

Rapporteur Report

NINTH INTERNATIONAL CONFERENCE ON MANAGEMENT OF TRANSFORMATION

January 03 - 05, 2008

THE Ninth International Conference organised under the joint auspices of GGS Indraprastha University, Government of NCT of Delhi, Delhi School of Professional Studies and Research (DPSR), Society for Human Transformation and Research (SHTR), SHTR Consulting Group (SCG), Value-one Info-Tech (P) Ltd., and Association of International Organisations and Universities (AIOU) sponsored by All India Council for Technical Education (AICTE).

January 2, 2008 – Pre Conference Workshop

The Pre-conference Workshop on the theme “**Values Based Approach to Self Transformation and Organisational Transformation**” was inaugurated on January 02, 2008 at 10.00 a.m. by lighting the auspicious lamp. Dr. Anil Kumar Singh, the Coordinator welcomed and introduced the “Resource Person” Ms. Nirmala Ragbir Day, a British national, Research Officer at Department of Educational Studies, University of York, U.K. She has many books, papers, chapters in books, innumerable conference presentations at India and other countries to her credit, having membership of many professional bodies like Applied Health Economist Groups, York, U.K., membership of many steering Groups at U.K., referee to many International Journals like Health Economics, University of York. She has varied interests and hobbies like meditation, gardening, badminton and walking. She is core member of Janki Foundation for Global Health Care, U.K.

Dr. Ajay Kr. Singh welcomed her by presenting Fengshui Bamboo Plant. Dr. Singh emphasized the role of spirituality and meditation to relieve pains and stresses of modern times and added that management has many dimensions but one more i.e. of spirituality has been added to it. This path connects individuals to the supreme and brings desired transformation.

Business Session-I

10.30 A.M. to 01.00 P.M.

Nirmala Ragbir-Day, Department of Educational Studies (CIRSE), University of York, York, U.K.

Ms. Nirmala Day, the Resource Person, started by narrating a story about fern and bamboo. The fern spreads very quickly, whereas bamboo takes many years to sprout, grow and flourish. The question is: what is bamboo doing for so many years? The answer : It is growing deep inside. This provides us with a smile that first we have to connect with ourselves, grow inside before reaching out.

This session was highly interactive and contents included – what are values? All participants were asked to write three values each on slips. The participants were paired together and each had to describe values of the other partner. About the question that what are values – many opinions emerged that these are personal, hereditary, vary according to culture, country, family and educational

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backgrounds. Some common values, which emerged were: Honesty, peace, truthfulness, integrity, appreciation, spirituality, love and compassion, transparency, humbleness, respect, hardwork, co-operation, self-respect, optimism, positivity and so on. The benefits of value based approach are its application at personal, professional, organisational, or educational level, or any other general application. The principles of the programme were listed as : start change with yourself (heal thyself), learning through experience, treading carefully by maintaining balance in stressful situations, etc., and values provide you with sustenance to cope with all adversities. Emphasis was also placed on reflection, action planning, evaluation, listening, appreciation, commitment to ongoing learning.

The participants were again paired and were asked to share their highpoints in life – the tools being used were listening and appreciation. This was to share any incident in your life, which gave you energy, empowerment, achievement satisfaction and so on and the value which emerged from this experience.

In this session, **Mr. Shadique Ali** and Sister **Seema Ghatge** from Om Shanti Retreat Centre at Gurgaon gave wonderful deliberations, experience and inspiration to the participants. A CD was played, in which some instructions with music in background took us on a bubble journey to our workplace, fulfilling our dreams and coming back. It was a wonderful experience with aim being to use techniques like listening, dreaming, visualisation, meditation, positivity to de-stress and realise dreams.

Sister Seema Ghatge gave very valuable thoughts to us like shunning violence from inside and bring self-change by changes in thoughts. Seed of negativity is in the negative thoughts and positive thoughts bring positivity. Today, we need tranquillity, peace and stress-free life. Spirituality by charging our consciousness can bring confidence, peace, smile, and satisfaction on every face.

A very interesting and most creative aspect of the workshop was to ask the participants, who were divided into 5 groups to use some available material, papers, glue, coloured pens, etc., and prepare collage or poster and then one person from the team was to explain what they had shown in their poster. 5 Beautiful posters came up, which were later exhibited in the Conference Hall. The values exhibited and made use of were, peace, harmony, cooperation, team spirit, non-corruption, physical and emotional well-being.

The workshop ended with participants receiving certificates and with a Vote of Thanks proposed by Dr. Anil Kumar Singh.

Inaugural Session

January 03, 2008, 10:00 A.M. to 01:00 P.M.

The session started with introduction of guests and lighting of lamps.

Professor B.P. Singh, Chairman, Organising Committee delivered the welcome address. He welcomed the delegates from different parts of the globe. Talking about the relevance of the theme of the Conference, he said that the country which has concentration of population towards younger side stands 125 in terms of HDI. This oxymoron has to be addressed in the Conference, which is aimed at managing transformation.

Dr. Ajay Kr. Singh, Secretary General of the Conference talked about the background and selection of the present theme of the Conference. He dealt with the significance of theme and talked about the importance of mind and consciousness. His focus was on changing paradigm of human relations.

Master Del Pe, President – Glocen, USA, started with drawing attention to various dimensions of transformation citing examples of transformational leaders like **Dr. A.P.J. Abul Kalam, Narayan Murthy, Dr. Man Mohan Singh, Gopinath**, etc. He stressed upon the importance of trinity quoting examples from Hinduism, Christianity and Metaphysics.

While talking about the trinity of transformation he chose three parameters. First Pressure (Shiva), second Love (Vishnu) and the third Intellect (Brahma). He cited numerous examples of world leaders combining the above three. He said that real transformation takes place when the three powers i.e. pressure, heart and mind are brought to balance. This is what is called absolute transformational leadership process.

Director HR, ONGC, **Dr. A.K. Balyan**, the Chief Guest of the inaugural session mentioned the need for transformation giving examples from telecommunication sector. He emphasized that organisation must have system to assess and keep pace with change.

Quoting **John P. Kotter**, Harvard Business School, he said that we have to look into the reasons of success of transformation of organisation. Vision must be referred to bring change in the organisation. He said that systematic planning and creating short-term wins must be made in order to consolidate improvements and anchor changes in the corporate culture.

Professor Can Aktan from Yasar University, Turkey, the Guest of Honour of the Conference spoke on Global Change Trends and Dynamics. He talked about economic, political, social, cultural, technological and ecological changes. While speaking on the population growth rate, he said that less developed countries have a higher growth as compared to developed countries. We have to understand the challenge, opportunities, and threats to understand the changing dynamics of globe.

Award giving Ceremony and Signing of MoU

Prof. Mahesh Kumar Singh, Szent Istvan University, Hungary conferred the gold medal and the award of appreciation to **Dr. Ajay Kumar Singh**, Associate Professor, Department of Commerce, Delhi School of Economics, University of Delhi and President, Governing Body, DSPSR and SHTR Group of Institutions and Secretary General, Ninth International Conference.

Immediately after that two **MOUs** were signed, one between Delhi School of Professional Studies and Research (DSPSR) and Szent Istvan University, Hungary, and the second one was signed between Indian Commerce Association and Szent Istvan University, Hungary. The MOUs were signed in the gracious presence of **Dr. Ravinder Vinayak**, Professor and Dean, Faculty of Commerce, M.D. University, Rohtak and Secretary, Indian Commerce Association.

Professor K.K. Aggarwal, the Chairperson of the Session and Vice-Chancellor, GGS Indraprastha University, Delhi, said that it is not only managing transformation, which is important, rather transforming the management which also has to be focussed on. He said that one should identify the core competence. In order to bring change, he said that collaboration and networking are two important parameters, which have to be taken care of. The synergy between ideas, concepts and deeds has to be achieved to manage transformation. Different natural synchronization, teamwork and networking has to be explored to learn lessons for ourselves, our organisational management.

Professor P.N. Singh Executive Director, DSPSR proposed the Vote of Thanks in his poetic style.

Rapporteur for the Session:

- **Mr. Reetesh K. Singh**
Senior Faculty Member, Shri Ram College of Commerce, University of Delhi, Delhi.

TECHNICAL SESSION NO. 1 – “TRANSFORMATION OF ORGANISATIONS IN THE GLOBALISED WORLD”

January 04, 2008, 10:00 A.M. to 01:00 P.M.

Committee Room No. 2, Venue: National Academy of Agricultural Science

Chairperson : Prof. B.P. Singh, Chairman, Delhi School of Professional Studies and Research, Delhi.

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Coordinator : Ms. Noopur Agrawal, Lecturer, Delhi School of Professional Studies and Research, Delhi.

TOPIC : “MANAGEMENT OF ORGANISATION TRANSFORMATION IN THE GLOBALISED WORLD”

Mr. Bidyut Kumar Sarkar, Sr. Lecturer, NSHM, Kolkata Campus, Kolkata.

The presentation started with a brief account of the history of organisation development to show how the concept of organisation transformation has evolved out of the concept of OD. The paper also covered the applicability of OD in the various life cycle stages of the organisation and portrayed a critical appraisal of the contribution of trailblazers in the field of Organisational Development (OD). He concluded that OD is not possible without individual transformation, which is only possible through deep structure psychology.

TOPIC : “TRANSFORMATION OF ORGANISATIONS IN THE GLOBALISED WORLD”

Mr. M.L. Gopichander, Faculty, ICFAI Business School, Chennai.

Mr. Gopichander outlined the process of transformational change through the case study of ITC Ltd. The case described the multipronged strategy adopted by ITC with the main focus on initiative in the area of corporate social responsibility through *e-choupals*. He analysed the sustainability of CSR as a core competence tool of transformation.

TOPIC : “CORPORATE SOCIAL RESPONSIBILITY’S ROLE IN INTERNAL AND EXTERNAL TRANSFORMATION IN ORGANISATION”

Ms. Padma Misra, Asstt. Professor, Bharat Institute of Technology, Meerut.

Ms. Padma presented CSR as a holistic approach to business. Her paper reviewed the literature and deliberated-how CSR can play an important role in internal and external transformation. She concluded by saying that CSR in India has yet to achieve that ‘tipping point’ that leads to permanent transformation and the point of no return.

TOPIC : “EVALUATING AND IMPROVING ORGANISATIONAL AGILITY : DEFINITION, CRITIQUE AND NEW CONCEPTUAL FRAMEWORK”

Mr. Jafarnejad Ahmad, Associate Professor, University of Tehran, Iran.

He firstly presented main definitions and concepts of agility. Then, he presented the literature review process on agility’s model followed by analysis of some critiques about agility and finally presented a step-by-step methodology as a comprehensive and holistic approach to agility evaluation and enhancement.

TOPIC : “TRANSFORMATION OF EQUITY VALUATION PATTERNS: A CROSS INDUSTRY ANALYSIS”

Mr. Rohit Malhotra, Sr. Faculty and Coordinator, Modi Apollo International Institute, Western International University, New Delhi.

Mr. Malhotra made an effort to scrutinise from the historical data the unique equity valuation patterns and analysed them across four sectors namely cement, steel, textiles and pharmaceuticals using the statistical techniques like correlation analysis, etc. to provide the concrete “Transformation Factors” behind such changes in the equity valuation variables.

TOPIC : “TRANSFORMATION STRATEGIES FOR EFFECTIVE E-GOVERNANCE – AN INDIAN PERSPECTIVE”

Dr. Gita A. Kumta, Professor, S.V.K.M.'s NMIMS University, Mumbai.

She started the presentation by outlining the difference between Government and Governance. Then she introduced the concept of e-governance and identified the gap between the initial perceived form of e-governance and the current ground realities. This was followed by a framework of solutions, which could alter the concept of e-governance from the current realm of information dissemination and exchange to quality of governance.

TOPIC : “TRANSPARENCY OF PERFORMANCE APPRAISALS IN INDIAN INDUSTRY : CHANGING PARADIGM IN GLOBALISED WORLD”

Dr. C. Suresh Babu, Assistant Professor, Madanapalle Institute of Technology and Science, Chittoor, Andhra Pradesh.

Dr. Babu talked about the psychological contract between the individual and the organisation. He pointed out the narrow approach of most of the appraisal instruments. Through this paper, he made an attempt towards an appraisal instrument to make a broad, transparent, structured, reliable and more congruent approach through which organisations should relook to transform and to retain their employees.

TOPIC : “TRANSFORMATION IN MARKETING - WAY TO GLOBALISATION”

Ms. Preeti Aneja, Netaji Subhash Institute of Management, Delhi on behalf of Mr. Rahul Goswami, Guru Jambheshwar University, Hissar.

The presentation started with the concept of Transformation. Global scenario change is ongoing associated with practically all modern institutions regardless of the label. The true nature of marketing today is not serving the customer, it is outwitting, outflanking, outfighting your competitors. In a global market, customer demands and increased competition are changing the world we live in. Technology is accelerating change and the sheer number of competing propositions, delivery channels and customer choice pose serious challenges for marketing. Consequently, one thing is sure, marketing has to change. Step change improvements in performance are required creating a pervasive, innovative force for change and top-line revenue improvement.

The session came to an end after a series of question-answering round followed by the Vote of Thanks and mementoes presentation to the participants by the Chairperson.

Rapporteur for the Session:

- **Ms. Rinku Varshney**
Lecturer, Delhi School of Professional Studies and Research, Delhi.

TECHNICAL SESSION NO. 2 – “TURNAROUND MANAGEMENT”

January, 04, 2008, 02:00 P.M. to 03:00 P.M.

Committee Room No. 2, Venue: National Academy of Agricultural Science

Chairperson : Prof. Purnendu Mandal, Chairman & Professor, Information Systems & Analysis Department, College of Business, Beaumont, Texas, USA.

Coordinator : Mr. Himanshu Dutt, Sr. Lecturer, Delhi School of Professional Studies and Research, Delhi.

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TOPIC : “KNOWLEDGE MANAGEMENT AS TURNAROUND FACTOR FOR ORGANISATIONAL LEARNING AND EMPLOYEE SATISFACTION”

Ms. Vandna Sharma, Sr. Lecturer, BIT, Mesra.

Ms. Vandana Sharma presented the findings from the research on the telecom sector about the role of Knowledge Management (KM) in enhancing organisational learning and employee satisfaction. The presentation also focused upon the Knowledge Management implementing and non-implementing telecom companies in India to facilitate a comparison about how KM as a turnaround factor can enhance the learning and satisfaction within employees in an organisation. Ms. Sharma recommended to push KM programmes by creating a learning culture, good relations and trust among employees that gives them a sense of security.

She presented facts and findings and data interpretation using various statistical tools on the subject.

TOPIC : “IS PRODUCT DEVELOPMENT REALLY A TURNAROUND STRATEGY?”

Mr. Himanshu Dutt, Sr. Lecturer, Delhi School of Professional Studies and Research, Delhi.

Mr. Himanshu Dutt in his presentation focused upon the fact that product development cannot always be a turnaround strategy for the organisations. He presented a case study of an automotive OEM that initiated a product development process which failed to take off in the target market. The case highlighted how the company mistook the product development for compact designs and technology solely.

TOPIC : REDESIGNING BUSINESS CURRICULUM INCORPORATING SAP SOFTWARE

Dr. Purnendu Mandal, Professor, College of Business, Lamar University, Beaumont, Texas, USA.

Dr. Mandal presented the distinction between vertical orientation and horizontal integration concepts of business courses. He criticized business school students’ lack of vision due to traditional school curriculum, which makes the learning style passive. Dr. Mandal emphasized the need for creating integrated business curriculum by incorporating SAP software. He urged to give students practical feel of issues in production and manufacturing like ERP and SCM through SAP systems and configuration.

This according to him, shall empower the business students with the present day’s demanding skills.

Rapporteur for the Session:

- **Mr. Saurabh Singh**
Student, Delhi School of Professional Studies and Research, Delhi.

TECHNICAL SESSION NO. 3 – “MANAGEMENT OF TRANSFORMATION OF SELF”

January 4, 2008, Timings : 11:30 P.M. to 01:00 P.M.

Committee Room No. 2, Venue: National Academy of Agricultural Science

Chairperson : Prof. M. Saeed, Minot State University, Minot, USA.

Coordinator : Mrs. Sheetal Chadha, Lecturer, Delhi School of Professional Studies and Research, Delhi.

TOPIC : “SELF TRANSFORMATION AND EXCELLENCE IN ACTION”

Ms. Rangana Ghatak, Asst. Professor, IES Management Institute and Research Center, Mumbai.

The paper presentation started with the concept of self-management and looked for it through the western and eastern view. Western concept is focused on skills development of the manager to make him more effective and efficient so that organisation can earn more profit. Eastern Approach focused on overall development i.e., being more focused to develop the inner self of employees as good human beings.

The main objective of the study is to make individuals understand their hidden potential and an effort has been made to understand how excellence in action is possible through self-management i.e., if the individuals manage themselves effectively. Each individual is having enough potential, great ideas, but due to the lack of self management skill they cannot actualize those ideas into reality. So, the individuals have to follow a synergistic approach to take the right kind of initiatives to develop them, to transform them into better human-beings who can be excellent performers in every walk of life.

TOPIC : “MANAGEMENT OF SELF TRANSFORMATION THROUGH KNOWLEDGE AND EMPOWERMENT”

Mr. R. Radhakrishna Pillai, Indian Institute of Management, Kozhikode, IIMK Campus, Kerala.

The knowledge about the self, its attributes - mind, intellect, impressions, powers and its desired state etc., form the first step towards transformation. Sometimes the self may be lacking the required inner power to take the right action necessary to bring about the transformation then the empowerment of the self is required to bring about the desired transformation. The whole transformation process has to be managed by the self. He also talked about two circles which affect an individual's life-the circle of influence and the circle of concern and suggested to expand our inner circle of influence that is, our values, visions, thought process and assumptions, so that the gap between the two circles gets reduced and we are able to focus more on the things that we have direct control on and which will produce positive energy waves. This paper discusses how the knowledge of Rajayoga can be applied for self empowerment and transformation. Practice of Rajyoga helps in empowering the self to create powerful thoughts filled up with virtues. Through continuous remembrance of the Supreme Soul, one can develop soul-consciousness and fill the soul with all these virtues. This is a positive cycle of transformation.

TOPIC : “ORGANISATIONAL EXCELLENCE THROUGH SELF TRANSFORMATION”

Dr. Pooja Upadhyay, Asstt. Professor, AISSMS and **Prof. Shaheen Qureshi**, AISSMS (Institute of Management), Pune.

The main objective of the paper was to assess how the process of self transformation among employees would contribute towards organisational effectiveness and excellence and need to inculcate the positive force of self transformation in each individual as self reflective process guiding them.

It provides self-transformation process that starts with generating the self awareness among an employee followed by formation, implementation, and evaluation of self development plans under the purview of organisational environment.

The facilitating factors like motivation, peace of mind and inhibiting factors like time constraint, excessive workload and even gender bias in self-transformation process were identified. And finally it was concluded by emphasising the role of organisation in inducing Self Transformation of employees.

Experiential learning through a meditation session was facilitated by **Mr. R. Radhakrishna Pillai**, IIM, Kozhikode.

It was an interactive and productive session followed by discussions and valuable suggestions by chairperson and other delegates were provided. The session was concluded with vote of thanks and mementoes were presented to the paper presenters and chairperson.

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Rapporteur for the Session:

● **Ms. Nisha Gupta**

Research Scholar, Deptt. of Commerce, Delhi School of Economics, University of Delhi, Delhi.

TECHNICAL SESSION 4 – “RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES IN HR AND ENVIRONMENT”

January 04, 2008, 10:00 P.M. to 01:00 P.M.

Lecturer Hall, Venue: National Academy of Agricultural Science

Chairperson : Professor Petr Sauer, Head of Department, Environmental Economics, Prague, Czech Republic.

Coordinator : Ms. Sima Singh, Placement Officer, Delhi School of Professional Studies & Research, Delhi.

TOPIC : “JOB SATISFACTION AMONGST EMPLOYEES OF PRIVATE SECTOR ORGANISATIONS IN NCR”

Ms. Nisha Gupta, Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi.

Dr. Ajay Kr. Singh, Co-ordinator-MHROD Program, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.

Based on empirical study, the researchers found that employees were dissatisfied on both the dimensions of job satisfaction but more satisfied with extrinsic factors than intrinsic factors. Also, they sighted more importance to intrinsic factors than extrinsic factors. It was suggested that as the employees' spiritual needs are not taken care of in the organisations, opportunity should be given to them to satisfy these needs through meditation.

TOPIC : “ISSUES AT JOB FACED BY THE EMPLOYEES WITH DISABILITY: A CHALLENGE FOR HUMAN RESOURCE MANAGEMENT”

Dr. Shahida Sajjad, Department of Special Education, University of Karachi, Pakistan.

The researcher found that disabled people feel isolated at the work place, most of the organisations did not provide special facilities for them and majority of the employees were not aware of their legal rights. It was suggested that employers need to have a paradigm shift. Human Resource Management and media can play an important role in this area. Also an implementation of 2% quota needs to be implemented. An effective vocational assessment of services and tax incentives can work wonders.

TOPIC : “MENTORING.... A HOLISTIC APPROACH IN TEACHING METHODOLOGY”

Mr. Vishwas N. Wadekar, Assistant Professor, MAEER'S MITCOE'S, Pune, India.

The researcher conducted a programme whereby various activities like pranayams, prayers, breathing techniques, ego busters like cleaning of streets, stress busters like laughing exercises, movie reviews were undertaken. After 12 months it was found that students grew more compassionate, their confidence level, tolerance power and concentration power increased.

TOPIC : “CHALLENGES FACING CHANGE MANAGEMENT THEORIES AND RESEARCH”

Dr. Sonia Taneja, Texas A&M University-Commerce, Texas, USA.

Dr. Mildred Golden Pryor, Professor, Texas A&M University-Commerce, Texas, USA.

Dr. John Humphreys, Associate Professor, Texas A&M University-Commerce, Texas, USA.

Mr. Donna Anderson, Lecturer, Texas A&M University-Commerce, Texas, USA.

Ms. Lisa Singleton, Research Associate, Texas A&M University-Commerce, Texas, USA.

The researchers found that mostly the organisations use Lewin's model, Schein's model and Action Research Model. 5 P's Model stresses on (1) Purpose; (2) Principles; (3) Processes; (4) People and (5) Performance. In today's world it is important that change is handled carefully as you can not do without it.

After all these paper presentation, there was an intervention by Professor S.P.Singh, Director-cum-Professor in Environment Management. He delivered a lecture on Environmental Health and Safety Management. He stressed on various environmental concerns like 1/3rd of the world's cropland is losing topsoil; 50% of the world rangeland is overgrazed and deteriorating into desert, the world forests have shrunk by about half. He also talked about preventive, problem solving, command control and productive approaches of environmental management.

TOPIC : "JOB STRESS, COPING PROCESS AND INTENTION TO LEAVE – A STUDY ON SOFTWARE PROFESSIONALS WORKING IN INDIA"

Prof. Rajib Lochan Dhar, Assistant Professor, Symbiosis Institute of International Business, Symbiosis International University, Pune.

The paper presenter's major findings were that time, stress and role conflicts were the basic reasons of job stress. The coping strategies that employees used to deal with stress are spending time with family, smoking, clubbing, etc. He suggested that commitment of organisation and workers is lacking hence, there is a need for commitment for which yoga and meditation can be used as a tool.

TOPIC : "QUALITY OF WORK LIFE PRACTICES IN BPO INDUSTRY – AN EMPIRICAL STUDY"

Mr. K.V.S. Rajeshwara Rao, Lecturer, R.V. College of Engineering, Bangalore.

Dr. B. Bakkappa, Prof. and Chairman, Kuvempu University PG Centre, Shimoga, Karnataka.

Prof. K.S.Badrinarayana, Head of Department, R.V. College of Engineering, Bangalore.

The paper presenter carried out a study to analyse the QWL systems prevalent in the BPO organisations situated in Bangalore. A survey was conducted through fieldwork technique. A total of 1600 employees across the sector were approached for survey and response rate stood at about 54%. After consultation with the stakeholders of this sector, eight parameters were considered and the correlation analysis was carried out which enabled to find the extent of influence each of these factors have on QWL.

The researchers found that the organisation's perception has the highest correlation with Quality of Work Life {0.71}. He suggested that clearly defined career path, opportunity to grow ahead, continuous training and Corporate Social Responsibility can help achieve Quality of Work Life.

TOPIC : "CAPABILITY MATURITY MODEL FOR HIGHER EDUCATION ARENA"

Prof. Pinak Pani Chakraborty, Head, Department of Computer Science Engineering, Institute of Technology and Marine Engineering, Parganas, West Bengal.

This paper tries to bring the essence of CMM of software, engineering applied in Software Delivery Centers to the Higher Education Arena (primarily in Engineering and Management colleges) visualized as 5P (People, Process, Project, Publication, Patent) Delivery Centres.

As it is very fundamental to ascertain a minimum benchmark across the quality of outputs produced by the large number of engineering and management colleges, the defined Capability Maturity Model tries to bring about a comprehensive improvement in this regard and will also enable to keep the measurement of the improvement made.

The paper presenter identified the Key Process Areas (KPA) available in this domain and tried to segment them in different levels (Department-level, Institution-level, Measurement-level, Optimising-level). All the practices of the KPAs are also elaborated. This paper elaborates on Level 4 i.e., Measurement level KPAs viz., Quality Management (QM) and Quality Process Management (QPM) and Identifies the metrics accordingly. The paper elaborates on Measurement of KPAs viz, Quality Management and Quality Process Management.

TOPIC : “IMPACT OF HR PRACTICES ON PERCEIVED PERFORMANCE OF UNIVERSITY TEACHERS IN PAKISTAN”

Ms. Huma Bilal, Lecturer, Business Administration, FUUAST, Islamabad, Pakistan.

The paper investigates the impact of two very important HR practices i.e., Recruitment & Selection and Training practices on perceived performance of university teachers. The study hypothesized the positive impact of selected HR practices on employee perceived performance and was conducted through personally administered questionnaire from the sample of 200 teachers of public and private universities of Islamabad and Rawalpindi. The study revealed positive relationship between Training practices and employee perceived performance while relationship among recruitment and selection practices and employee perceived performance was not found very significant. The weak relationship is due to the fact that recruitment is not based on merit and also job description is lacking.

TOPIC : “RECENT TRENDS AND CHALLENGES OF RECRUITMENT IN 21ST CENTURY AFFECTING HR PRACTICES”

Ms. Rashmi Tripathi, Lecturer, AIET, Lucknow.

As the world has become a global village there is pressure on organisations to outperform. Benchmarking, empowerment, competitive edge, knowledge management are some of the buzzwords today. The speaker emphasized that the organisations that are able to attract and retain talented people can only outperform those who can't.

TOPIC : “EMPLOYEE RETENTION IN ITES-BPO INDUSTRY”

Ms. Neeru Chouhary, Lecturer, JIMS, Rohini, Delhi.

It was found that inspite of various benefits like flexi-time, medi-claim, insurance, etc., BPOs have a high attrition rate. The various reasons are policies, organisation culture, better job profile, no work life balance, further education, industry change, better salary and physical stress. It takes more than a generous benefit and competitive salary package to retain employees. The speaker suggested to follow a Retention Management Model in congruence with Maslow's Theory.

TOPIC : “INFLUENCE OF HUMAN RESOURCE PRACTICES ON CUSTOMER SATISFACTION”

Ms. Swapna Bhargavi, Assistant Professor, Madanappale Institute of Technology and Science, Andhra Pradesh.

This research examined organisational commitment as a mediator between HR practices and customer satisfaction of 3 job groups from 13 banking companies. A positive co-relation was found between HR practices and organisational commitment and customer satisfaction rating. Ms. Bhargavi suggested

that the key to achieve customer satisfaction is to satisfy your employees by giving them responsibility and authority.

TOPIC : “INDIAN PHILOSOPHY CATALYSING MANAGEMENT THOUGHT”

Ms. Dhanalakshmi, Sr. Lecturer, Dayananda Sagar College of Engineering, Bangalore.

Ms. Lakshmi Jagannathan, Assistant Professor, Dayananda Sagar College of Engineering, Bangalore.

She emphasised that Indian management thought is different from Modern Management and we should not blindly follow Western Management because our culture and values are different from that of western countries. Hence, Indian mission is to recreate synthesis of material and spiritual gain through every endeavor. She stressed on, “Stop testing Modern Behavioural Theories in Indian Labs”.

TOPIC : “SPIRITUAL INTELLIGENCE AND ITS EFFECT ON SATISFACTION LEVEL OF EMPLOYEES AT WORK”

Ms. Rashi Taggar, Lecturer, Shri Mata Vaishno Devi University, Kakryal, Jammu.

The speaker stressed that the elements of spiritual intelligence like self awareness, vision, values, capacity to face and use adversity, tendency to ask why and spontaneity leads to higher job satisfaction.

TOPIC : “IMPACT OF LEADERSHIP STYLES ON PERFORMANCE AND SATISFACTION OF LEADERS AND FOLLOWERS IN PAPUA NEW GUINEA”

Prof. Pulapa Subba Rao, Professor, University of Papua New Guinea, Papua New Guinea.

This paper analyses leadership styles of managers in selected state owned enterprises (SOEs) and private enterprises (PEs) in Papua New Guinea using solicited responses from selected managers of different categories at different levels. It also deals with the association among leadership styles of managers, performance and satisfaction of leaders as well as as followers.

The speaker found positive but low relationship between leadership style and performance of managers and followers in state owned enterprises and positive and high relation between leadership styles and performance of leaders and followers in private enterprises. Positive but low satisfaction level was found in state owned enterprises while positive but moderate satisfaction level was found in private enterprises.

TOPIC : “METHODOLOGY OF ENVIRONMENTAL POLICY EXPOST ANALYSIS: HOW TO LEARN FROM PAST FOR FUTURE TRANSFORMATIONS”

Prof. Petr Sauer, Head of Department, Environmental Economics, Prague, Czech Republic.

Prof. Petr stressed that institutions both formal and informal rule behaviour of individuals and organisations. It is found that there is a chain of cause and consequence within institutions. So it becomes necessary to learn from the past so that future can be improved.

After so many researches it is proved that we are in a state of flux and all I am reminded of at this very moment is a quote by Jack Welsh, “Change or Die”. It was an interactive and thought provoking session, which ended with a vote of thanks to the chairperson and participants followed by presentation of mementoes to the participants by the chairperson.

Rapporteur for the Session:

● **Ms. Arpita Kaul**

M.Com. (F) Student, Ramjas College, University of Delhi, Delhi.

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TECHNICAL SESSION NO. 5 – “RESEARCH PAPER PRESENTATION ON CONTEMPORARY ISSUES – FINANCE”

January, 04, 2008, 10:00 A.M. to 11:30 A.M.

Committee Room No. 2, Venue: National Academy of Agricultural Science (NAAS)

Chairperson : Dr. Rakesh Gupta, Central Queensland University, Australia.

Coordinator : Mr. Ankur Chhabra, Lecturer, Delhi School of Professional Studies & Research, Delhi.

TOPIC : COMPARISON OF THE REPORTING BASES AS THE BACKGROUND FOR THE VALUATION OF THE FIRMS IN THE CZECH REPUBLIC

Dr. Jiri Strouhal, University of Economics, Department of Financial Accounting and Auditing, Czech Republic.

The presentation started with introduction about public listed companies in the Czech Republic following IFRS framework. The paper also covered about the non conformity of the GAAP for listed and non-listed companies and outlined the issues with Czech accounting principles and IFRS. Dr. Strouhal provided some insights into the accounting standards, accounting methods and the framework being followed in different countries mainly EU. Based on survey of literature from noted authors of accounting background, Dr. Strouhal also outlined problems with GAAP like those of lack of suitably trained accountants and auditors and lack of efficient markets. Next, he presented the hierarchy of GAAP with examples from financial statements, tax system, markets regularities, statutory compliance and research about capital market and investment property.

In all, he presented an outline of GAAP in Czech Republic and its disparities with IFRSs for some issues discussed.

TOPIC: “SHORT SALES RESTRICTIONS AND EFFICIENCY OF EMERGING OPTION MARKET: A STUDY OF INDIAN STOCK INDEX OPTIONS”

Dr. Thandavillil Jithendranathan, University of St. Thomas, USA.

Dr. Thandavillil presented the results of the effects of the short sales restrictions on the efficiency of derivative markets. The results on the pricing and informational efficiency of derivatives were discussed. Dr. Thandavillil indicated pricing inefficiency due to unexploited arbitrary opportunities available in the derivatives market because of short sales restrictions. He also pin-pointed the fact that investors in India are using the derivative markets for efficient hedging strategies.

TOPIC : “EARNEST FINANCIAL PLANNING COMES WITH TAG”

Ms. Charu Arora, Lecturer, Vivekananda Institute of Professional Studies, New Delhi.

Ms. Charu Arora outlined the process of financial planning highlighting the financial resources. She also discussed the genesis of financial planning. She further described the roles of financial planners whereby she emphasised upon deriving a remuneration model for these professionals. Ms. Charu, also talked about a compensation method for financial planners with their advantages and disadvantages towards investors in India.

TOPIC : “CORPORATE SOCIAL RESPONSIBILITIES: BEYOND TRENDS IN THE CONTEMPORARY CONTEXT”

Dr. P.A. Mathew and Ms. Jyoti Kumar, Christ College, Bangalore.

Dr. Mathew talked about corporate social responsibility in the Indian context. She remarked that there

has been a paradigm shift about the term CSR from being a welfare or charity activity to public-private partnership. Dr. Mathew presented examples from Pharmaceutical sector, especially, the BIOCON's "Arogya Raksha Yojna" which is adopting certain villages providing them with insurance (partnered with ICICI), healthcare, women and child education, etc., made possible through networking and collaborating with the public private volunteers (like ICICI) for such community development programme.

The session came to an end after a series of question-answers followed by the vote of thanks to the Chairperson and participants, and presentation of mementoes to the participants by the Chairperson.

Rapporteur for the Session:

● **Mr. Himanshu Dutt**

Sr. Lecturer, Delhi School of Professional Studies and Research, Delhi.

TECHNICAL SESSION NO. 5 – “RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES – ACCOUNTING AND INTERNATIONAL BUSINESS”

January, 04, 2008, 10:00 A.M. to 01:00 P.M.

Committee Room No. 2, Venue: National Academy of Agricultural Science

Chairperson : Dr. Suneel Maheshwari, Professor of Accounting, Marshall University, West Virginia, USA.

Coordinator : Mr. Puneet Sharma, Lecturer, Delhi School of Professional Studies and Research, Delhi.

TOPIC : “IMPLEMENTATION OF RIGHT CRM (CUSTOMER RELATIONSHIP MANAGEMENT) STRATEGY INTO THE INDIAN PHARMACEUTICAL MARKET”

Professor Suresh Patnaik, Faculty Member, National Institute of Science and Technology, Orissa.

A Case Study of Ranbaxy was undertaken to show how CRM can result into innovations, boosting confidence, morale, reduction of cost, etc. The full paper has been published in this issue from pp.67-73.

TOPIC : “IMPACT OF PRICE ON BRAND LOYALTY SENSITIVITY”

Ms. Emmy Indrayani, Doctoral Student, Gunadarma University, Indonesia.

Ms. Hotniar Siringoringo, Doctoral Student, Gunadarma University, Indonesia.

A Case Study of detergent products was taken up with the result that customers do switch brand loyalty, when prices rise in most of the price ranges but impact was different on different products. The full paper has been published in this issue from pp.11-24.

TOPIC : “GLOBALISATION AND CARBON CREDIT BUSINESS : A VIEW THROUGH INDIAN CONTEXT”

Mr. Rajesh M., VIMS, GUPG Centre, Bellary.

Ms. Swatika Bagaria, VIMS, GUPG Centre, Bellary.

The paper explained - what is carbon credit, trade in carbon credit, the role in reducing carbon emission, some Indian companies involved and future prospects.

TOPIC : “POTENTIAL OF NEW AGE TOURISM IN KERALA”

Mr. Shyam Lal G.S., Faculty Member, ICFAI, Kerala.

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The paper explored new dimensions in tourism i.e. offering a holistic package to tourists like alternative methods of healing, massage, aesthetic aspects, spiritualism, etc. It can generate more revenue from both domestic and foreign tourists.

TOPIC : “DIFFERENCE IN PERFORMANCE BETWEEN QUALITY AWARD WINNER AND OTHERS IN MANUFACTURING INDUSTRY”

Dr. Suneel Maheshwari, Marshall University, West Virginia, USA.

The paper showed that with respect to cost, price, sales and inventory, differences were insignificant, but inclusion of other parameters or making data wide-based may show different results.

TOPIC : “PERSPECTIVES ON TRANSFER PRICING AND INTERNATIONAL TAXATION : A CASE STUDY IN INDIA”

Dr. R. Varadarajan, Professor of Commerce, Madurai Kamaraj University, Madurai.

The paper stressed that it's a new area, but very complex. Income Tax amendments have taken place, but administration and implementation is poor and we are losing revenue on this account. Better tackling of this aspect can generate more revenue and even increase our GDP. All over the world, enterprises are redesigning functions, implementing new structures and re-engineering flows of goods and services to reduce costs and improve business process. Thinking about tax issues up-front can lead to optimal supply chain structure. To meet the challenges of the economic liberalization and globalisation restructuring the accounting standards and concepts are taking place all over the world. The implications of the results of the study for business organisations that are in the process of transformation to become global organisations were discussed for designing international marketing strategies that depend on cultural issues and are indispensable for the organisations serving customers of different cultural backgrounds.

TOPIC : “CAN AMERICAN FIRMS STANDARDIZE MARKETING STRATEGIES FOR ASIAN COUNTRIES? – A CONTEXT CULTURE PERSPECTIVE”

Mr. Dheeraj Sharma, Ph.D. Student, Jiwaji University, Gwalior.

The paper differentiated between high and low context culture and took 6 dimensions : social conformity, commitment, responsibility, confrontation, dealing with new situations and communication. He took up 4 countries US, China, Korea and India for the study and concluded that common strategies do not work and cultural differences have to be incorporated to get better results.

TOPIC : “NEO-IMPERIALISM AND THE IDEA OF THE FREE MARKET”

Mr. Selvaraj M., Research Scholar, Loyola College, University of Madras, Chennai.

The paper dealt with definitions and impact of imperialism and neo-imperialism on different countries and developing world. This article reported on the socio-political implications of neo-imperialism and the idea of the free market in the 3rd world states. A conflict of neo-imperialism has also been discussed. Though the liberalisation, capitalisation, modernisation, civilisations, free market and neo-imperialism are unavoidable by the developing countries, however, the multinational investments are also remarkably supporting the indigenous economy of third world countries.

Professor M. Saeed from Minot State University, North Dakota, USA, summarized and gave his expert comments on first four papers presented during the session.

The session concluded with presentation of mementoes to paper presenters and the chairperson. It was quite an informative session.

Rapporteurs for the Session:

- **Mr. Anand Prakash**
Reader in Commerce, Shaheed Bhagat Singh College, University of Delhi, Delhi.
- **Dr. Anuradha Anand**
Reader in Economics, Janki Devi Memorial College, University of Delhi, Delhi.

TECHNICAL SESSION NO. 5 – “RESEARCH PAPER PRESENTATION ON CONTEMPORARY ISSUES – INFORMATION TECHNOLOGY, PRODUCTION AND SUPPLY CHAIN”

January, 04, 2008, 3:15 P.M. to 4:45 P.M.

Committee Room No. 2, Venue: National Academy of Agricultural Science

Chairperson : Prof. P.S. Grover, Formerly Professor and Head, Department of Computer Science, University of Delhi, Delhi

Coordinator : Mr. Gaurav Ahuja, Lecturer, Delhi School of Professional Studies and Research, Delhi.

TOPIC : “A SYSTEM APPROACH TO LABOUR TIME MANAGEMENT IN SERICULTURE REARING – TWO CASE STUDIES”

Mr. R.V. Praveena Gowda, Sr. Lecturer, IEM, Department, DSCE, Bangalore.

The presentation started with some information regarding the importance of causing a change in sericulture techniques. The need for transformation was thus one which was the inhouse mulberry shoot cutting process which discussed about the change and new research methodology which led to 70% man hour saving and the second case study discussed the new research methodology introduced for improved feeding system which led to 40 % labour time saving. Mr. Praveena also showed his own three designs of the equipment with successful transformation.

TOPIC : “A CONCEPTUAL STUDY ON VARIOUS OBSTACLES IN THIRD PARTY LOGISTICS SERVICES IN INDIAN SCENARIO”

Mr. Vinay, V.P., P.G. Scholar, National Institute of Technology, Tiruchirappalli, Tamilnadu.

Mr. Vinay V. Pankar, Student of M. Tech. NIT, gave presentation on the concept of logistics and he began with the definition and domain of logistics and then he defined third party logistics i.e., TPL and its use. He presented the various barriers in implementation of TPL and suggested a solution through his specially designed peculiar ISM model. The presentation ended with the apt question and answer session.

TOPIC : “DESIGN AND DEVELOPMENT OF ALGORITHM FOR PORTING XML DATA INTO FLEXIBLE ANALYSIS PLATFORM”

Ms. Neetu Sardana, Lecturer, Apeejay School of Management, New Delhi.

Ms. Neetu outlined the use and application of XML for the purpose of exchange and representation of Data on internet. She discussed the importance of XML over HTML and how to store data using data storage systems. She discussed the use of an array comparing both, showing how single array is better than multiple array when not optimised by the compiler. Experimental results show that insertion and retrieval of node from single array takes less time in comparison to multiple array system.

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TOPIC : “EMERGING ROLE OF ERP IN INDIAN BUSINESS”

Mr. Ashutosh Kumar, MBA Student, Delhi School of Professional Studies and Research, Delhi.

Mr. Ashutosh Kumar began with history, definition and the use of ERP. He highlighted the industries which are using ERP successfully. He then discussed about the role of ERP in business transformation. He discussed the use of ERP in Customer Relationship Management, Sales Management, Finance, Accounting, and Production Management. He also discussed in brief the reasons for the difficulty in implementation of ERP.

TOPIC : “MANAGEMENT AND INFORMATION TECHNOLOGY - AN EQUILIBRIA THROUGH ERP”

Mr. Dhanjal Gian Inder Deep Singh, Student, School of Computer and Information Science, IGNOU, New Delhi.

He was the last one to give presentation and the second person to give the presentation on ERP. He began with the definition of ERP and its uses. He then discussed about data processing, the potency of ERP design, cost feasibility of ERP in organisation.

The session came to an end after a series of question-answers followed by the vote of thanks to the Chairperson and participants and presentation of mementoes to the participants by the chairperson.

Rapporteur for the Session:

● **Mr. Manish Madan**

Lecturer, Delhi School of Professional Studies and Research, Delhi.

TECHNICAL SESSION NO. 5 – “RESEARCH PAPER PRESENTATION ON CONTEMPORARY ISSUES – MARKETING”

January, 04, 2008, 02:00 P.M. to 04:45 P.M.

Chairperson : Professor M. Saeed, Minot State University, North Dakota, USA.

Coordinator : Dr. Prabha Devi, Reader, Delhi School of Professional Studies and Research, Delhi.

TOPIC : “DEPENDENCIES OF SHOPPING DECISION IN MODERN RETAIL”

Ms. Hotniar Siringoringo, Doctoral Student, Gunadarma University, Indonesia.

Ms. Trini Saptariani, Doctoral Student, Gunadarma University, Indonesia.

Ms. Emmy Indrayani, Doctoral Student, Gunadarma University, Indonesia.

The objective of this research was modeling the dependencies of decision “where to shop”, “how much to spend”, “how frequent to shop” and “what to be bought”. The dependency between the variables were established.

TOPIC : “MARKETING OF PASSENGER BUS SERVICE IN NAGALAND: AN ANALYSIS OF PASSENGERS' SATISFACTION”

Dr. Gautam Patikar, Lecturer, Nagaland University, Kohima.

The socio-economic factors were taken in the study to measure the satisfaction level among passengers. In the qualitative study it was found that the passengers are relatively more satisfied with the operation of private buses on the parameters like ‘Passenger Comfort’, ‘Punctuality and Regularity’, ‘Safety and

Reliability' and 'Crew Related Satisfaction' where as on social responsibility count NST was found more satisfying than private operators.

TOPIC : "CUSTOMER SATISFACTION IN ORGANISED RETAIL BUSINESS IN INDIA: A CASE STUDY OF FARIDABAD AND DELHI"

Ms. Shishma Kushwaha, Research Scholar, Kamraj University Madurai, Madurai.

The study was aimed to find whether discount stores are providing cost effective and quality products or not. It was a qualitative research paper.

TOPIC : "INTERNATIONAL MERGERS AND ACQUISITION IN THE PHARMACEUTICAL INDUSTRY"

M.K. Gupta, P.G. Department of Commerce, Government College Faridabad.

Ms. Mehak, Lecturer in Finance, D.A.V. Institute of Management, Faridabad.

The paper was presented by Ms. Mehak. It was a case study of Pfizer and Warner Lambert. Pfizer acquired Warner Lambert in 2000. Before acquiring Warner Lambert; Pfizer was already the number one pharmaceutical company in the world. The paper analyses the reasons that lead to the acquisition of Warner Lambert and how far Pfizer has been successful in achieving those motives.

TOPIC : "CONSUMER SHOPPING BEHAVIOUR AMONG MODERN RETAIL FORMATS"

Ms. Hotniar Siringoringo, Doctoral Student, Gunadarma University, Indonesia.

Ms. Anacostia Kowanda, Doctoral Student, Gunadarma University, Indonesia.

The study analysed consumer shopping behaviour in different retail formats like hypermarket, supermarket, department store, mini market, and convenience store. Consumer shopping behaviour was modeled using Structural Equation Modeling (SEM), and the difference of behaviour among retail format was tested using multi level Lisrel software. It was found that there was no difference in the shopping behaviour of consumers among hypermarket, supermarket, and mini market.

Rapporteur for the Session:

● **Mr. Reetesh Kumar**

Sr. Lecturer, Shri Ram College of Commerce, University of Delhi, Delhi.

TECHNICAL SESSION 5 – "RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES – SPIRITUALITY AND CONSCIOUSNESS, AND GENERAL ISSUES"

January 04, 2008, 02.00 P.M. to 04.45 P.M.

Chairperson : Captain John E. Whiteley, Director, Inland Waterways Academy, USA.

Coordinator : Ms. Sheetal Chadha, Lecturer, Delhi School of Professional Studies and Research, Delhi.

TOPIC : "WHAT DO YOU DO IF YOU CAN'T READ THE INSTRUCTIONS : WORKING WITH ENGLISH AS A SECOND LANGUAGE STUDENTS IN A DISTANCE LEARNING ENVIRONMENT"

Captain John E. Whiteley, Director, Inland Waterways Academy and Graduate Student, Marshall University, Graduate School of Education and Professional Development, West Virginia, USA.

The objective of this paper was to provide properly designed distance learning programme, which is easily adjustable with rapidly advancing technology in different cultures.

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TOPIC : “A PEDAGOGY OF DESIGN INSTITUTION”

Prof. Jon Daniel Davey, Asstt. Professor, Southern Illinois University, USA.

The objective of this Research Paper, was to define and explore the strengths and limitations of human’s “Sixth Sense”, intuition and to discover how it can be improved in design thinking and better understood during the maturation of a designed student.

TOPIC : “FORGIVENESS – A DIVINE VIRTUE”

Mr. Anand Prakash, Reader in Commerce, Shaheed Bhagat Singh College, University of Delhi, Delhi.

The paper presenter highlighted that forgiveness affects the physical and mental health of a person and his behaviour towards society to a very large extent. Seeking forgiveness is as important as giving. Forgiveness is a continuous process, which should be practiced throughout life.

TOPIC : “DELIVERING PASTORAL AND SPIRITUAL CARE IN MENTAL HEALTH THROUGH A VALUE-BASED APPROACH : CAN THIS LEAD TO STAFF AND ORGANISATIONAL CHANGE?”

Ms. Nirmala Ragbir-Day, Research Officer, Department of Educational Studies (CIRSE), University of York, York, UK.

The study encompasses the mental health care of the staff in the organisation. The main focus is on ‘level of stress’ faced by the human beings and the cost borne by the organisations in the form of staff conflicts, recruitment and retention problems, burnout, absenteeism, etc. The whole efforts have been done to find out some specific solutions which may help to reduce the level of stress among the staff members.

TOPIC : “TRANSFORMING THE WAY TEACHERS INFLUENCE LEARNING IN THE CLASSROOM : AN OVERVIEW OF THE UK TEACHER EFFECTIVENESS ENHANCEMENT PROGRAMME”

Ms. Nirmala Ragbir-Day, Research Officer, Department of Educational Studies (CIRSE), University of York, York, UK.

This paper outlines the three year evaluation of TEEP. In particular, the evaluation of Continuing Professional Development (CPD) intervention will focus on the programme’s impact on classroom interactions, learning experiences and learning achievement. The whole study has been divided into two phases. Different case studies are used to examine the impact of TEEP and CPD. Different types of tables and figures have been used to give perfect result.

TOPIC : “BEAUTY MELTS SOUL”

Professor R.N. Gajjar, Priyadarashini Fine Arts College, Suraj, Gujarat.

Mr. Swastik R. Gajjar, MIT, Aurangabad, Gujarat.

Every living being sees beauty the first. An art is born by touch of individual directly or indirect touch becomes reason of birth of art. Due to tip of finger or mutual sight , touch of breeze or in dream pour subject in beauty and get movement as per touch, that is the art. It’s exposition on any media is construction. We call construction of art. This article deals with theoretical and practical techniques for making successful transformation. It contains the art, not only of thinking but of living – central to

the life of the human being – a life irreducible to ‘biology’ of the human body. The paper made use of derivatives of unconscious fantasy which surface in the process of creation. The work of art is the integration of unconscious derivatives which is transformed into an artistic structure.

TOPIC : “ENTREPRENEURSHIP IN INDIA : POLICY PERSPECTIVE”

Dr. Anuradha Anand, Reader in Economics, Janki Devi Memorial College, University of Delhi, Delhi.

The paper presenter talked about the influence of policy parameters on the development of entrepreneurial class and the direction it has led into. The Shumpeterian characteristics of entrepreneurs can be met only if a conducive policy environment is provided. The industrial policy pursued in India in the pre-reform (1991) period stifled private initiative but in post-reform period it opened new vistas, opportunities and challenges. However, in the pre-reform period, government’s active and dominant role provided entrepreneurs with many favorable factors. Simultaneously, they faced many unfavorable factors also. This paper also highlights areas of concern, where the entrepreneurial class has failed to deliver. With globalization, the benefits can be derived by both host countries and the investing country. This paper lists the factors affecting global business decisions and following crowding-in and crowding-out effects. A comparison of Chinese and Indian industrial policy is made, showing the areas, where lessons can be learnt from China. This paper also traces some areas of concern like in the field of R&D, energy consumption and carbon emission and environmental concerns.

TOPIC : “KM METRICS FOR MANAGEMENT EDUCATIONAL INSTITUTIONS: A STUDY”

Ms. Vinita Sharma, Associate Professor, AV PG Centre, Hyderabad.

In this paper, she told about the society model, which consists tacit, implicit, internationalization and the organisation knowledge.

“INTERNATIONAL SYMPOSIUM ON PROMOTING AND MANAGING SPIRITUAL TRANSFORMATION IN HEALTH CARE”

January 4, 2008, Timings : 06:00 P.M. to 06:30 P.M.

Lecturer Hall, Venue: National Academy of Agricultural Science

Chairperson : Professor Vinod Kuchhipillai, President, Sri Sri Global Meditation Doctors’ Association.

Coordinator : Mr. Reetesh Kumar Singh, Sr. Lecturer, Shri Ram College of Commerce, University of Delhi.

The session started with the introduction of the Session Chair Professor Vinod Kochupillai, President, Sri Sri Global Meditation Doctors Association and who is also the senior Doctor at AIIMS followed by a brief introductory remarks by the chairperson.

TOPIC : “CHAKRA”

Master Del Pe, President, GLOCEN, USA.

Master Del Pe addressed the audience with the concept of ‘Chakra’ in the human body. He quoted reasons about these ‘Chakra’ and their influence on one’s body. He demonstrated exercises (that he calls 8 steps Energy Boosters) to de-stress and increase one’s vitality. This way he led people to a powerful experience of transformation.

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TOPIC : “PROMOTING AND MANAGING SPIRITUAL TRANSFORMATION IN HEALTHCARE THROUGH A VALUE BASED APPROACH”

Nirmala Ragbir Day, Research Officer, Department of Educational Studies (CIRSE), University of York, U.K.

The next panel speaker was Ms. Nirmala Ragbir Day who presented several principles related to values in Healthcare like physician’s heal-ty-self philosophy. She also advocated the benefits of values in healthcare possible through tools like Meditation, Universalisation, Reflector, etc. She also talked about Rehabilitation Training.

TOPIC : “DYNAMICS OF ENERGY MEDICINE AND HEALTHCARE”

Dr. Mukul Singh, Sr. Specialist, Safdarjung Hospital, Delhi.

The next paper presented by Dr. Mukul Singh who differentiated between Art of Living and Art of Existence. She emphasized the position in overall well being. Apart from this she explained Cranio sacral therapy for proper energy paltering in the body for physical and emotional well being.

TOPIC : “COMMUNITY BASED INVENTOR- A DUNG ABUSE”

Dr. Anju Dhawan, Psychiatrist, AIIMS, Delhi.

She highlighted the magnitude and the problems associated with drug abuse. She emphasized the need for creating more social services like the ones being run by Govt. and NGOs who conduct several programmes on self development and rehabilitation.

The Chairperson of the session Prof. Kochupillai, pointed out the negative impact of allopathic medicine. She listed out several complementary and alternative medicines with less or no negative side effects.

The session came to an end with summarising of presentation made in the session by the chairperson and vote of thanks.

Rapporteur for the Session:

- **Dr. Akhilesh Mishra**
Lecturer, Sri Aurobindo College (E), University of Delhi, Delhi.

SPECIAL SESSION – “TRINITY OF TRANSFORMATION”

January 04, 2008, 05.00 P.M. to 06.00 P.M.

Lecturer Hall, Venue: National Academy of Agricultural Science

Speaker : Master Del Pe, President, Glocen, USA.

Coordinator : Lavanya Rastogi, CEO, Value One, LLC, USA.

Master Del Pe began the session by emphasising on the need of meditation and physical exercise in today’s world. He then taught the audience synchronised breathing technique and conducted a meditation session after which every one felt rejuvenated. At the end he asked questions from the session he conducted on 3rd January, 2008, “Trinity of Transformation” and gave away his books, “From Success to Fulfillment” and “Eight Types of Effective Leaders” autographed by him to the ones who answered correctly.

Rapporteur for the Session:

- **Ms. Arpita Kaul**

M.Com. (F) Student, Ramjas College, University of Delhi, Delhi.

EXCLUSIVE SESSION – “MANAGEMENT OF TRANSFORMATION”

January 04, 2008, 06.30 P.M. to 08.30 P.M.

Main Auditorium, Venue: Indian Agricultural Research Institute.

Speaker : H.H. Sri Sri Ravi Shankar Ji

Coordinator : Dr. Ajay Kr. Singh, Secretary General – Ninth International Conference.

The special session by His Holiness Sri Sri Ravi Shankar was held at Dixit Memorial Auditorium IARI Pusa Institute on 4th January, 2008 at 6.30 P.M. His Holiness Sri Sri Ravi Shankarji was welcomed by Secretary General of the Conference and President of the Society for Human Transformation and Research Dr. Ajay Kr. Singh. The flower bouquets were presented by Prof. B.P. Singh, Chairman SHTR Group of Institutions, Master Del Pe, President, GLOCEN, USA, Prof. Mahesh Kumar Singh, Szent Istvan University, Hungary, Ms. Nirmala Ragbir Day, University of York, York, U.K., Mr. Jai Prakash Aggarwal, Chairman, Surya Group of Companies & Surya Foundation. Dr. Ajay talked about the wonderful healing and relaxing effect of Sudarshan Kriya and requested Guruji to conduct the further programme.

Sri Sri Ravi Shankarji said that India has tremendous power of tolerance and forgiveness and the example of this is red carpet welcome given to the President of Pakistan when he visited India just two months after Kargil War. He said that forgiveness is a strength. Spirituality and belief are the major factors contributing to this unique strength. Guruji also highlighted the fact that this belief in destiny helps one to accept the situations which otherwise could be difficult. So even though it is good, it is also responsible to some extent for the non responsiveness in the situations when required.

Guruji also discussed the instabilities in the region of Ethiopia and his recent visit to the area as a mission to establish peace and harmony. He said that he was provided with high security but he refused the same as he wanted to be with the people.

He also discussed about the group of few youngsters he brought to his Ashram at Bangalore and told that initially their behaviour was very violent but slowly on the third day of their stay in the Ashram they calmed down and transformed.

After this Guruji took the Question and Answers session followed by half an hour meditation session conducted by H.H. Sri Sri Ravi Shankar Ji which relaxed each participant numbering about 400 in a jam packed Auditorium.

The session ended with vote of thanks by Dr. Ajay Kr. Singh. He mentioned that the connection with the divine which everyone aspires for was experienced during the meditation session conducted by H.H. Sri Sri Ravi Shankar Ji.

Rapporteur for the Session:

- **Dr. Mukul Singh**

Sr. Specialist, Safdarjung Hospital, New Delhi.

“INTERNATIONAL SEMINAR SESSION ON “HUMAN CAPITAL: EMERGING PARADIGM”

January 05, 2008, 10:00 P.M. to 01:00 P.M.

Lecture Hall, Venue: National Academy of Agricultural Science

Rapporteur Report: Ninth International Conference

Chairperson : Ms. Nirmala Ragbir Day, Research Officer, Department of Educational Studies, University of York, York, U.K.

Coordinator : Dr. Geeta Siddharth, Reader, Gargi College, University of Delhi, Delhi.

Ms. Nirmala Ragbir Day, the chairperson of the session, talked about the role of human values as a strong foundation for human transformation.

The first speaker of the session, Mr. Vinay Rai, Chief HR Officer, Apollo India, deliberated on the role of recruitment and retention to create value and transformation. He said, "Concept of work and its meaning has changed over time and therefore, organisations should not only be technology driven but also people driven to achieve success". He also emphasised on the role of integration management. He also discussed about various dimensions of emerging workplace issues- like Information overload, communication ineffectiveness, creation of young leaders, changing role of corporate HR, global workforce requirement and its management, handling multiple language ability, managing different cultures. He also gave three competencies of HR professionals to meet challenges of today's uncertain and turbulent environment – Strategic HR, Consultative HR, Advisory HR. He concluded by giving 3 C's as most important issues in dealing HR – Collaboration, Communication and Competition.

Second speaker of the session Mr. Alok Aggarwal, Executive Director, Polar Industries Ltd., gave a presentation on Human Capital Challenges- Emerging trends in the globalised economy. He shared examples of Reliance, Vodafone, and DLF on how to be competitive in the world and how to combat technological and innovation changes. He made a comparative analysis on the shift in HR paradigms in 1980's and 1990's. He also touched issues like- work life balance, talent retention, changes in cultural mindsets of people and strategic role of HR as business partner. He concluded by giving a mantra for success – "Change the setting continually and unsettle the opponents" and also quoted Jack Welch leadership attributes.

Third speaker of the session Mr. D.P.S. Chauhan, Director, (Human Capital Management), Quest Diagnostics Ltd., started his session with a highly interactive audiovisual on how a blind man (named Eric) climbed Mt. Everest in 2001, showing nothing is impossible and such an endeavor is a blend of many attributes like-Positive attitude, Trust, Determination, Vision, Wild Passion, Confidence to deal with failures, team working and many more. He finally remarked by saying, "Human Capital is indefinite".

Fourth speaker of the session, Dr. Mangal Nath, Reader, Department of Chemistry, Hans Raj College, University of Delhi, made a presentation on Imperatives of Balancing Work and Life-invoking ancient Indian wisdom. He gave an idea about Newtonian movement of work and how is it different from work in knowledge driven societies. He gave two aspects of happiness – cognitive and environmental. He provided us a work life matrix and quoted Guru Gobind Singh Ji, Lord Krishna and Lord Rama to focus on Love and Karma to balance life.

Fifth speaker of the session, Mr. Chanchal Malviya, Technical Director, Intrinsic Solutions, made a thought provoking discussion on measurement and realisation of transformation in oneself. He narrated the philosophy of transformation on the basis of a mathematical equation, explaining the function of operators, operands, separators and integrators on the basis of Bhagvad Geeta. He emphasised on the need of integrating operators instead of equality operators in life and society. He also talked about the process of transition, deformation, formation and transformation.

Another Special speaker of the session, Mr. Siddharth Sethi, Legal – Head HUDA, Town Planning, Government of Haryana, gave a passionate, emotional and patriotic speech, which can really arouse ones gut feelings. He said, "We don't need to copy European or any other model, when we have people like Ramas who can even transform monkeys into engineers to win a war".

He also remarked, “Most important is happiness of people around you, with you, in turn it will give you recognition, status, wealth and everything in life”.

He also advocated “Try to inculcate among students how to rise not how to serve, and in order to command society one should be innovative and creative”.

He also commented, “ From the tiniest thing on the earth, you can conquer the world, only you need to motivate someone to fight like a sword”.

Last speaker of the session, Dr. Ajay Kr. Singh, Reader & Coordinator – MHROD Department of Commerce, Delhi School of Economics, University of Delhi presented various models on Human Capital Measurement on the basis of research work carried out. He also gave many key words like- Human Capital Information Systems, Human Decision Support Information System, Human Capital Financial Accounting, Human Capital Management Accounting. He proposed a formula to calculate Total Human Resource Value (THRV).

In the end, Session Coordinator, Dr. Geeta Siddharth, Reader, Gargi College, University of Delhi, proposed vote of thanks and the session was wrapped with query handling and facilitating the session chair person and speakers with mementoes.

Rapporteur for the Session:

- **Ms. Vandna Sharma**
Reader, Birla Institute of Technology, Mesra Ranchi, Noida Campus.

VALEDICTORY SESSION

January 05, 2008, 02:00 P.M. to 04:00 P.M.

Lecture Hall, Venue: National Academy of Agricultural Science

Chairperson : Prof. V.N. Rajasekharan Pillai, Vice Chancellor, Indira Gandhi National Open University, New Delhi (Formerly Vice Chairman, University Grants Commission, New Delhi).

Coordinator : Mr. Reetesh Kumar Singh, Sr. Lecturer, Shri Ram College of Commerce, University of Delhi.

The session began with the welcome address by Professor B.P. Singh. He expressed his deep gratitude towards all the people who made this event a big success. He also invited one and all present in the session to the Tenth International Seminar on Organised Retailing: Boon or Bane on January 03 - 05, 2009.

Dr. Ajay Kr. Singh briefly talked about the future of Society for Human Transformation and Research, Delhi School of Professional Studies and Research. He also invited everyone to the Tenth International Conference, UN Millennium Development Goals: Challenges and Perspectives from June 23 to 26, 2009 at Szent Istvan University, Hungary.

After this, the Rapporteurs of all the sessions presented their reports one by one.

Shri Om Prakash, Formerly Vice-Chancellor, University of Rajasthan, Jaipur and Prof. V.N. Rajasekharan Pillai distributed awards to the winners of various competitions held during the year 2007 at Delhi School of Professional Studies and Research.

Dr. Ajay Kr. Singh distributed the certificates to various paper presenters and organising committee.

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Dr. S.P. Singh, Formerly Vice Chancellor, Veer Kunwar Singh University, Ara, Bihar, who was the guest of honour gave the address in which he appreciated the amount of hardwork put in by the organising committee. He again highlighted the importance of transformation at individual, organisational and societal level.

Prof. V.N. Rajasekharan Pillai, the Chairperson of the session emphasised on the rapid pace with which everything is changing, be it technology, education, needs and desires of people. Thus, it is important to manage transformation.

At the end, Prof. P.N. Singh proposed the vote of thanks in his unique poetic style.

Rapporteur for the Session:

- **Ms. Arpita Kaul**
M.Com. (F) Student, Ramjas College, University of Delhi, Delhi.

Edited by

– Arpita Kaul & Himanshu Dutt