

National Conference on
“Business Ethics for Success of Global Businesses”
organised by
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Ahmedabad Gujarat INDIA: 25-26 September 2010
www.gtu.ac.in

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List of Possible Topics for Paper Writing / Presentation:

1. Business and Professional Ethics?
 - a. What is Business and Professional Ethics?
 - b. Is Ethics Relevant to Today’s Competitive Business Scenario?
 - c. What are Indian Ethos and Values applicable to Current Businesses?
 - d. Standards and Expectations of Ethical Behaviour from Employers and Employees: A Case Study

2. Organisational Ethics?
 - a. Role of Organisational Ethics in becoming a Successful Business Enterprise
 - b. Building Ethical Values in Business Organisation: A Case Study
 - c. How Ethical Values Shape the Decision Making Process? A Case Study
 - d. Ethics Impact on Organisation Structure and/or Internal Communication
 - e. Ethics Impact on Organisation’s Internal and External Communication
 - f. Observing Ethics within and Outside Organisation: A Case Study
 - g. Tracking Ethics in an Organization: A Case Study

3. Corporate Social Responsibility (CSR) – (Preferably with Case Studies)
 - a. Role of Ethics in Corporate Social Responsibility (CSR)
 - b. Stakeholders’ Expectations about Ethical Behaviour from CEOs and Managers
 - c. Bank’s Expectations about Ethical Behaviour from Directors and Managers
 - d. Shareholders’ Expectations about Ethical Behaviour from CEOs and Directors
 - e. Board of Director’s Expectations about Ethical Behaviour from CEOs
 - f. Role of Business Ethics in Ensuring Green Environment
 - g. Business Ethics for Sustainable Earth

4. Corporate Governance
 - a. Who is Responsible in Business – Chairman, Managing Director, Board of Directors or Managers?
 - b. How can Shareholders **ensure** Ethical Business Management and Growth?
 - c. How can Board of Directors **ensure** Ethics Observance by CEO and Managers?
 - d. How can Board of Directors Protect the Rights of Shareholders?

5. Government's Role in Promoting Business Ethics
 - a. What is the Role of Government in Promoting / Ensuring Ethics in Business?
 - b. Role of Securities and Exchange Board of India (SEBI) in Corporate Governance: A Case Study
 - c. Examples of Fine Imposed by Government / SEBI on Corporate/s for Violating Rules of Corporate Governance

6. Communicating Business Ethics
 - a. Role of Communication in Promoting Business Ethics
 - b. Role of Media in Ensuring Ethics in Business: A Case Study
 - c. Media and Business Ethics / Corporate Governance

7. Developing a Responsible Business Practices
 - a. Responsible Marketing Practices
 - b. Responsible Financial Practices
 - c. Responsible Human Resource Development Practices
 - d. Responsible Production & Operations Management Practices
 - e. Responsible Purchase Management Practices
 - f. Responsible Inventory and Stores Management Practices
 - g. Responsible Information Technology and Software Usage Practices
 - h. Responsible Service Management / Marketing Practices
 - i. Responsible Product Development Practices
 - j. Responsible Packaging Practices
 - k. Responsible Transport Management Practices
 - l. Responsible Maritime & Port Management Practices
 - m. Responsible Cooperative Management Practices
 - n. Responsible Agriculture Management Practices

Important Note:

The List of Topics is suggestive and not exhaustive. Professors / Lecturers / Authors may choose topics from their own study and experiences and send Extract / Synopsis in maximum 100 words with Articles in maximum 2,000 words in Times Roman 12 Points. Titles should be in 14 Points. Diagrams/ Figures / Graphs and Charts are encouraged. Pictures should be avoided. Author's Passport size colour photo image by email must be pasted on the Top right side of Article Title. Standard Guidelines for Reference quoting etc should be followed. All articles must be original and certified so by respective authors. Selected Articles shall be edited if required and published in the proposed **Journal**. Three best Articles' Authors shall be invited for speaking / presentation at the Conference. ***Please do your best!***

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