



3rd Conference on

Global Competition and Competitiveness of Indian Corporates



at

IIM Lucknow,

May 29-31, 2008

EVENT SCHEDULE

DAY 1 (29-05-2008)

9.15- 10.00	Registration
10.00-11.30	Welcome Address - <i>Prof. D. Singh, Director, IIML</i>
	Introduction to the Conference - <i>Prof. Shailendra Singh, IIML</i>
	Competitiveness Research - <i>Prof. Krishna Kumar, Director, IIMK</i>
	Address by the Chief Guest- <i>Mr. Vinod Dhall, Chairman, Competition Commission of India</i>
	Global Competitiveness: Issues and Challenges and Role of Competition Law
	Vote of Thanks- <i>Prof. Amita Mittal, IIML</i>

11.30-11.45 Tea/ Coffee Break

Sessions 1-A (12.00-13.30)

Session Chair: Prof S Nandi, IIM Lucknow

Co-Chair: Dr Sanjay K. Singh, IIM Lucknow

Author's Name	Title of the Paper
Sangita D Misra	Determinants of target firms in a Takeover
Chandra Sekhar Mishara	Merger as a mean of Enhancing competitiveness: A study with reference to chemicals and pharmaceuticals sectors in India
MV Rama Prasad & SS Prasada Rao	Managing global competitiveness role of Indian corporates
Prachi Punekar & Rama Deshmukh	Employer Branding: A strategy for enhancing global competitiveness

Umar Farook L. Ganapathy & Sushil Kumar	Enhancing competitiveness of firms through collaboration: An overview of some game-theoretic approaches
---	---

Session 1-B (12.00-13.30)

Session Chair: Prof. S. Bhargava, SJMSOM IIT Bombay

Co-Chair: Prof Shailendra Singh, IIM Lucknow

Author's Name	Title of the Paper
Anagha Shukre	Creative intelligence of India corporates: A competitive advantage
Kailash B L Srivastava & Siddhartha S. Brahma	Examining the role of some organizational and HR related factors on acquisition performance
Neha Gulyani	Tracing the development of human resource management of India: from sreni dharma to global cross-vergence
Priti Suman Mishra A.K. Das Mohapatra & Ganeswar Mohanty	The relevance of corporate emotional intelligence for effective performance in this competitive environment-An empirical study
Varuna Tyagi	Leaders need to change themselves to make Indian corporate competitive

02.30-03:30 Key Note 1: **Globalized World - Action Imperatives for Indian**

Industries - Prof S. Chakraborty, Director, JIM Lucknow

Key Note 2: **Enhancing Competitiveness Indian organizations: Passion**

Imperatives – Prof. Arvind K. Sinha, IIT Kanpur

Tea/ Coffee Break

Session 2-A (15.45- 17.00)

Session Chair: Prof Sangeeta D Misra, IIM Lucknow

Co-Chair: Kaushik Bhattacharya, IIM Lucknow

Author's Name	Title of the Paper
Rabi Narayan Kar	Corporate governance and mergers and acquisitions: insights from the Indian stock market experience
Barnali Chaklader & Ashish Varma	NASDAQ and BSE Nexus: An Empirical Study
Ashok Mittal & Ratna Vadra	Global competitiveness and fiscal reforms in India since 1991
Sanjay K Singh & Ruchi Sharma	The choice of market structure measure : Evidence from the Indian Car industry

Sessions 2-B (15.45-17.00)

Session Chair: Prof Ritu Bhattacharya, Bharti Vidyapeeth University Mumbai

Co-Chair: Prof Rajashree Shinde, Sinhgad Institute of Management Pune

Ahmad Murtaza Alvi	Merchandising: Retailing Strategy for Competitive Advantage
Mukta Sinha	How to beat the big boxer??? An idea of fighting global competition in Retail
Naresh Palta & K.S. Gupta	Building Competitiveness In Aerospace Industry Through Customer-Centricity: Issues And Challenges
Alok Kumar Rai	Enhancing Enterprise Competitiveness through Customer Relationship Management: A Model for service Companies

Tea/ Coffee Break

Session 3-A (17.15- 18.30)

Session Chair: Mr Naresh Palta, HAL Bangalore

Co-Chair: Prof Manoj Kumar, IIM Lucknow

Amita Mital	Emerging patterns in Financial and Technical Collaboration in India- A Study of Management and Business Services Sectors
Gunjan Malhotra	Trade and Environment: Which is Better
Gaurav Tripathi	FDI Attractiveness of Emerging Market Economies
Prakash Singh	The changing Global banking structure and challenges ahead of Basel II implementation in India

Session 3-B (17.15- 18.30)

Session Chair: Prof KBL Srivastava, IIT Kharagpur

Co-Chair: Prof T N Krishnan, IIM Kozhikode

R Prem Kumar	Global Competition: Can HR Policies & Practices really play any role in enhancing competitiveness?
Adwaita Govind Menon & Brajaraj Mohanty	Organizational performance: A multidimensional perspective
T N Krishnan	Breach of Psychological Contracts – The role of Human Resource Systems
Manjari Srivastava & Arvind K Sinha	Task nature and group effectiveness: An exploratory study in India organizations

DAY 2 (30-05-2008)

09:30-10:30 Key Note

Key Note 1: **Enhancing Competitiveness of Indian Corporates: Role Manufacturing Sector** - *Prof Prem Vrat, Vice Chancellor, UPTU, Lucknow*

Key Note 2: **Enhancing Competitiveness in IT Industry: Issues, Challenges and Strategies** - *Mr. Ranjan Acharya, VP- HR, Wipro Technologies, Bangalore*

10:30-10:45: Tea / Coffee Break

Sessions 4-A (10.45-12.00)

Session Chair: Prof Ashok K Pundir, NITIE Mumbai

Co-Chair: Prof Sushil Kumar, IIM Lucknow

Joji Chnadranan & D Sivakumaran	Strategic asset management with reference to Indian Hospital Industry
Mhendar Singh, PC Basak & Rajbir Singh	Strategic issues for manufacturing competitiveness
Shailendra Kumar Kale & Rajashree Shinde	Supply chain for auto component manufacturing industries and a global competitiveness
Sanjay Jharkharia	Advanced It-Based Logistics Capabilities For Sustainable Competitive Advantage

Sessions 4-B (10.45-12.00)

Session Chair: Prof. U.S. Rao, School of Management, Sri Satya Sai University

Co-Chair: Prof Prakash Singh, IIM Lucknow

Shikha Ojha	Litmus Test of an Arena: Indian Telecommunication Sector
Sanjeev Parashar & Rashmi Kumar	Handicraft Exporters Facing Crafted Problems: Struggling for Competitiveness (Vertical Study of Handicraft Exporters of Rajasthan)
Sushil Kumar & C. Srinivas	HHI-Competitive Index and Profitability: A Study of Indian Industry from 1993-2004
Abhiman Das & Kaushik Bhattacharya	Competition in Metropolitan Banking Market in India: Are Public and Private Sector Banks Doing Equally Well?
Abhilash Nair and Saji Gopinath	A Note on Improving Banks' Competitiveness while Lending to the Agriculture Sector

Session 4-C (10.45-12.00)

Session Chair: Prof P. R .Bhatt, IIM Kozhikode

Co-Chair: Dr. G.S. Pathak, Indian School of Mines University Dhanbad

Arun Bhattacharya	Enhancing competitiveness through innovation
Sreekesh V & U S Rao	Global Expansion strategies of Indian corporates
Sushil Kumar & Rupali Mathur	Impact of privatisation and liberalization policy on competitiveness in Food and Agribusiness Sector in India
N. Narayanan	Competition as the Vital Spur to all round cooperation for excellence
Sanjay Mishra & Manoj Kumar	The impact of level of investors' involvement on the marketing of mutual fund schemes : Insight from the Literature

12:00-12:15: Tea / Coffee Break

Sessions 5-A (12.15-13.30)**Session Chair: Prof K. S. Gupta, ICFAI Bangalore****Co-Chair: Prof Sushil Kumar, (CFAM) IIM Lucknow**

D K Srivastava	Managing change and its sustainability : Case study of Britannia, Delhi
P R Bhatt	Global Strategy for growth A case of Ranbaxy laboratories
Santanu Roy, Sunita Sharma Upadhyaya and Pratap K. J. Mohapatra	Probing the strategic issues in the deployment of knowledge workers in technology-driven organizations: A case study
Aurnob Roy and Brijendra Singh	Management Change At British Airways
Syedun Nisa	Global competitiveness & Development Strategies - INDIAN LEATHER INDUSTRY

Sessions 5-B (12.15-13.30)**Session Chair: Prof Sunita Singh Sengupta, FMS Delhi University****Co-Chair: Prof Manjari Srivastava, NMIMS University Mumbai**

M.M.Sulphery, Hari Sundar.G & Anoop Das	Strategic Importance of High Stress Tolerance Limit among Media Personnel
Govind Swaroop Pathak	Enhancing Competitiveness of Public Sector Organizations: Evaluating the Role of Corporate Entrepreneurship
Ritu Bhattacharya & Sangeeta Kolhi	Enhancing global of women competitiveness entrepreneurs in India
R P Singh	Enhancing Systemic Competitiveness through Individual Creativity in Indian Value Setting

Session 5-C (12:15-13.30)**Session Chair: Prof Surindar Batra, IMT Ghaziabad****Co-Chair: Sanjay Jharkharia, IIM Kozhikode**

KG Chandrika	Enhancing global competitiveness of Indian automotive sectors by harnessing E-Commerce technologies
Subhadip Sarkar & Panaki Ghosh	Strategic intellectual asset management for IT service companies- A key driver for competitive advantage
Vivek Gupta & Vani Venkat	Competitiveness of IT Outsourcing vendors in BRIC Countries -A Comparative Studt
Surinder Batra	Developing Regional Knowledge Development Indices to support Assessment of the Global Competitiveness of Regions

13:30-14:30: Lunch

14:30-15:30: Key Note 1: **Competitiveness and HR initiatives***-Prof P K Singh, IIM Indore*Key Note 2: **Enhancing Competitiveness of Indian Corporates:
Financial Issues and Strategies***- Prof M T Raju, Indian Institute of Capital Market Mumbai*

Tea/ Coffee Break

Session 6-A (15:45- 17:00),**Session Chair: Prof D.K. Srivastava, TISS Mumbai****Co-Chair: Mr.Ashish Sen, HPCL Mumbai**

Sunita Singh Sengupta	The Psycho Emotional dimension of global competitiveness
Mausami Padhi	Changing Indian corporate HR practices in response to increasing competition
Ranjana Agarwal & Himani Gupta	Global Competitiveness in Knowledge Economy: Implication for India's Education System
Anil Srivastava & Raj Karan Gupta	Managing Knowledge for sustainable competitive advantage

Session 6-B+7B (15.45- 18.30)**Session Chair: Prof D. S. Sengar, IIM Lucknow****Co-Chair: Prof Gunmala Suri, UBS, PU Chandigarh**

Mohita & D.S. Sengar	Competition Law and Intellectual Property Rights: The Challenges ahead
Dimple Gohil & Abhijit	Does Indian judiciary stands to the test of protection and promotion global competition
Gunmala Suri and Puja Chhabra Sharma	Intellectual Property Rights (I.P.R) issues in Knowledge Economy: An over view of Indian scenario
Sasikala Ganapathy	The changing paradigm of intellectual property rights laws & competition laws in India
Bharat Pandey & Ravindra Singh	Joint impact of competition law and intellectual property rights regime on knowledge driven industries in developing countries: Need of a judicious Reconciliation
Sanjay Tiwari	A review of the Regulatory and Developmental Role of IRDA in context to the Indian Insurance Market
BS Rathore	Competition or restriction: the competition (Amendment) 2007

Session 6-C (15.45- 17.00)**Session Chair: Prof Freda Swaminathan, FORE New Delhi****Co-Chair: Prof Joffi Thomas, IIM Kozhikode**

Kavita Srivastava & N K Sharma	Consumer' need for change and their preference for new product extension
Parul Gupta	The homogenization of Indian retailing and its implications for Indian retail Sector
S Harish, & Onkar	Managing strategies in global competitiveness: A Multi sector collaboration model for retail industry
Mauparna Dasgupta	Tuning packaging to consumer behaviour

Tea/ Coffee Break

Sessions 7-A (17.15-18.30)**Session Chair: Prof N Narayanan IIM Lucknow****Co-Chair: Prof L. Ganpathy, NITIE Mumbai**

Satyendra Kumar Sharma	Enhancing competitiveness in manufacturing through supply chain and TQM
Gyan Prakash & Kripa Shanker	Achieving Competitiveness through Service Quality Initiatives in the Supply Chain
Sushil Kumar & Omkarprasad S. Vaidya	A Framework for Performance Evaluation of an Organization: An Analytical Approach
R C Gupta & Arun Mittal	Importance of Materials and Manufacturing towards Technological and Socio-Economic development
S Amanulla	Competitiveness and Financial Strategies: Do They Efficiently Interact?

Session 7-C 17.15-18.30)**Session Chair: Prof C S Mishra IIT Kharagpur****Co-Chair: Prof. Prakash Singh**

Rakesh Gupta & Aman Srivastava	Welspun India Limited - Capturing The Journey Of Growth
Sangeeta Kohali & Ritu Bhattacharya	Responsible competitiveness - The global business Agenda
SK Tannan & Veena Nandi Tiwary	Competitiveness of India's Exports with a Special Reference to the Global Competitiveness of Indian Pharmaceutical Industry
Parul Kumari & Charulata Singh	Transformation Strategies- A Route To Enhanced Global Competitive Edge
Ambuj Gupta	Indian Banking Industry: An Enquiry into Sources of Competitiveness

DAY 3 (31-05-2008)

Session 8-A (9.30-11.00)

Session Chair: Prof P K Singh, IIM Indore

Co-Chair: Prof Pankaj Kumar IIM Lucknow

Shailendra Singh	Enhancing organizational Competitiveness: Role Organizational Culture
Sameer Sharma & Vishal Vyas	Global Competitiveness through CSR and Ethics
S Bhargav	Beyond Individual factors on managing performance in organizations
Surya Prakash Pati & Pankaj Kumar	Barriers to creativity: an investigation of its dimensions in the Indian context
Ashish Sen	Change Management at HPCL : A Case study

Session 8-B (9.30-11.00)

Session Chair: Prof. Rajendra P Bharati, Director LBSIMT Bareilly

Co-Chair: Prof Amanulla, IIM Lucknow

Freda Swaminathan	The Challenges of Global Branding for Indian Corporates
Bhagwan Singh	Global effect of advertising on retail services in India
Joffi Thomas	Managing Customer Relationship to Create Sustained Competitive Advantage
Gunjan Malhotra	Structure and Performance of Industries in Gujarat
Shiv. K. Tripathi & Murad Ali	Emerging Environmental Challenges and Competitiveness of Indian Higher Education System: Issues and Strategies

Session 9-A (11.15- 12.30)

Session Chair: Prof D Sukumaran, RVS Institute of Management Coimbatore TN

Co-Chair: Prof Amita Mittal, IIM Lucknow

Rajeev Kumar Ranjan & P.C. Bahuguna.	Managing new products successfully: A Strategic Imperative
C. Omprakash Mohd. Afaq Khan & K S Gupta	Global Competitiveness of Indian Life Sciences BPO Industry – An Empirical Study
Madhu Jasola & Shivani Kapoor	Achieving Success in Globally Competitive Market By Nordic Countries
Priya M Vaidya	Global Competition and Competitiveness of Indian Corporates- Relevance of Values-The Indian Philosophical Perspective
Krishana Kumar	Competitiveness and dependence

12.30-13:00

Key Note **Global Competitiveness: Role of Higher Education of India**

- Dr. Subhash D. Awale, Director, NITIE, Mumbai

13.00–14.00

Valedictory Session

<p><i>Prof. Krishna Kumar, Director, IIMK</i> <i>Prof. D. Singh, Director, IIML</i> <i>Dr. Subhash D. Awale, Director, NITIE, Mumbai</i> <i>Prof. Shailendra Singh, IIM Lucknow</i> <i>Prof. P.R. Bhatt, IIM Kozhikode</i></p>
--

Note: Inaugural session will be in Bodhigriha (PGP Block). All other program will be held in Manthan Block.