

From the Desk of Director

Most people make choices about their careers when they are in their late teens. In many instances, it has far-reaching implications. They begin a process or training, education or apprenticeship that will lead to a job in or near their chosen field. Although they may change their employers and may even set up businesses on their own, their career path is set. Such a set path may not be possible in the global economy of the future. Competition allied with technical changes not only may impose substantial adaptation and changes in working practices, but it may entail complete changes of career. Another change will be the accepted norm that life always gets better and that workers, no matter what their education level, can look forward to an incrementally improving lifestyle, leading eventually to a post-retirement soft landing, in which all or most of their needs are provided for. People will have to take more responsibility upon themselves if they wish to reap the benefits of the global economy. Individuals will have far more access to information than ever before.



During the period from January to March, the 11th NICOM was held from January 9-11, 2008. The theme of the conference was 'Strategies and Trends in Marketing: A New Economy Perspective'. The conference was inaugurated by Mr. Satish Naralkar, Managing Director, NSE.IT, Mumbai. Dr. Y. K. Alag, Chairman - IRMA, Dr. Govind Rao, Director - National Institute of Public Finance delivered lectures under Institute Lecture Series and Mr. P. S. Desai, DGM - RBI and Mr. Sharu Rangnekar, Management Consultant conducted Seminars. A One-Day Round Table Conference for Brainstorming on Knowledge Sharing Practices in Knowledge Economy under the Project 'National Competitiveness in the Knowledge Economy', sponsored by Department of IT, Government of India, was also organized. Economics & Finance Area organized a panel discussion on Union Budget 2008-09. Two Management Development Programmes, one on 'Leadership and Team Building' and the other on 'Organizational Integration Through Effective Teams' and a Faculty Development Programme on 'Advances in International Business' were offered. Sumantra - Book Club of the Institute launched a Newsletter titled 'BOOKWORMS.' The club also organized 'SHABDANJALI' - the Hindi poetry competition. 'Goalz', a yearly inter-B-School football tournament was organized by Institute of Management. Nirma Champion League'08 was organized from January 17-26, 2008. Faculty members actively involved themselves in various academic and professional activities.

"Courage isn't having the strength to go on - It is going on when you don't have the strength"
- **Napoleon Bonaparte**

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Editors

Prof. Nina Muncherji (Editor)
Prof. Harish Shrivastava
Prof. Shantanu Mehta
Mr. Neeraj Arora

NICOM 2008

NICOM (Nirma International Conference on Management) is organized by the Institute of Management, Nirma University annually. It provides a platform to academicians, researchers, consultants, and professionals to share their views on contemporary issues and challenges.

The 11th NICOM was held this year during January 9-11, 2008. The theme of the conference was 'Strategies and Trends in Marketing: A New Economy Perspective'. The conference was inaugurated by Mr. Satish Naralkar, Managing Director, NSE.IT, Mumbai. He spoke about how Marketing has changed over the years. The keynote address was delivered by Prof. Rajendra Sisodia, Professor of Marketing, Bentley College, Boston, USA. He spoke on the theme 'The Changing face of Capitalism'. Dr. Karsanbhai Patel, President of Nirma University, presided over the function and released the Book of Abstracts - 'PRASTAVANA' and the book of papers 'New Age Marketing: Emerging Realities'. Shri Ambubhai Patel, Vice President, Nirma University; Dr. N. V. Vasani, Vice-Chancellor Nirma University; Dr. Upinder Dhar, Director Institute of Management, Nirma University and Conference Chairmen Prof. V. V. Nath, Prof. Prabhat Yadav and Prof Satish Nair were other dignitaries present on the dais.

Conference received 145 abstracts, out of these 111 were converted into final papers (including 18 papers from students). Around 100 delegates from India and abroad participated in the conference.

There were 7 plenary sessions and 21 track sessions. Some of the highlights of the conference included Panel Discussions on 'Retail - The Changing Face'; 'Innovations in Entertainment Marketing' and 'Technology Marketing'. Some of the prominent figures who participated in the plenary sessions were:

- Dr. Margaret Preska, Ex-President, Minnesota State University, USA
- Mr. R. Kannan, President, RAMMS, Bangalore
- Dr. H. P. Tipnis, Director, Medicine Shoppe, Mumbai
- Dr. S. C. Rastogi, Sr. VP - ESA, Infosys Technologies, Hyderabad
- Mr. Jayant Pendharkar, VP Corporate Marketing, TCS, Mumbai
- Prof. Atul Tandan, Director, MICA, Ahmedabad
- Mr. Nimish Radia, Sun Microsystems, USA
- Dr. P. K. Sinha Professor, IIM, Ahmedabad

The Valedictory address was delivered by Dr. N. P. Jain, Former Indian Ambassador to European Union. The Session was presided over by Mr. Hiren Patel, Managing Director, Nirma Limited.

The Conference was coordinated by Professors V.V. Nath, Prabhat Yadav and Satish Nair.



NICOM 2008



Other Events & News

Institute Seminar & Lecture Series

The month of February was a period of learning and insights from luminaries in different fields who delivered Institute Seminars and Lectures at the IMNU campus.

- Mr. P. S. Desai, Dy. GM - Foreign Exchange of the Reserve Bank of India delivered an Institute Seminar on 'Recent Trends in Foreign Exchange' on 20th February 2008.
- Dr. Y. K. Alag, Chairman - IRMA, Former Minister of Planning Commission delivered the Institute Lecture on the topic 'India's Energy Future' on 23rd February 2008.
- Dr. Govind Rao, Director - National Institute of Public Finance, delivered an Institute Lecture on the topic 'Fiscal Policy for Inclusive Growth' on 25th February 2008.
- Mr. Sharu Rangnekar, Management Consultant Rangnekar Associates delivered an Institute Seminar on 'Climbing the Pyramid' and 'Team working' through the interesting use of excerpts from the film 'Chak De India', on 28th February 2008.



Round Table Conference on Knowledge Management

A One Day Round Table Conference for Brainstorming on Knowledge Sharing Practices in Knowledge Economy under the Project 'National Competitiveness in the Knowledge Economy', sponsored by Department of IT, Government of India, was organized at the Institute of Management, Nirma University of Science and Technology, on March 25, 2008. The conference was chaired by Dr. Upinder Dhar, Director, Institute of Management, Nirma University (IMNU); coordinators for the conference were Dr. Santosh Rangnekar, Assistant Professor from IIT Roorkee and Prof. Rajesh K. Jain, Faculty from Institute of Management, Nirma University.



Dr. Upinder Dhar in his welcome address touched upon the emergence of knowledge-based society as a multi-dimensional shift that involved the rise of knowledge as a strategic resource in all social fields and discussed its role in reshaping the society. Dr. Santosh Rangnekar highlighted that the round table, which comprised of senior level executives and academicians, was an attempt to brainstorm on methods of disseminating knowledge that resides within people, systems and processes of the organizations. He added that the round table was an extension of the first workshop organized last year which focused more on the awareness aspect of Knowledge Management.

Panel Discussion on 'Budget 2008'

Economics & Finance Area organized a panel discussion on Union Budget 2008-09 on March 10, 2008. The panelists were Dr. Shantanu Mehta & Dr. M. Mallikarjun.

Dr. M. Mallikarjun touched upon the issues of Inclusive Growth and Evaluation of various schemes announced in the budget.

Dr. Shantanu Mehta highlighted the issues related to income tax, direct and indirect taxes.

Summer Placements

The two-month Summer Internship program is an integral part of the MBA (Full Time) curriculum. It provides students with an opportunity to experience the corporate environment. It is not just a learning experience for students but also serves as a platform to showcase and evaluate their caliber for the chosen specialization.

The Summer Placement Season '08 for the batch of 2007-09 can be stated as another milestone in the history of our business school. It not only reflects a change from the usual but also a change that has put us on a much stronger platform. The Season'08 turned out to be different with placements starting well in advance as a result of which the majority of the batch was placed well in time with the best organizations and choicest summer projects. It attracted number of new recruiters on campus across industries like IT, Financial Services, Telecom, Retail, Banking and others. Eminent recruiters for the season were Wipro, HP, IBM, Genpact, Mudra Communication, Vodafone, Honeywell, ICICI Group, HSBC, Reliance Energy, TCS, Tata Power, HDFC Fund, Aditya Birla, Ashok Leyland, Vedanta, Gujarat Gas, Jumbo Electronics, etc. Average stipend offered was Rs.6,500/- per month while the maximum stipend offered was Rs.20,000 per month. This year we are also expecting Pre-Placement Offers by a good number of organizations.

As a result of the focused and organized efforts, the Summer Placement Season 2008 has helped open a new horizon and has carved a niche for the batch to aspire for better Final Placements in 2008.

Management Development Programmes

Corporate Training Activities

Open Programmes:

Two Open Programmes one, on 'Leadership and Team Building Skills' (Programme Leader: Dr. Upinder Dhar) and the second on, 'Organizational Integration Through Effective Teams' (Programme Leader: Prof. Nina Muncherji) were offered during the quarter January - March 2008 at the Institute. Fifty three executives from different organizations participated in the two programmes.



Participants were from the following organizations - The Tata Power Company Ltd., Bank of India, Reliance Industries Ltd., Gujarat Gas Company Ltd., Shree Rama Multi Tech Ltd., Gujarat Alkalies and Chemicals Ltd., INOX India Ltd., Café Coffee Day, Karvy Stock Broking Ltd., Apollo Hospitals Enterprises Ltd., Molex Mafatlal Micron Pvt. Ltd., GCI Technologies Ltd., JMC Projects (India) Ltd., Gujarat Narmada Valley Fertilizer Corporation Ltd., Welspun India Ltd., Gujarat State Petronet Ltd., Unique Pharmaceuticals Laboratories, The Kalupur Commercial Co-operative Bank Ltd., and Gujarat Mineral Development Corporation Ltd.



Faculty Development Programme:

A Faculty Development Programme titled 'Advances in International Business' (Programme Leader: Dr. Deepak Srivastava) was offered during February 21-23, 2008, wherein twelve faculty members from different academic institutions participated.



Student Activities

Students in Free Enterprise (SIFE)

- Sumantara - Book Club, IMNU launched a Newsletter titled 'BOOKWORMS'. BOOKWORMS, is a peep into the literary world. It consists of Reviews of latest books, poetry from some of the renowned poets, some enlightening pieces of articles....and of course, competitions and quizzes to flaunt the grey matter.
- Sumantara also organized 'SHABDANJALI' - the Hindi poetry competition on 30th January 2008, wherein the poets of the Institute, students and faculty, recited their own creations. The event was a great success and an eye opener for all as to the range of talent on campus. Shabdanjali was an afternoon of beautiful thoughts etched by beautiful words. The audience enjoyed various ras - shringar, veer, hasya, karun - expressed through poetry.
- "Writing is an exploration. You start from nothing and learn as you go". ~E.L.Doctorow**

This was the inspiration behind the genesis of the IMNU e-Magazine - 'magIMNUopus'. It is a student initiative under the able guidance of the faculty of IMNU. The magazine not only tries to unleash creative potential of the IMNU fraternity but also tries to link IMNU with its alumni. Four issues have been released and highly appreciated.

Sports Activities

The students' sports committee has been perpetuating the sporting spirit into the heart and soul of IMNU over the years. This year also the sports committee organized the two major annual sporting events i.e. Goalz and NCL successfully.

Goalz'07

Goalz, a yearly inter B-school football tournament was organized by Institute of Management, Nirma University of Science and Technology. It was a 3 day tournament organized from 23 - 25 December, 2007. Apart from



IMNU, other participating teams were IIM-A, Som Lalit Institute of Management Studies (SLIMS), ICFAI-A. At the end of the tournament IIM-A emerged as the winners with IMNU finishing second. The winners and runner-ups were awarded trophies with individual medals for the team members.

Nirma Champion League'08 (NCL)

NCL is a yearly intra IMNU sports week. This year it was organized from 17 - 26 Jan, 2008 and several events were organized throughout the week. The week long event comprised of team events like Cricket, Football, Basketball, Volleyball, Throw ball and individual events for both boys and girls like Badminton, Table tennis, Tennis, Carom, Chess, and Athletics. Teams from First year - Full Time MBA Programme, Second year Full Time Programme, students of MBA in Family Business and Part Time participated in the tournament with Section 2B (Full Time Programme) emerging as the champion.

STUDENTS' ACHIEVEMENTS

| No | Name of the Student | Organization and Event | Prize Details |
|----|--|--|---|
| 1 | Raghav Rastogi | BVCOE, New Delhi (India Quiz) | Third Prize; Certificate |
| 2 | Raghav Rastogi | BVCOE, New Delhi (Film Quiz) | Second Prize; Certificate |
| 3 | Priyanka Jain | BVCOE, New Delhi (Film Quiz) | First Prize; Rs. 500/-+Certificate |
| 4 | Bhushan Phadnis Vinaytosh Mishra | IMI, Delhi (Kritva 2K8- Online Quiz) | First Prize - Rs 500/- each |
| 5 | Akansha Bumb | IIM, Ahmedabad (Chaos-Creative Writing) | First Prize |
| 6 | Manu Solanki Pallavi Nautiyal Garima Dayal | IIM, Ahmedabad (Chaos-Rangoli) | Consolation Prize |
| 7 | Chandrashekar Desireddy Thejaswi Parameshwaran | TATA Crucible (Quiz- Campus Edition) | Third Prize. Goodies including Watch, ipod, Book |
| 8 | Bhushan Phadnis Yogesh Mehta Nitin Abbi Mahip Vyas Raghav Rastogi Himanshu Aggarwal | IIM, Ahmedabad (Amaethon -Strategia) | Second Prize |



C. Gopalkrishnan

- Presented a paper "Crisis in Higher Education: An Inside View" at the National Seminar on Human Resources and Employment: Opportunities and Challenges, held at Mahatma Gandhi Labour Institute, Ahmedabad, February 6-7, 2008.
- Was invited to be on the Selection Committee at Atmiya Institute of Management, Rajkot.
- Was the Guest of Honour at the Annual Day function of Shree Narayana School.
- Was a Visiting Professor, Institute of Rural Management, Anand (IRMA).

Deepak Danak

- Participated in a One-Day Round Table Conference for 'Brainstorming on Knowledge Sharing Practices in the Knowledge Economy' organized by the Institute of Management, Nirma University of Science & Technology, in association with Indian Institute of Technology, Roorkee on March 25, 2008.

Nina Muncherji

- Conducted a Workshop on 'Personality Development and Business Etiquette' for Executive Diploma (HRM) Participants on 12th & 13th January 2008 at Institute of Management, Nirma University of Science and Technology (IMNU).
- Published a paper titled 'Team Effectiveness and its Measurement: A Framework', coauthored with Dr. Anup Singh in *Global Business Review*, Vol. 8, No. 1, January-June 2007 issue. (Journal Issue Published Late)
- Programme Director for the Management Development Programme on 'Organizational Integration Through Effective Teams' from 7-9, February 2008 at IMNU.
- Took sessions on 'Team Building' in the Staff Development Programme organized for IMNU and University Staff on 10th February 2008.
- Took two sessions on 'Team Building' as a part of the Orientation Course for Newly Promoted Income-Tax Officers at DTRTI, Ahmedabad on 18th February 2008.
- Invited by Women Development Forum, ONGC, Ahmedabad to deliver a talk on the topic 'Harmony

at Home and Performance at Work' on the occasion of International Women's Day on 8th March 2008.

- Invited to teach a Course on International HRM & HRD at Ahmedabad Management Association from March to May 2008 in their Post Graduate Diploma Programme in International Business Management.
- Nominated by Global Business and Technology Association (GBATA), State University of New York, USA as one of the Programme Co-chair from India for its 10th Annual International Conference to be held at Madrid, Spain during July 8-12, 2008.
- Reviewed a paper for the International conference organized by Global Business and Technology Association (GBATA) at Spain, July 2008 titled 'Enterprise Financial Monitoring in the Global Knowledge Economy'.

Nityesh Bhatt

- Presented a paper titled "Application of 7Ps of Service Marketing for G2C E Governance in India" in NICOM-2008 organized by Institute of Management Nirma University of Science and Technology, on 9-11 January 2008, paper published in Edited book 'New Age Marketing: Emerging Realities' by Dhar U., Nath V.V., Nair S. K. & Yadav P. K. published by Excel Books, New Delhi pp 3-14.
- Published an Online article titled 'E-Governance in India: Important Milestones' available at <http://ciol.com/community/blogs/itnewsden/> a blog developed by prestigious CIOL Group (part of Cybermedia Publications) dedicated for Contemporary Information Technology Development.

Pawan Kumar Chugan

- Session Chair "Session on Value Creation and Delivery" in 11th Nirma International Conference of Management (NICOM 2008), on the theme of Strategies and Trends in Marketing: A New Economy Perspective during, January. 9-11, 2008, organized by Institute of Management, Nirma University of Science and Technology, Ahmedabad.
- Presented paper "International Technology Transfer in Services MNCs: A Case of Banking

and Insurance Sector" in NICOM 2008. Paper published in the book entitled "New Age Marketing: Emerging Realities", (Ed.) Upinder Dhar, V. V. Nath, Satish K. Nair, and Prabhat Kumar Yadav, Excel Books, New Delhi, p.p. 225-238.

- Nominated by Global Business and Technology Association (GBATA) of the State University of New York, at Old Westbury, USA as one of the Programme Co-chair from India for its 10th Annual International Conference to be held at Madrid, Spain during July 8-12, 2008.
- Reviewed paper for the International Journal of Business and Emerging Markets, published by the Inderscience Publisher, England, UK.
- Reviewed paper for the 10th Annual International Conference of Global Business and Technology Association (GBATA), at the State University of New York at Old Westbury, USA, on the theme of "Evolution and Revolution in the Global Knowledge Economy: Enhancing Innovation and Competitiveness Worldwide" to be held at Madrid, Spain, during July 8-12, 2008.
- Reviewed paper for the "Journal of Global Business and Technology (JGBAT)" published by GBATA of the State University of New York at Old Westbury, USA.
- Delivered three sessions on "International Marketing Management" and "WTO and IPR Related Issues" in the Faculty Development Programme on "Advances in International Business" organized by Institute of Management, Nirma University, during February. 21-23, 2008.

Prashant Gupta

- Published a paper titled 'Successful implementation of Vendor Managed Inventory (VMI) System'; presented at the International Conference organized by the Institute of Management, Nirma University, Ahmedabad, Gujarat during 9th-11th January, 2008 in the book 'New Age Marketing-Emerging Realities', 2008, Excel Books, New Delhi.
- Presented a paper titled 'Managing Global Competitiveness through Strategic Alliances' and chaired the session at the National Seminar organized by the M.S. University of Baroda, Vadodara, during 17th -19th January, 2008 on the theme 'Managing Global Competitiveness: Canada and India Perspectives'.
- Presented a paper titled 'Strategic Management for Successful Globalization' and chaired the

session at the National Seminar organized by the School of Management, LNCT Group of Colleges, Bhopal, Madhya Pradesh during 7th-8th March, 2008 on the theme 'Globalization of India Industry: Opportunities and Challenges'.

Rajesh Kumar Jain

- Completed Ph.D. in Management on 'Creation of Intellectual Capital from the ABV-Indian Institute of Information Technology & Management', Gwalior, which is a Deemed University under Ministry of HRD, Govt. of India in March 2008.
- Organized One-Day Round Table Conference for 'Brainstorming on Knowledge Sharing Practices in Knowledge Economy' in joint collaboration with IIT Roorkee, sponsored by the Department of Information Technology (DIT), Government of India on March 25, 2008 at Institute of Management, Nirma University of Science and Technology.
- Conducted a session on 'International Manufacturing and Sourcing: Six Sigma' during the Faculty Development Programme on 'Advances in International Business' at Institute of Management, Nirma University of Science and Technology, Ahmedabad during February 21-23, 2008.

Santosh Dhar

- Santosh Dhar, Upinder Dhar and Rishu Roy (2008). Manual for Quality of Work Life Scale. Agra: National Psychology Corporation.
- Monica Singh, Smriti Verma and Santosh Dhar (2008). 'Product Designing in Life Insurance (A Study of Insurers)'. In Upinder Dhar, V. V. Nath, Satish Nair and Prabhat Yadav(Eds.) 'New Era Marketing: Emerging Realities'. New Delhi: Excel.
- Monica C. Singh and Santosh Dhar (2008). 'Customer's Perception of Factors Affecting Selection of Life Insurance Products'. NMIMS Management Review, XIX (1),1-8.
- Santosh Dhar (2008). 'Quality of Work Life in a Knowledge Based Organization'. In Proceedings of 95th Session of Indian Science Congress held at Andhra University, Visakhapatnam on January 3-7, 2008.
- Attended One-Day Round Table Conference for 'Brainstorming on Knowledge Sharing Practices in Knowledge Economy' organized by Institute of Management, Nirma University and Department of Management Studies, IIT Roorkee and sponsored

by Department of Information Technology, Government of India, New Delhi on March 25, 2008.

- Was appointed an examiner for Research Projects at MICA, Ahmedabad, March 19, 2008.

Sapna Parashar

- Sapna Parashar, Rakshita Puranik, Romi Rai and Anil Sarogi (2008). 'Consumer Need for Uniqueness and Product Innovation in Selection of Mobile Phones'. Paper published in edited book by Upinder Dhar, V. V. Nath, Satish K. Nair and Prabhat K. Yadav (Eds.) 'New Age Marketing :Emerging Realities'. New Delhi: Excel.
- Sapna Parashar, A. K. Singh and N. D. Syriac (2008). 'Variety Seeking Behaviour and Brand Trust: An Empirical Study'. Paper published in edited book by Upinder Dhar, V.V. Nath, Satish K. Nair and Prabhat K. Yadav (Eds.) 'New Age Marketing: Emerging Realities'. New Delhi: Excel.
- Sapna Parashar, Ruchita Shandilya, Pragya Keshri and Ajay Prashar (2008). 'Retail One India Limited: Riding on Promotion'. Prestige International Journal of Management and Research, 1(1).
- Attended and presented paper on 'Regional Convention on Corporate Social Responsibility in India (An Overview of Recent Experiences)' at Western Regional Convention on 'Building World Class Organizations in India: Challenges and Prospects' held at Baroda, January 4-5, 2008
- Attended and presented paper in Eleventh International Conference on 'Strategies and Trends in Marketing: A New Economy Perspective' organized on January 9 -11, 2008 at Institute of Management, Nirma University of Science and Technology.

Upinder Dhar

- Upinder Dhar and Santosh Dhar (2008). Manual for Organizational Politics Scale (OP-Scale). Agra: National Psychological Corporation.
- Nidhi Shah and Upinder Dhar (2007). 'Constituent Factors of HRD in Health Care: A Comparative Study of Hospitals in India and the US'. Journal of Health Management, 9 (3) 317-342.
- Delivered Presidential Address in the Anthropological and Behavioural Sciences Section of the Indian Science Congress at Andhra University, Visakhapatnam on January 4, 2008.
- Addressed the participants of Fellow Programme

on "Management of Change" at Academy of Human Resource Development on January 12, 2008.

- Designed and conducted a Management Development Programme on 'Leadership and Team Building Skills' which was attended by 35 participants. The programme was held from January 18-19, 2008.
- Chief Guest at the 'Technical Seminar in Hindi' at ISRO on January 29, 2008.
- Conducted a session on 'Dynamics of Leadership' at CBWE on February 4, 2008.
- Chaired a Technical Session at Mahatma Gandhi Labour Institute on February 7, 2008.
- Invited as a Member on the Academic Council of Sanghvi Institute of Management & Science, Indore.
- Visited Sona College of Technology, Salem as a Member of the Expert Committee appointed by National Board of Accreditation, AICTE on February 15-17, 2008.
- Invited on the Panel of Judges for the Awards instituted by the Ahmedabad Management Association, such as AMA-Atlas Dye-chem Outstanding Entrepreneur of the Year Award 2007.
- Attended the Sarva Dharam Sammelan organized by Brahma Kumaris as Guest of Honour on March 6, 2008.
- Chaired the Round Table Conference on 'Knowledge Management' organized in association with IIT Roorkee and sponsored by the Department of Information Technology, Government of India on March 25, 2008 at Institute of Management, Nirma University, Ahmedabad.



Mahendra Rao

(Assistant Librarian)

Mr. Mahendra Singh Rao, Assistant Librarian at the Institute of Management presented a paper titled 'Developing Marketing Strategies for Library Science' at the 9th National Annual Convention of MANLIBNET held at ICSSR, New Delhi during Feb 4-6, 2008.

Visitors on the Campus

- Anesh Maniraj Singh, Head of the Graduate School of Business, University of Kwazulu Natal visited the IMNU campus on 29th January, 2008 and had an interaction with the faculty to explore opportunities for joint research, teaching and training.

Forthcoming Events

THIRD NATIONAL CASE WRITING WORKSHOP

JUNE 9-11, 2008

Facilitator: Dr. Upinder Dhar, Director, Institute of Management, Nirma University of Science & Technology

Case method pedagogy has increasingly gained importance in management education. Cases are effective instructional tools as they persuade the students and trainees to participate actively in the learning process. Cases, like telling of a story, reflect problem situations in real life and create an interesting environment for students to learn business. When students engage with cases to analyze, synthesize and apply knowledge by evaluation, reasoning, and problem solving more effective and practical learning takes place. It involves handling exhaustive or limited data / facts in order to foresee the business realities. It is an effective simulation for management students to develop knowledge base, hone skills and apply theoretical tools and techniques. The case method aims at developing understanding on a framework of experience to encourage learning by doing. The method not only introduces pragmatism into formal instructions but also facilitates in developing independent thinking and analytical skills amongst learners.

Indian management education still lacks adequate number of qualitatively rich cases to expose students to the nitty-gritty of work in a culture that reflects several diversities. The challenges and intricacies involved in Indian businesses are still not fully demonstrated. Association of Indian Management Schools (AIMS) has taken inspiring steps to facilitate the development of case studies in the country. In view of this, Institute of Management, Nirma University of Science & Technology is organizing the Third National Case Writing Workshop for the benefit of faculty of B-schools in the country.

OBJECTIVES

- To encourage the use of case method as a pedagogical tool by providing rich inputs to improve analytical skills of participants.
- To develop requisite skills for case writing of the participants.
- To write and publish case/s for use in teaching and training sessions.

ARRANGEMENTS

The workshop will be conducted at the Institute's premises (S. G. Highway, Ahmedabad-382481.) The Institute will make the lodging and boarding arrangements for the residential delegates.

DELEGATE FEE

| | |
|-------------------------------------|------------|
| For residential participants: | Rs. 3500/- |
| For non - residential participants: | Rs.1500/- |

For Further Details Contact

Prof. Devesh Baid - Faculty Coordinator

Email: devesh@imnu.ac.in, Website: www.imnu.ac.in

FIRST NATIONAL RESEARCH METHODOLOGY WORKSHOP

May 26-28, 2008

**Facilitator: Dr. Upinder Dhar, Director, Institute of Management
Nirma University of Science & Technology, Ahmedabad**

Research is the systematic and objective process of gathering, recording and analyzing data for decision making. Applied research facilitates managerial decision making and reduces uncertainty. It is an amalgamation of techniques and procedures that helps the researcher to know and understand the phenomena in focus.

The workshop aims to explore the basic dimension of research and the concomitant need for scholars to rethink the assumptions that underlie historic paradigms of research in the field of management. It is designed to provide participants with hands-on approach to conduct research. On completion of the workshop, participants will have developed the skills to review the literature, develop hypotheses, frame research design, identify sampling techniques and comprehend the role and relevance of the tools for data collection and analysis. The three day workshop will expose the participants to a brief theoretical input, followed by the field work based on syndicates. The participants will be expected to choose a research topic and write a research paper, or develop a research proposal. Subject areas include all functional areas of management, administration and educational research. Select research papers written during the workshop will be published.

OBJECTIVES

1. To expose the participants to contemporary research methodology.
2. To provide an opportunity to researchers to present the problems related to the methodology faced by them in their current work.
3. To provide the platform for discussion on the methodological requirements of management research and to simulate and capture new approaches.
4. To facilitate establishment of a network of researchers.

ARRANGEMENTS

The workshop will be conducted at the Institute's premises (S. G. Highway, Ahmedabad-382481.) The Institute will make the lodging and boarding arrangements for the residential delegates.

DELEGATE FEE

| | |
|-------------------------------------|------------|
| For residential participants: | Rs. 3500/- |
| For non - residential participants: | Rs.1500/- |

For Further Details Contact

Prof. Santosh Dhar - Faculty Coordinator
Email: santosh@imnu.ac.in, Website: www.imnu.ac.in



ANVESH NIRMA CONFERENCE FOR DOCTORAL STUDENTS (April 9-10, 2008)

CONFERENCE THEME

“Managing Strategies for Sustainable Competitive Advantage”

Firms and countries long accustomed to dominance in their respective markets must now reckon with aggressive and innovative competitors from all corners of the world. As economies and organizations become increasingly open and the environment changes more rapidly, the resulting differences in political, legal, financial, cultural, governance and macroeconomic contexts make difficult to sustain a competitive advantage. A Sustainable competitive advantage allows the maintenance and improvement of the enterprise's competitive position in the market over a long period of time. To confront challenges and evolve opportunities in a rapidly changing and growing competition, Anvesh - 2008 addresses the issue of managing sustainable competitive advantage.

- Managing Diversity, Complexity and Size of Retailing
- Growing Internationalization
- Managing Working Conditions and Attrition
- Employee Relations
- Green Business Opportunities
- Challenges of National Capital Markets
- Impact of Competitive Advantage on Exports and Imports
- The Accentuation of Cost and Capital advantages
- Expanding Horizons of Resource Deployment
- Development of New Service Segments
- Changing Consumer Behavioral Aspects
- Changing Remuneration Programmes and Policies
- Corporate Social Responsibility
- Entrepreneurship: Growth and Sustainability
- Assessing Emerging Business Risks
- Changing Accounting and Taxation Practices
- Sustainable Economic Growth Opportunity
- IT enabled Marketing
- Labor Market Dynamics
- Quality of Human Resource Productivity
- Business Ethics
- Managing Competitive Advantage
- Tolerance of Risk and Uncertainty
- Accounting practices for Management of Intangibles
- Managing Economic
- Cooperation and Development

Plenary Sessions - The plenary sessions will be delivered on research-oriented themes by eminent researchers and practitioners.

Contact: Dr. R.G. Nambiar, Coordinator. (nambiar@imnu.ac.in)

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NIRMA
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