



Conference Coordinators:

Registration for Participation: Ms Almas Juneja / Himanshu Raval,
GTU, Ahmedabad. Email: conference@gtu.colleges.in
Research Paper Submission: Ms Nusrat Campwala / Ms Ishita Ashara,
SMJV's CKSVIM, Vadodara
Email: conference@cksvim.edu.in

Conference Venue:

25th- 26th September 2010
J.B. Auditorium, Ahmadabad Management Association,
Near IIM, Vastrapur, Ahmadabad 380 015, Gujarat, INDIA

Organized by:



Gujarat Technological University
ACPC Building, L.D. College of Engineering Campus, Navarangpura, AHMEDABAD 380 015 - INDIA
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"Learn to Practice Business Ethics for Global Success"



Gujarat Technological University

First National Conference
On
"Business Ethics for Global Success of Indian Businesses"
With

GTU Round Table on Ethics - 2010
25th - 26th September 2010

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

: Venue :
J.B. Auditorium, Ahmadabad Management Association,
Near IIM, Vastrapur, Ahmadabad 380 015

Sponsored by:



Shri Kirtibhai Deshi,
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Shrenuj & Co. Ltd, Mumbai
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Dr Dipchandbhai S. Gardi
Chairman,
Shri Mahavira Jaina Vidyalaya
www.smpj.org.in www.cksvim.edu.in



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Indian Delegation Coordinator:
karthick.sridhar@gmail.com



Gujarat Technological University

The Context

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?
- As academicians and industrialists, can we 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?

Objectives of Conference

- To inculcate Values and Ethics in the Students Community, Younger Generation and Society as a whole in Gujarat, India and the World.
- To promote the concept of Ethical and Responsible Business Enterprise (RBE).

Who is participating?

About 400 Qualified Audience: Academicians (MBA-MCA, Engineering, Pharmacy, Nursing, Medical), Directors, Principals, Faculty members, complemented with Business Executives, Managers, Entrepreneurs, Industrialists, Governments, Associations, NGOs, Professionals, Consultants, Bankers, Financiers, Merchants, Exporters & Importers and all those who are interested in learning importance and application of Ethics in generating social capital, economic profits and global success.

Special Features of Ethics Conference:

- "GTU Round Table on Business Ethics 2010" Launching Yearly Event
- Selected 12 Research Papers' Authors invited to make brief presentations (15 minutes each)
- Three Best Research Papers shall be awarded by Hon. Vice Chancellor of GTU

Certificate of Participation:

Certificate of Participation shall be awarded by GTU to all the Speakers and Participants.



Gujarat Technological University

Ethics Conference Committee

Dr Akshai Aggrawal	Hon. Vice Chancellor, Gujarat Technological University (GTU), Chairman
Dr Rajesh Khajuria	Convener, Business Ethics Conference @ GTU, Director, SMJV's, CK Shah Vijapurwala Institute of Management, Vadodara and CEO of TEAM Projects & Consultants
Shri N. N. Bhuptani	Registrar, GTU
Dr K N Sheth	Director, Shree Saraswati Education Sansthan's Group of Institutions, Mehsana
Dr Chinnam Reddy	Director, Marvadi Group of Education, Rajkot
Dr PGK Murthy	Director, MBA Dept., Parul Institute of Engg. & Technology, Waghadia, Dist: Baroda
Dr Jagdish Joshipura	Director, Som-Lalit Institute of Management Studies, Ahmedabad
Dr Vashishthadhar Dwivedi	Admin Director, Om Shanti Engineering College, Rajkot
Dr Anil Saraogi	Director, Shri M.H.Kadakia Institute of Management & Computer Studies, Ankleshwar
Mr Ajay Shah	Dy. Director, Jaisukhlal Vadhar Institute of Management Studies, Jamnagar
Prof Bhavesh Patel	Director, Dept. of Business Administration, Sankalchand Patel Sahkar Vidhyadham, Visnagar
Dr Abhijeet Chatterjee	Professor, Dr. J. K. Patel Institute of Management, Post: Limda, Tal: Waghadia, Dist: Baroda
Prof Kamal Chakravarthy	Deputy Director, Swami Ghanshyam Jivandasi Institute of Management & IT, Shri Swaminarayan Gurukul, Ta. Mandvi, At: Koday Pul, Kutch
Dr C D Sankhavara	Professor & Vice Principal, R. K. College of Engg. & Technology, Rajkot
Dr S B Sharma	Director, Indus Institute of Technology & Engineering, Ahmedabad
Mr Pallav Joshi	Director, Smt. Sarabehn Vasantibhai Malaviya School of Management, Rajkot
Mr Ved Vyas	Admin Director, Nobel Engineering College, Junagadh
Mr Sunil Patel	Sr. Lecturer, K J Institute of Management, Post: Vadasma, Dist: Mehsana
Prof Bhavin Pandya	HOD, S V Institute of Management, Kadi
Dr Sunita Sharma	Reader, Faculty of Management Studies, The Maharaja Sayajirao University of Baroda



Gujarat Technological University

'Business Ethics for Global Success of Indian Businesses'
25th - 26th September 2010
AHMADABAD MANAGEMENT ASSOCIATION (AMA), AHMADABAD

Conference Program

Day 1: 25th September 2010, Saturday (9.00 AM to 5.30 PM)

9.00 am: Registration, Networking & Tea (Collect your program kit)

9.45am : Taking seat in Auditorium

10.00 am : Inaugural Session (Lighting the Lamp of Ethics & Knowledge)

Shri N N Bhuptani - Registrar, GTU - Welcome Address

Dr Rajesh Khajuria - Convener, GTU's Business Ethics Conference

Dr Akshai Aggarwal - Hon. Vice Chancellor, GTU

Dr Dipchandbhai Gardi - Hon. Philanthropist & Educationist - Chief Patron

Shri Kirtibhai Doshi - Chairman-Emeritus, Shrenuj & Co. Ltd, Mumbai - Chief Guest

11.15 am : Tea Break

Session I : Session Chairman: Shri P K Laheri, IAS, Former Principal Chief Secretary to Govt. of Gujarat

11.30 am : Creating Climate to Promote Ethics

Mr B K Basu - CEO, L & T Sargent & Lundy Ltd

Ms Geeta Goradia - President, Federation of Gujarat Industries, Vadodara

Dr Rajesh Khajuria - Director, SMJV's C K Shah Vjapurwala Institute of Management

Question & Answer - Coordinator: Prof Bhavin Pandya

1.00 pm: Lunch Break

Session II: Session Chairman: Dr S B Sharma

2.15 pm: Ethical Dilemma and Way Forward

Dr Madhukumar Mehta - Mentopreneur, Technopreneur, Innovator & MD, Anjaleem

Dr Kamal Taori - Chairman, Rural Business Hub Foundation India, Wardha (Maharashtra)

Mrs Irmel Marla - Chairperson, International Institute for Holistic Research & Voluntary Action (India - Germany)

Question & Answer - Coordinator: Dr Anil Saraogi

3.30 pm: Tea Break

Session III: Session Chairman: Dr Satendra Kumar

4.00 pm: GTU Round Table on Ethics

Dr Satendra Kumar - Prof of Ethics & Speaker, Round Table on Ethics, Oxford University, UK

Dr Madhukumar Mehta - Mentopreneur, Technopreneur, Innovator & MD, Anjaleem

Dr Akshai Aggarwal - Vice Chancellor, GTU

Mr Karthick Sridhar - Director - Wockhardt Foundation, Mumbai

Mr Subodhratna Gardi - Educationist & Investor, Mumbai

Dr Rajesh Khajuria - Convener, GTU's Business Ethics Conference

5.00 pm: Concluding Remarks - by Dr Sunita Sharma, Faculty of Management Studies, MSU, Baroda

5.15 pm: Vote of Thanks to Sponsors, Speakers, Participants & Staff - Dr G P Vadodaria, Controller of Examination, GTU



Gujarat Technological University

'Business Ethics for Global Success of Indian Businesses'
25th - 26th September 2010
AHMADABAD MANAGEMENT ASSOCIATION (AMA), AHMADABAD

Conference Program

Day 2: 26th September 2010, Sunday (9.00 AM to 5.30 PM)

9.00 am: Networking & Tea / Breakfast

9.45am : Taking seat in Auditorium

Session I: Session Chairman: Prof Prem Sharda, Former Vice Chancellor, Veer Narmad South Gujarat University

10.00 am: Best Ethical Practices

Mr A P Singh - Former Sr. VP (HR), Reliance Industries Ltd, Vadodara Manufacturing Division

Shri S K Sharma - MD, Siemens Hearing Instruments, Bengaluru

Dr Pradeep Sheth, Consultant Ophthalmologist

Question & Answer - Coordinator: Prof Bhavin Pandya

11.15 am : Tea Break

Session II: Session Chairman: Dr Jagdish Josphura

11.30 am : Role of Religion in Promoting Ethics

Dr Satendra Kumar - Prof of Ethics & Speaker, Round Table on Ethics, Oxford University, UK

Dr Subhash Sharma - Director, Indus Business Academy, Bangalore, & Chairman,

Ethics, Conference, Haridwar

Swami Nikhileswarananda - Ramkirshna Ashram, Vadodara

Question & Answer - Coordinator: Mr Ajay Shah

1.00 pm: Lunch Break

Session III: Paper Presentations in Parallel Tracks (3 Papers in each Track)

2.15 pm: Track 1: Chairperson: Dr Chinnam Reddy (Co-Chair: Dr Vashishthadhar Dwivedi)

2.15 pm: Track 2: Chairperson: Dr PGK Murthy (Co-Chair: Prof Kamal Chakravartthy)

3.15 pm: Tea Break

Session IV: Paper Presentations in Parallel Tracks (3 Papers in each Track)

3.30 pm: Track 1: Chairperson: Dr K N Sheth (Co-Chair: Dr C. D. Sankhavara)

3.30 pm: Track 2: Chairperson: Mr Ved Vyas (Co-Chair: Dr Abhijeet Chatterjee)

4.30 pm: Valedictory Session - Award of Certificates Ceremony

Shri Prakashbhai Sanghavi, CMD, Ratnamani Metals & Tubes Ltd - Chief Guest

Dr. Akshai Aggarwal, Vice Chancellor, GTU

Prof. M N Patel, Former Vice Chancellor, GTU

Dr Rajesh Khajuria, Convener GTU's Ethics Conference - Concluding Remarks

Shri N N Bhuptani, Registrar, GTU

5.15 pm: Vote of Thanks to Sponsors, Speakers, Participants & Staff - by Shri N N Bhuptani

