

Rapporteur Report

XV ANNUAL INTERNATIONAL CONFERENCE ON “GLOBAL SHIFTS: CHANGING PARADIGMS”

AUGUST 05 – 06, 2014 AT ICE ACADEMY, BIRMINGHAM, UNITED KINGDOM.

THE Fifteenth Annual International Conference organized under the joint auspices of ICE Academy, Birmingham, United Kingdom and Delhi School of Professional Studies and Research (DSPSR), approved by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India, New Delhi, affiliated to GGS Indraprastha University, and accredited as a Premier College by Accreditation Services for International Colleges (ASIC), also accredited by American University Accreditation Council (AUAC), USA, Rotary Club of Delhi Maurya, Divine Education Trust, Korba (C.G.), and Divine International Group of Institutions, Gwalior (M.P.).

Inaugural Session

Introduction and conference Inauguration/Welcome Address by: Prof. Walter Terry Parrish, Conference Chairman, Organizing Committee, Director, ICE Academy, UK.

Speech by: Mayor of Sandwell, Councillor Mr. Derek Rowley.

Key Notes Introduction Speech: Prof. Anu Singh Lather, Director, Office of International Affairs, GGS Indraprastha University, New Delhi, India.

Opening Address: Khalid Mahmood- MP.

Chief Guest: Dr. Swami Parthasarthy - Chair / Managing Trustee & Director – SRI SIIM (India).

Inaugural Session was started with the welcome of the delegates by Prof. Walter Terry Parrish. He delivered the welcome address and put his view that all people are one and the same, no matter of their different believes, customs, and lives. He also said that if a person has the attitude to learn, the learning will be the same among different age groups, whether that person is seventy years old or nineteen years old.

Prof. Terry, introduced the topic of the conference “Global Shifts”, and spoke briefly on Indian economy. He finishes with stating that the topic of the conference will give us an opportunity to discuss events that are current today.

He also spoke on the topic ‘Changing Economic Dynamics – Africa’. He gave a presentation based upon Africa’s likelihood in becoming the world’s next emerging economy. He stated that although a large part of Africa’s population remained trapped in economic poverty, facing rampant unemployment and inequality and the country is still emerging as an attractive investment destination and a key market for goods and services. He expands by talking about the rate of change in upcoming countries with respect to China and India. Later on, he discussed about major issues and corporate power, affecting these countries.

Mr. Derek Rowley, the Mayor of Sandwell started his speech with welcoming all international and local guests, paper presenters, and delegates to Sandwell and the Fifteenth International Conference. He

explains that Sandwell as an area has been affected by global climate change; the area was once known for its natural resources which produced steel. Now, steel is produced in other countries, out of which India is one. These countries can produce steel in much more cost effective way than in Sandwell, United Kingdom. Sandwell is now more popularly known for its road networks because it is situated in the heart of the U.K.

The Mayor of Sandwell concludes his speech by wishing the conference a grand success.

Prof. Anu Singh Lather began her Key Notes Speech by expressing the ease in which, the people within the conference are able to share their own thought processes and culture freely. People from all over the world have not always been able to interact as freely as they do today, and this is the case of Global shift.

Prof. Lather also talked about the impact of technology has had on the global shifts, in particular social media and satellite technology. She said that this has made changes to businesses globally, and today's younger generation is very much comfortable while making purchases virtually.

Khalid Mahmood discussed about the effects of IT and technology on the global platform. He agreed that technology is helping to bring communities, businesses and overall people together but not all agricultures have access to new technologies, which causes a problem. He argues that the vast majority of rural economy and communities have little technology; this is fundamentally in the Southern Hemisphere.

August 05, 2014, 01.45 p.m. to 05.50 p.m.

Venue: ICE Academy, Birmingham, United Kingdom.

The afternoon session started with Presidential Address by Prof. B.P. Singh. Prof. Singh spoke directly about global shifts and paradigms; showing diagrams on how global economic growth is slow, how the per person income increases (no converge), the global economy becoming more interdependent, multipolar as trade shifts to EMEs (especially Asia) and emerging economies moving into higher value added activities. He discussed how the major shifts in specializations are likely to occur in the next fifty years. He talked about the economic trends in the BRICS and showed the economic growth in the BRICS in terms of GDP growth from 2000 to 2012. He explained the GDP of three sectors in BRICS and the BRICS as a GDP club. He also touched the global shifts in economic power relating from rural to urban areas, from commodity consumers to producers, labours to owners of capital, and unskilled to skilled labour.

TECHNICAL SESSION NO. 1: "ECONOMIC SUPREMACY SHIFT FROM WEST TO EAST".

TOPIC: "APPLICATION OF LINEAR PROGRAMMING TECHNIQUE TO EMPIRICALLY TEST THE RELATIONSHIP BETWEEN ECONOMIC GROWTH AND FINANCIAL DEVELOPMENT".

Mr. Abhishek Saikia, Student, BITS Pilani, Goa Campus, India,

Mr. Vaibhav Khankar, Student, BITS Pilani, Goa Campus, India.

Mr. Abhishek Saikia focused on the origin of the topic coming from the economic recession of 2008. He talked about the importance of the 3 basic schools of thought and went on to discuss the financial growth in an economy spur and its economic growth. He also described the evidence from the developing world.

The presentation overall examined the data from different countries with varying degrees of economic development and argues that developed financial markets are an essential ingredient of long-run economic growth. Mr. Abhishek Saikia and Mr. Vaibhav Khankar discussed their data analysis and findings too.

TOPIC: "GLOBAL SHIFT TOWARDS UNIFICATION OF NEW WORLD ORDER: CHALLENGING PROVISIONS OF ARTICLE 370".

Ms. Mannat Singh, Student, University School of Law and Legal Studies, GGS Indraprastha

University, New Delhi, India.

Ms. Singh's presentation was based on the phenomena of unification of the world order. She explained the relevance of article 370 as a special constitutional provision given to the state of Jammu and Kashmir in Indian constitution. She focused on unification, Social welfare of countries and cultural identification and acceptability.

TECHNICAL SESSION NO. 2: "RESEARCH PAPER PRESENTATION ON CONTEMPORARY ISSUES".

TOPIC: "EMPIRICAL STUDY OF CUSTOMER SERVICES IN URBAN CO OPERATIVE BANKS OF DISTRICTS-PARBANI, AURANGABAD AND NANDED IN MAHARASTRA, INDIA".

Prof. Dr. Shaji K Joseph, Associate Professor, D.T.S.S. College of Commerce, Mumbai, India.

Prof. Joseph highlighted the relationship between association of various customers with the bank and gender was examined and it showed that there is no close relation between gender and no. of year's association with the banks. He also said that employees play an important role in upgrading the customer services and thereby improving goodwill of the bank. They should be taken into confidence while implementing any major decisions pertaining to customer services. He concluded with that the top management of the all the banks agreed upon the KYC norms which should be followed strictly.

TOPIC: "INSIDER TRADING: INDIAN BUSINESS ORGANIZATIONS".

Dr. Anil Kumar Singh, Associate Professor, D.T.S.S. College of Commerce, Mumbai, India.

Dr. Anurag Singh, Associate Professor, Jaipuria Institute of Management, Noida, Uttar Pradesh, India.

Dr. Anil Kumar Singh presented the paper. He talked about corporate governance and insider trading and related certain countries to the Anglo-Saxsan model. He described about liberalization of the Indian economy using the SEBI Act 1992 as an example. He also tried to find out whether any wealth is created for the shareholder of banks involved in merger, acquisition or consolidation in India. He uses companies A and B to produce an analysis for the hypothesis that there are abnormal returns associated with the announcement of pharma merger in India.

TOPIC: "WORK LIFE BALANCE: RECENT TRENDS IN INDIAN ORGANISATIONS".

Mr. Atul Bansal, Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

Ms. Shipra Singh, Assistant Professor, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

Dr. Durlav Sarkar, Director, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

Mr. Atul Bansal presented the paper. He talked about the Indian culture and family backgrounds. He continued with information on demographic changes in Indian workforce. He gave examples of facts relating to work and family interface and a work-life balance including recent trends.

TOPIC: "ORGANISATIONAL ASPECTS OF EMOTIONAL DISSONANCE".

Ms. Sanchi Khanna, Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

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Ms. Simran Kaur, Assistant Professor, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

Ms. Sanchi Khanna presented the paper. She told about the emotions in organizational framework that focuses on affects, emotions and moods. She talked about the development and theoretical perspectives of emotional labour and emotional dissonance, which she then related to emotional labour research in India. She included details on organizational identity and social processes.

August 06, 2014, 09.45 a.m. to 10.45 p.m.

Venue: ICE Academy, Birmingham, United Kingdom.

CONTINUED TECHNICAL SESSION NO. 2: “RESEARCH PAPER PRESENTATION ON CONTEMPORARY ISSUES”

TOPIC: “THE ROLE OF SOCIAL MEDIA IN MARKETING”.

Mr. Gaurav Sharma, Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

Dr. Supreet Singh, Associate Professor, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

Mr. Gaurav Sharma presented the paper. He focused on the advantages and disadvantages of social media in terms of marketing and relates this to marketing in India. He outlined that although social media has its many advantages, it only provides the platform to market a product or service, but it will not facilitate a company with substandard products or servicing to make profits. In terms of social media in India Mr. Sharma explained that it has become the foremost constituent of marketing campaigns, however to be more successful there must be an increase in users of social media.

TOPIC: “ENHANCING TRANSITION TO MANAGEMENT FOR FIRST TIME EXPATRIATES THROUGH CROSS CULTURAL TRAINING AND COMPETENCY DEVELOPMENT”.

Mr. Mohit Nagpal, Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

Mr. Indranil Mutsuddi, Assistant Professor, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

Mr. Mohit Nagpal gave us an insight about how transition to management for first time expatriates could be brought about by inculcating cross-cultural sensitivity and cross-cultural competency development. He also discussed the issues related to relevant learning and development approaches important for cross-cultural competency among expatriates.

Valedictory Session

August 06, 2014, 10.45 a.m. to 12.45 p.m.

Venue: ICE Academy, Birmingham, United Kingdom.

Special Address: Dr. Ajay Singh, MHROD Programme, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, India.

Vote of thanks: Ms. Neeta Rajput, Director, ICE Academy College for Higher Education and Professional Studies, Leicester, United Kingdom.

Dr. Ajay Singh bases his presentation on “Challenges and Opportunities”. He began by talking about

the different levels and dimensions of global shifts. He relates the purpose of shifts to growth and development in 5 areas; economic, human, social, environmental and spiritual development. He highlighted that global economic power is shifting and that most of the economic growth will happen in developing and emerging economies. He expanded the topic to sustainable development and business, the vision for 2050. This led him to talk about identifying the major trends for 2050 in terms of social and economic development, he raised the simple question, that “how will the world look like if we do not address the sustainability challenge correctly?” He described his view on sustainable world in 2050, by using tables from business-as-usual and levels of consciousness from Dr. Davis Hawkins.

Awards Distribution Ceremony

This session was used to congratulate and thank all participants who took part in the conference and award them their position with the best scores given by the panel of Session Chairs.

Paper presenters awarded with the Best Paper award and the Second Best Paper award as follows:

The Best Paper award was conferred to Mr. Abhishek Saikia and Mr. Vaibhav Khankar, both Students, BITS Pilani, Goa Campus, India and the Second Best Paper award was conferred to Ms. Mannat Singh, Student, University School of Law and Legal Studies, GGS Indraprastha University, New Delhi India.

Vote of thanks was proposed by Ms. Neeta Rajput, Director, ICE Academy College for Higher Education and Professional Studies, Leicester, United Kingdom. She extended her thanks to all the guests, paper presenters, delegates, and participants for their attendance and active participation during the conference. She also expressed her gratitude to Delhi School of Professional Studies and Research (DPSR), Delhi, India for allowing ICE Academy to host the fifteenth annual conference.

All awards and certificates were then presented to winners and participants by Dr. Ajay Singh and Dr. Swami Parthasarthy.

Edited by

– **Dr. Sima Singh**, Assistant Professor, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

– **Ms. Serena Khatri**, IAG Officer / Student Services, ICE Academy, United Kingdom.