

National Conference on
Shaping the Future..
Leadership Challenges and Business strategies in emerging markets
July 30-31 ,2009

MOUNT CARMEL INSTITUTE OF MANAGEMENT
58, PALACE ROAD, VASANTH NAGAR
BANGALORE- 560 052.
Website: www.mountcarmelinstitute.org

About the Institute

Mount Carmel Institute of Management , established in 1987, is an autonomous institute, approved by the AICTE. It focuses on women empowerment through quality Management Education. It is ranked amongst the top B-schools of India. The Institute offers a two-year full time post-graduate Diploma in Business Administration in order to prepare future managers to face the challenges in the corporate world.

Conference Objectives

- Post liberalization and the global meltdown has thrown up many challenges to the Management thought process.
- Academic thinkers, Industry practitioners, Economic policy makers in the realms of power need to address the issues that envision growth .
- To focus upon the shift in the economic world towards emerging markets.
- New business strategies, Change Management, Formulation of Business Resilience Models are some of the challenges set before the Management community.
- This conference provides a platform for convergence of ideas to enable us to stabilize and achieve sustainable growth and development.

Short-listed Topics

- Retailing in India : Tapping non metro markets
- Branding : Do global brands actually have a competitive edge in newer markets?
- Social Marketing – Challenges & complexities facing marketers in India
- Leadership challenges in transition efforts.

- Building effective organization for the future.
- Human Capital Management
- Role of IT and its future.
- Managing Knowledge transfer
- Corporate strategies and organizational capabilities in the global environment.
- Entrepreneurship and innovation in emerging markets.
- Business resilience: Strategies for growth markets.
- Role of Corporate Governance & Internal Control in Managing Risks.
- Management of Financial Resources – Planning & Control: Towards Corporate Growth and Bharath Nirman.
- Portfolio and asset management strategies.
- Case studies of successful interventions
- Any other topic relevant to the conference theme.

Call for Papers

Academicians, research scholars, eminent people from the industry and management students are invited to share their thoughts on the theme.

Guidelines for paper submission

Submission of Abstract:

The title paper should consist of title, author(s) name(s), Institute(s), contact details. Abstracts, not exceeding 200 words, should reach mcimconference@gmail.com latest by April 28th '09.

Submission of full Paper:

Only original unpublished papers and case studies are to be submitted. The same paper should not have been sent to any other conference for approval or publication. Authors are required to submit the soft copy in Microsoft Word document or PDF format not exceeding 3000 words. Font – Times New Roman, size – 12, line spacing – 1.5mm. All papers should be submitted latest by May 31st '09. All papers will undergo a blind review. Acceptance of papers or any modifications to be made will be intimated within two weeks of the receipt of the same. All selected papers will be published as conference proceedings in the form of a journal.

Important Dates :

Last date for submission of Abstract : April 28th '09
 Last date for submission of full paper : May 31st '09
 Registration before : July 15th '09
 Conference dates : July 30th & 31st '09

All correspondence should be addressed to :

Prof Sheetal Mahendher

Organising Secretary

No. 58, Palace Road, Vasanthnagar, Bangalore – 560052.

E-mail : mcimconference@gmail.com

Contact : 0821 22261487/ 22382667

Mobile : 9886109690

Registration :

All participants / delegates attending the conference are **required** to register before July 15th '09 by sending the registration fee in the form of a draft along with the registration form enclosed with the brochure. The registration form can also be downloaded from the website.

Registration fee

Industry	Rs 1500
Academia	Rs 1000
Students	Rs 500

Accommodation

Participants can arrange their own accommodation . Organizers will assist in booking accommodation in hotels nearby to the venue. Interested participants may get in touch with the conference coordinators for booking accommodation latest by July 15th '09.

Chief Patron

Sr. Albina

Director

Convenor

Fr. Trevor D'Souza

Principal

Conference Secretary

Prof. Sheetal Mahendher

Conference Committee

Prof. Michael Noronha

Prof. Harisha

Prof. Divya Purnaiah

Prof. Stephen Deepak

Prof. Nitu Sharma

Prof. Ranita

Prof. Lorna Raymond

Prof. Terence D'Souza

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Prof. Solomon Jaykumar

Prof. Suraj Prasad

Prof. Flavia