



Gujarat Technological University, Ahmedabad

MBA-MCA Institutes Trustees, Directors & Faculty Members

Conference Theme

'Business Ethics for Global Success of Indian Businesses'

25-26 September 2010: AHMEDABAD

Latest News! 50 Research Papers received for FREE Registration.

Now Participants Registration with or without Research Papers is Welcome Only with Registration Form and FEE (Rs 200/- or 500/- or 1,000/-) till 15.09.2010, or till ALL 400 Seats in the Auditorium are booked! Read on...

THE LION CALLED 'INDIA'



Rupee of India has acquired its new *Avatar* or symbol on 16th July 2010 at a time, when both Rupees and Ethics have larger need for each-other. In other words, India has truly moved into 21st Century to sit with and compete with the mighty G8 and G20 developed nations including The USA, UK, Germany, Japan and China. India is already branded as one of the four fastest growing nations called BRIC (Brazil Russia India China). With GDP growth of 8.6% p.a., India is the second fastest growing economy after China today. In last **5,000 years**, India has never invaded any country, while many countries invaded and looted India. **Can we say, India is growing due to Ethics?**

ETHICS AND GLOBAL BUSINESS OUTLOOK

A question arises, with the highest economic development, the best business minds and the most modern and oldest Business and Management Schools and Universities like Harvard and Stanford in The USA, and Oxford and Cambridge in UK, why both countries slipped into recession with negative to 2% GDP growth rate? Why one after another country is Europe is failing to repay its sovereign debt, which is about 1.14 times in Greek and Italy? Was their money siphoned into Black Hole of the sky?

Is it business, industry, development, knowledge or ethics responsible for success of failure of nations and corporations?



ETHICS IN INDIA

Let us go back to 5,000 BC in India. **Arjuna, the best disciple** was confused at the time of war between cousin brothers and asked his **Guru Lord Krishna**; "What should I do? How can I kill my own elders?" **Lord Krishna** replied;

***Yada yada hi dharmasya, Glanir bhavati bhārata
Abhyutthanam adharmasya, Tadatmanam sṛjamy aham ||***

Short Meaning: *Whenever there is anarchy or decline in religious practice (Ethics) on this earth, I shall take birth (to re-establish ethics).*

I personally think time has come to re-establish Ethics in recession-hit countries, at least in some of their large banking, finance, insurance, mortgage and government corporations.

Fortunately in India, iconic personalities of Ethics like **Krishna, Rama, Mahavira, Budhha** between 2500 – 5000 BC and **Swami Vivekananda, Gandhiji, Sardar Patel** and many others in last 200 years have kept the momentum of ethical practices in the country, the fruit of which is visible in our hands today. But why then some Indian businesses like Satyam Computers failed? Why some new companies' public issue of share prices nosedive next day of listing, and then never come up again?

BILLION \$ □ QUESTIONS

How can our Indian business achieve global economic scale with Ethical practices?

Can we call our businesses ethical? Yes and No! If no, how can we turn them into ethical businesses?

Do we have Corporate Governance systems and laws to ensure ethical practices?

Can we as academicians and industrialists work together to study, follow and promote Ethics in Business and Life that shall ensure Economic Development of Global Scale with Peace of Mind?

Can we generate employment opportunities for today's Youth in promoting and working for ethical business, products and services?

ANSWERS

There are many such Questions and Answers that the GTU Conference on '**Business Ethics for Global Success for Indian Businesses**' proposes to bring out through debates, presentations and publication of research articles for the benefit of larger society, especially **Bottom of the Pyramid**.



PARTICIPATION

The Conference on Ethics invites active participation from Academicians (MBA-MCA), Industrialists, Businesspersons, Managers / Executives, Professionals / Consultants / Bankers and all those who are interested in learning importance and *use* of **Ethics** in turning **Local Businesses Global**.

SPEAKERS: Top Speakers have **confirmed** as per the **List published separately at www.gtu.ac.in / conference section.**

SPECIAL FEATURES OF ETHICS CONFERENCE:

- **Gujarat Round Table on Business Ethics 2010 – Launching Yearly Event**
- **MBA-MCA Directors / Faculty Members' Research Presentations** on Conference Theme – 'Business Ethics for Global Success of Indian Businesses'
 - 15 minutes per Speaker / Researcher whose Paper is selected for Publication by the **Conference Editorial Board – in Parallel Tracks**
 - **Research Paper Publication with Author's Photo** in the Conference Journal and eJournal to be hosted on GTU Website for wide publicity

PAPERS FOR PUBLICATION:

Research Papers are invited from Directors / Principals and Faculty Members of MBA-MCA Programs / Institutes of Gujarat on the **Conference Theme related topics including Corporate Governance. (Follow the Separate Guidelines for Paper Submission).**

Authors of the Three Best Papers shall be **Awarded** and also invited to *participate* in the **"Gujarat Round Table on Business Ethics 2010"** along with **top industrialists and academicians**. Authors must register for participation by paying requisite Conference Fee, **latest by 6th September 2010 after which Research papers will not be included in the publication. First Authors of First 50 Papers shall be admitted to the Conference FREE of Registration Fee.**

FEE FOR PARTICIPATION IN CONFERENCE

- All Participants shall get '**Certificate of Participation**' from GTU.
- **Rs 200/- per Student of GTU Affiliated MBA-MCA Colleges with Research Paper (Limited Seats). Fees will be refunded if Research Paper is NOT accepted for publication.**
- Rs 500/- per participant (Professor / Lecturer / Trustee of GTU College / Institute)
- Rs 1,000/- per participant (Industry / Others)



- Fee to be paid by **Cheque / DD only** in favour of **"Gujarat Technological University"**, payable at **Ahmedabad**.
- All **cheques to be sent to the GTU, Ahmedabad to: Ms Almas Juneja** with filled and signed copy of **Registration Form**.
- **Last Date for Payment of Fees and Submission of Papers with Abstract: 15th September 2010 (LAST extension)**.
- ***Confirmed List of Speakers is put at GTU website.***

**CONFERENCE VENUE: J.B.Auditorium,
Ahmedabad Management Association,
Nr. IIM, Vastrapur,
Ahmedabad**



Hurry! Seats are fast filling up!

SPONSORSHIP OPPORTUNITIES:

Sponsorship opportunities for the Conference are available to Institutes and Industries, who wish to be visible to the **top audience of decision makers**.

Please contact Ms Nusrat Campwala / Ms Almas Juneja to discuss your interest in sponsorship of Rs 20,000/- (Banner), Rs 50,000/- (Conference Kit / Publication of Journal) and Rs 100,000/- (Venue / Luncheon). The Payment is to be made by cheque/DD in advance to GTU at following address.

Each MBA-MCA Institute / Trustee is expected to sponsor at least Director and one faculty member to the Conference on Business Ethics which is a long term recipe for Success.

REGISTRATION FORM WITH FEE FOR PARTICIPATION / SPONSORSHIP - CHEQUE/DD TO:

Registrar

Gujarat Technological University

L D Engineering College Campus, Navrangpura, Ahmedabad 380 015, Gujarat, INDIA

Tel: +91-79-2630 0499 / 0599. Fax: +91-79-2630 1500

Email: conference@gtucolleges.in Website: www.gtu.ac.in

CONFERENCE ENQUIRY AND PAPER SUBMISSION TO:

- Dr Rajesh Khajuria, Convener, Business Ethics Conference : director@cksvim.edu.in
- **Paper Submission** by email only to: conference@cksvim.edu.in cc to: cksvim@gmail.com
- **Conference Enquiries:** Ms Nusrat Campwala : cksvim@gmail.com
- **Tele:** +91-265-241 8328 / 241 8329 / 241 8330. **Fax:** +91-265-241 8327
- **Website:** www.cksvim.edu.in

Welcome to Participate in Business Ethics Conference for Global Success.



ETHICS CONFERENCE COMMITTEE:

1. **Dr Akshai Aggrawal, Hon. Vice Chancellor, Gujarat Technological University (GTU) – Chairman**
2. **Dr Rajesh Khajuria, Convener, Business Ethics Conference @ GTU** and Director, SMJV's C K Shah Vijapurwala Institute Management, Vadodara
3. Dr K N Sheth, Director, Shree Saraswati Education Sansthan's Group of Institutions, Mehsana
4. Dr Chinnam Reddy, Director, Marvadi Group of Education, Rajkot
5. Dr PGK Murthy – MBA Dept., Professor and Director, Parul Institute of Engg. & Technology, Waghodia, Dist: Baroda
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17. Mr Sunil Patel, Sr. Lecturer, K J Institute of Management, Post: Vadasma, Dist: Mehsana
18. Prof. Bhavin Pandya, S V Institute of Management, Gandhinagar