stability and growth
- Industrial policies
- Market reforms and deregulation in recovering economy
- Role of Infrastructural finance and development

## International Macroeconomic issues in recovering markets

- Role of exchange rate system in the face of exchange rate volatility
- Federal Reserves tapering of QE and its impact on currency markets of recovering markets
- Foreign Direct Investment in recovering markets – enabler or disabler of domestic investment
- Diversification of exports in recovering markets
- Regional trade agreements and their impact on foreign trade in recovering markets
- Domestic savings or foreign capital flows – the option for recovering market

## Socio-economic issues and public policies in recovering markets

- Problem of unemployment and job creation in Recovering economy
- Social security safety net and Poverty eradication measures
- Role of Public policy for access to basic facilities
- Sustainable development and productivity issues
- Role of Corporate Social and Environmental responsibilities

## Cross Cultural Management

- Growth of new management systems
- Leadership styles cp. East and West
- Managing for stakeholders - comparative studies
- Institutional norms and business ethics
- Managing expatriate employees

## Operations Management and decision science

- Technology Management
- New Product Development
- Operations Management
- Purchasing and Procurement Management
- Sustainable Operations Management
- Manufacturing Policy

## Strategy & Entrepreneurship

- Critical perspectives on strategy
- Strategic decision making
- Impact of environmental complexity and dynamism
- Family businesses
- Growth strategies
- Intrapreneurship
- International new ventures
- Social entrepreneurship
- Sustainable business models

## Human Resource Management

- Employee-employer relationships
- Organizational fairness in HR practices
- Trust deficit
- Strategic human resource management
- Managing human capital
- High-skilled migration
- Managing expatriate employees

## Technology enabled Marketing in recovering economies

- Technology for CRM
- International Marketing
- Social Media and Digital marketing
- E- retailing and virtual marketing
- Changing landscape of usage of tech. in recovering mkt.

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### **Building competitive advantage through international business**

- The internationalization process
- Strategic alliances, JV, M & A activities
- Inclusive growth in foreign markets
- Globalization and its impact
- Innovation and Strategy
- Corporate governance in cross-border ventures
- Foreign Direct Investments (FDI)
- Head office and subsidiary relationships

### **Marketing in Recovering Markets**

- Consumer behavior and Managing changing expectations
- Branding issues
- Consumer networks

### **Tourism Management**

- Innovation and sustainability
- Education and the workforce
- Tourist behavior and experiences
- Destination branding and marketing
- Emerging markets and transformation
- Resilient and adaptive organizations
- Environmental and technological change

### **Sectoral growth issues in recovering markets**

- Investment led growth or consumption led growth in recovering economies?
- Role of State in infrastructure development in recovering economies
- Role of agriculture in recovering economies
- Retail sector growth

### **International Relations**

- Major Asian Powers in the Global System
- Neighborhood Policies of the Major Asian Powers
- RCEP and TPP and the Competing Models for Trade, Commerce and Security Partnerships.
- ASEAN's Foreign Relations between Bilateralism and Multilateralism
- Asian Regional Groupings and Extra-Regional Linkages

### **Information & Communication Technology**

- Role of ICT in recovering markets
- Issues in relation to governance of ICT sector
- Impact of IT enabled services on Indian Economy
- Emergence of m-governance
- Challenges and Opportunities of ICT sector in India
- Issues of ICT usage and security
- Future Role ICT in Indian Economy

### **Big Analytics & Intelligence**

- Application of Analytics in Recovering Markets
- Analytics in Finance/Mkt./Retail/Insurance/Social Media
- Descriptive Analytics
- Predictive Analytics
- Big Data Analytics
- Prescriptive Analytics

### **Urban Transformation and Sustainable Design**

- Creativity, Innovation, and Design Principles for Management
- Sustainable Practices and Methods
- Built Environments and Workspace Innovation
- Sustainable Urban Policies and Practices
- New Workplaces and New Work-Life Practices
- Urban Transformations in the Workforce

### **Reform & restructuring energy markets in recovering markets**

- Energy Efficiency & Demand Side Management
- Energy market reforms and pricing issues
- Cleaner Technologies
- Investment opportunities in Energy industry
- Geopolitics and import dependence

### **Service Sector Management**

- Influence of Service sector on Indian Economy
- Position and Trajectory of India's Service sector
- Trends leisure industry
- Transport industry
- Travel tourism hostelry and catering
- Hospital management
- Housing and construction
- IT industry
- Financial industry.
- Transition in services in recovering markets

### **Supply Chain and Logistics**

- Changing Role of Supply chain & Logistics in recovering markets
- Issues relation to infrastructure for supply chain and logistics
- Supply Chain Alignment with other sector of the economy
- Service Response Logistics
- Supply Chain Resiliency
- Green Logistics
- Spare Parts Management
- Store & Warehouse Management System
- Changing paradigm of Supply chain & logistics across the world for the next decade.

### **Corporate Governance in Reviving Markets**

- Governance in public and nonprofit sector
- Corporate governance and independence of directorships
- Corporate governance in banks
- Women on Corporate Boards

### **IT Security**

- IT Security Practices for Government
- IT Security practices for the cloud computing platform
- IT Security for social media
- Economies of IT Security
- IT Security for e-business
- Impact of cyber crime

We invite learned faculty colleagues and industry friends to add more tracks with minimum 4 (four) set of research papers on the theme of the tracks. We also extend an invite to them to chair and co-chair these tracks.

We shall be honored to have your gracious participation in different committee's viz. organizing, review etc. of the 5th edition of GCMRM conference.

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## Important Dates (Call for Paper)

Considering request from Author(s) who have not been able to submit papers yet, the conference will continue to accept full papers till 10<sup>th</sup> December, 2014.

Submission of Full Length Paper .....until 10<sup>th</sup> December, 2014

Paper Acceptance Notification.....from 20<sup>th</sup> November, 2014 onward

In order to include your contribution in the conference and the proceedings at least one author per accepted manuscript must register for the conference by 2<sup>nd</sup> January, 2015.

## Author's Guideline

The paper should be typed in Times New Roman font, font size 10 with single line spacing and title in 16 font size and should include the abstract, references etc. For more details about the author's guideline please visit <http://gcmrm.org/papersubmission3.html>.

## Paper Submission Process

The paper may be submitted in APA format at [gcchair@mdi.ac.in](mailto:gcchair@mdi.ac.in) and [gcchair@gcmrm.org](mailto:gcchair@gcmrm.org). Please include a separate title page indicating the title of the Paper, Name(s) of the Author(s), Corresponding Author, Affiliation(s), Mailing Address(es), Telephone No.(s), Email Address(es) and Key Words that describe the paper.

The text of the full paper should include the title but not include the name(s) of the author(s) etc. to facilitate blind review.

## Registration

| Academicians / Practitioners   | Scholars / Students   |
|--|---|
| <ul style="list-style-type: none"><li>• Early Bird Registration (till 22/12/2014)<br/>Rs. 4,500/- + Service Tax (Rs. 5,056/-)   US\$ 160</li><li>• Registration Fee (23/12/14 to 10/2/15)<br/>Rs. 5,500/- + Service Tax (Rs. 6,180/-)   US\$ 200</li></ul> | <ul style="list-style-type: none"><li>• Early Bird Registration (till 22/12/2014)<br/>Rs. 2,000/- + Service Tax (Rs. 2,247/-)   US\$ 80</li><li>• Registration Fee (23/12/14 to 10/2/15)<br/>Rs. 2,500/- + Service Tax (Rs. 2,809/-)   US\$ 100</li></ul> |
| <ul style="list-style-type: none"><li>• On the spot Registration.....Rs. 5,500/- + Service Tax (Rs. 6,180/-)   US\$ 200</li></ul>  |   |

\* Presently the Service Tax is 12.36%

The fees may be paid through NEFT or Demand Draft in favor of **Management Development Institute**, Gurgaon.

Other details about fees and mode of payment are available at conference link provided on our website [www.gcmrm.org](http://www.gcmrm.org).

## Sponsorship Opportunities

For sponsorship opportunities please contact.

### Conference Venue

**Management Development Institute**

Gurgaon, Haryana, India

Email: [gcchair@gcmrm.org](mailto:gcchair@gcmrm.org); [gcchair@mdi.ac.in](mailto:gcchair@mdi.ac.in)

Visit us at [www.gcmrm.org](http://www.gcmrm.org)

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### Conference Chair

**Prof. N.P. Singh**, MDI, Gurgaon

### Coordinators

**Prof. S. Veena Iyer**, MDI, Gurgaon and

**Prof. Rupamanjari Sinha Ray**, MDI, Gurgaon

*We look for your active participation in the conference.*



### About MDI

*Management Development Institute (MDI) Gurgaon, established in 1973, a top ranking business school in India with vision to be a 'Global Business School', is a center of excellence in management education, high quality research, executive development, and value added consultancy. It is the first Indian Business School and second in Asia to be accredited by 'Association of MBAs' (AMBA), UK. MDI is also South Asian Quality Systems (SAQS) accredited by AMDISA in 2005. Various surveys have consistently ranked MDI amongst the top B-Schools of the country.*

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