

Rapporteur Report

THIRTEENTH ANNUAL INTERNATIONAL CONFERENCE ON “GLOBAL TURBULENCE: CHALLENGES AND OPPORTUNITIES”

MAY 05 - 06, 2012 AT PRINCE HOTEL, BANGKOK, THAILAND

Pre-Conference Workshop and Global MDP was held on May 02 - 04,
2012

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

Global MDP & Pre-Conference Workshop on “Spiritually SMART Executives” May 02 - 04, 2012.

Venue: Prince Hotel, Bangkok, Thailand.

Resource Person: Dr. Ajay Kr. Singh, Coordinator – MHROD Programme, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi, India.

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

Dr. Ajay Kr. Singh, conducted a guided meditation session with all the members present there and later on he emphasized over the importance of meditation. The members present over there asked different queries related to their personal lives and it was answered with the help of a Divine Instrument. The participants also participated in different experiential activities like impact of positive and negative words, thoughts, written statement, and impact of different food items on human body.

Rapporteur for the Session:

- **Mr. Manish Madan**

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

Inaugural Session

May, 05, 2012, 10.00 a.m. to 10.45 a.m.

Venue: Prince Hotel, Bangkok, Thailand.

Welcome Address: Prof. B.P. Singh, Chairman, Organizing Committee.

Introduction of Theme: Dr. Ajay Kr. Singh, Secretary General, Organizing Committee.

Address by Chief Guest: Rtn. Capt. Suresh Dutt, President Elect, Rotary Club of Delhi Maurya.

Vote of Thanks: Dr. G.S. Popli, Director, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

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

Inaugural Session was started with the welcome of the delegates on the dias by Ms. Sima Singh.

Welcome address was delivered by Prof. B.P. Singh, Chairman, Organizing Committee. He introduced the theme of the conference and talked about the global turbulence and the economic slowdown which is a major threat faced by the world economy. He talked about the geopolitical turbulence and the purpose of deliverance on this platform. He discussed the problems of over accumulation and declining profitability has plagued global capitalism. He talked about India and China and compared the growth scenario of both the countries.

Dr. Ajay Kr. Singh also introduced the theme and informed about the idea of organizing the conference and the topic of the conference which is very much relevant to the present economic scenario. He also talked about the role of human being in the present world and how the chakras play an important role in their lives.

The Chief Guest, Rtn. Capt. Suresh Dutt appreciated the theme of the conference and informed about the management principles and how they are important for the overall development of an individual. He emphasized on the growth story of India and the country under different era of war and growth.

Vote of Thanks

Dr. G.S. Popli, Director, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, extended a hearty vote of thanks for the lucid and interesting presentations made by the distinguished speakers present on the dais. He agreed to the concern of Prof. B.P. Singh that the present economic downturn is a situation created by economies and some critical measures must be taken to overcome them.

Lastly, he extended his vote of thanks to all the participants who came from different parts of the world to make this conference a success and ensured them that there would be interesting sessions awaiting them. He concluded with a positive outlook that once we go from here we will go back erasing the fears of globalization and accept the challenges lying ahead.

Rapporteur for the Session:

- **Mr. Chintan Vadgama**

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

TECHNICAL SESSION NO. 1 - "RESEARCH PAPER PRESENTATION ON CONTEMPORARY ISSUES".

May 05, 2012, 11.00 a.m. to 1.30 p.m.

Venue: Prince Hotel, Bangkok, Thailand.

Chairperson: Prof. B.S. Bodla, Professor, University School of Management, Kurukshetra University, Haryana, India.

Coordinator: Mr. Chintan Vadgama, Assistant Professor, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, India.

The session began with a warm welcome note by the coordinator, Mr. Chintan Vadgama who introduced the Chairperson on the dias. Thereafter, the session was conducted by the Chairperson with the introductory remarks followed by paper presentation by the delegates.

TOPIC: "MARKET TIMING AND SELECTIVE SKILLS OF MUTUAL FUND MANAGERS IN INDIA: AN EMPIRICAL STUDY OF EQUITY FUNDS".

Prof. B.S. Bodla, Professor, University School of Management, Kurukshetra University, Haryana, India.

Prof. B.S. Bodla initiated his presentation with the focus on the ability of fund managers in identifying the securities for investment. He emphasized on the importance of market timing ability and the judgment of correct trend of market for the purpose of investment. The study showed the performance of 27 equity mutual funds.

TOPIC: "A STUDY OF IMPACT OF ORGANIZATIONAL CLIMATE ON JOB STRESS AND COPING MECHANISM IN PUBLIC PRIVATE SECTOR BANKS".

Dr. Ajay Kr. Singh, Associate Professor, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi, India.

Ms. Nidhi Dhawan, Research Scholar, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi, India.

The authors gave the presentation on the topic and focused upon the level of stress faced by every person in nearly every walk of life. She informed about the stressful organizational climate and its characteristics encountered by public and private sector bank employees which creates a negative impact on both organization and employees.

TOPIC: "HRM PRACTICES AND MANAGERIAL EFFECTIVENESS IN INDIAN BUSINESS ORGANIZATION".

Dr. Anil Kumar Singh, Associate Professor, Sri Aurobindo College (E), University of Delhi, Delhi, India.

Dr. Anil Kumar Singh said that in the era of globalization which led to a more competitive environment the relation between the HRM Practices and Managerial Effectiveness has evolved manifolds. He focused on the changing global environment and the importance of HRM practices and Managerial Effectiveness which will provide a competitive edge to an organization.

TOPIC: "A STUDY OF ORGANIZATIONAL CULTURE IN PUBLIC VERSUS PRIVATE SECTOR WITH SPECIAL REFERENCE TO CHHATTISGARH STATE".

Dr. S.R. Varma, Principal, Lokmanya Tilak Institute of Management Studies and Research, Nagpur, Maharashtra, India.

Mr. Nishant Saxena, HR Consultant & Research Scholar, MATS University, Chhatisgarh, India.

Dr. S.R. Varma explained about the importance of organizational factors in general and culture as an organizational factor in particular. He mentioned that the culture of the organization responds to members basic needs. He explained about the perspective of applied discipline of organizational behavior and management science based upon OCTAPACE model of culture. The study showed the comparative outcome of the type of culture in two kinds of organization.

TOPIC: "HUMAN DEVELOPMENT IN INDIA'S NORTHEASTERN STATES: A STUDY".

Dr. Surajit Kumar Bhagowati, Assistant Professor, Department of Commerce, Nowgon College, Nagaon, Assam, India.

Dr. Surajit Kumar Bhagowati discussed about the concept of human development as a wealth of the nation. He emphasized that the development should be in terms of benefits and opportunities that are generated in various societies. He talked about the qualitatively different development paradigms which expands development beyond economic growth.

TOPIC: "A STUDY OF THE PERFORMANCE INDICATORS OF LOGISTIC MANAGEMENT IN THE STEEL INDUSTRIES OF WARDHA".

Dr. Kailash S. Kadu, Director, Central Institute of Business Management Research and Development, Nagpur, Maharashtra, India.

Dr. Anand Muley, Assistant Professor, Lokmanya Tilak Institute of Management Studies and Research, Nagpur, Maharashtra, India.

Dr. Kailash S. Kadu talked about the logistics management and its important functions which deals between the point of production and the point of consumption in the steel industry. He discussed the various alternatives of performance indicators of logistics management.

TOPIC: “INTERNATIONAL FINANCIAL REPORTING STANDARDS: AN OVERVIEW”.

Dr. M. Sheik Mohamed, Professor, Department of Management Studies, Jamal Mohamed College, Tiruchirapallai, Tamilnadu, India.

Dr. M. Sheik Mohamed discussed about the changing scenario in the accounting field around the globe with the emergence of IFRS in India the accounting standards and system will face some new challenges and opportunities. He discussed about the compliance of IFRS standards with the financial statements and the necessary requirements for the corporate world.

TOPIC: “COME OUT OF DREAMS: DOES YOUR BRAND POSITIONING STRATEGY REALLY WORK?”.

Ms. Saloni Pawan Diwan, Assistant Professor, University School of Management, Kurukshetra University, Haryana, India.

Prof. B.S. Bodla, Professor, University School of Management, Kurukshetra University, Haryana, India.

Ms. Saloni Pawan Diwan said that positioning is a very integral part of the company’s marketing strategy but the main focus should be on the attainability of that desired position. She explained about her study that was to examine the incidence of congruence among positioning strategies of A2 segment car brands of Hyundai Motor India Limited.

TOPIC: “AN EMPIRICAL STUDY ON RETAIL SUPPLY CHAIN AND SHOPPING EXPERIENCE OF CUSTOMERS”.

Dr. G.S. Popli, Professor and Director, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

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

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

Dr. G.S. Popli talked about the current scenario of the retail supply chain and the growth of retail industry with the customers experience in this dynamic environment. He talked about the growth of retail trends, opportunities and challenges ahead. He explained that how marketers are changing the marketing strategies to make the customers experience a memorable one by differentiating strategy.

TOPIC: “DETERMINANTS OF CORPORATE CAPITAL STRUCTURES OF INDIAN INDUSTRIES”.

Dr. G.S. Popli, Professor and Director, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

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

Dr. G.S. Popli spoke about the capital structure choices of selected Indian industries. He talked about the capital structure theories and their relation with the capital structure choices of Indian firms. He focused upon various variable determinants of capital structure of Indian industries in India.

TOPIC: “DEMISE OF DEVELOPMENT FINANCIAL INSTITUTES IN INDIA: A CRITICAL APPRAISAL”.

Ms. Renu Gupta, Assistant Professor, SGGSCC, University of Delhi, Delhi, India.

Prof. K.V. Bhanu Murthy, Head, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi, India.

Ms. Renu Gupta talked about the role of financial institution in the development of a nation and the role of government in establishing institutions specifically to cater the needs of financial resources for development efforts. She talked about the challenges faced by the financial institutions such as fiscal reasons or in building market efficiency due to which the DFI's were either restructured, repositioned or they just faded away.

TOPIC: "AWARENESS OF PEOPLE TOWARDS GREEN MARKETING AND ITS IMPACT ON ENVIRONMENT".

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

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

Ms. Sima Singh explained the concept of green marketing and talked about the steps taken by various companies to protect the environment. She informed about the guidelines which companies have to adhere in terms of re-marketing and packaging of existing product. She informed about the new market for green products and the awareness among the consumers.

TOPIC: "SERVICE QUALITY PERCEPTION OF CUSTOMERS ABOUT INSURANCE COMPANIES: AN EMPIRICAL STUDY IN THE DELHI REGION".

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

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

Mr. Manish Madan informed about the importance of service quality and the perception of the customers towards the services provided by the service organizations. He talked about the importance of service quality in order to overcome the competition and to retain the world class service standards.

TOPIC: "DECODING THE TAKEOVER CODE".

Mr. Chintan Vadgama, Assistant Professor, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, India.

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

Mr. Chintan Vadgama started his presentation by informing about the role of takeover code as a powerful tool in the present scenario where globalization coupled with technological advancements has led to acquisitions and takeovers as a survival strategy for the corporate growth of major business enterprises in the world.

Rapporteur for the Session:

● **Ms. Roopal Shrivastava**

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

TECHNICAL SESSION NO. 2 : "GLOBAL TURBULENCE: POLITICAL, ECONOMIC, AND SOCIAL DIMENSIONS IMPACTING THE WORLD COMMUNITY".

May, 05, 2012, 2:30 p.m. to 3:30 p.m.

Venue: Prince Hotel, Bangkok, Thailand.

Chairperson: Dr. Kailash S. Kadu, Director, Central Institute of Business Management Research and Development, Nagpur, Maharashtra, India.

Coordinator: Ms. 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. Sima Singh started the session with a warm welcome note. The participants were invited by Chairperson to present their papers after the introductory remark..

TOPIC: “GREEN EFFECTS OF ECONOMICS WITH EMPIRICAL EVIDENCE”.

Dr. D.D. Chaturvedi, Associate Professor in Economics, SGGSCC, University of Delhi, Delhi, India.

Dr. D.D. Chaturvedi talked about the role of economics in the human beings life. He emphasized on how the needs of an individual are becoming unlimited with scarce resources, which is a big problem. He focused on the green economy and the model for sustainable development, economic and social environment. He also gave various empirical evidences about how the evolution that took place in early 70s and 90s when various companies from around the globe started working on the concept of ecological economics.

TOPIC: “GLOBAL TURBULENCE: ITS IMPACT ON SUSTAINABLE DEVELOPMENT WITH SPECIAL REFERENCE TO DEVELOPING COUNTRIES”.

Dr. Anupama Srivastava, Associate Professor, Department of Economics, Isabella Thoburn College, Lucknow, Uttar Pradesh, India.

Dr. Kavita Bhatnagar, Lecturer, Department of Economics, Isabella Thoburn College, Lucknow, Uttar Pradesh, India.

Dr. Anupama Srivastava’s study showed the unpredictable and swift changes in an economy, its affects on the performance and growth of the nation. She also focused upon the subprime crisis which hit the US economy and affected the pace and growth of world economy. She highlighted the pre and post crisis conditions of employment and the policies, various labour market reforms and the role of government which can contribute to favorable employment outcomes.

TOPIC: “STATUS OF CHILD LABOURERS IN JORHAT MUNICIPAL AREA”.

Ms. Nidhi Dhawan, Research Scholar, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi, India.

Dr. Manish P. Hazarika, Associate Professor, J.B. College, Jorhat, Assam, India.

Ms. Nidhi Dhawan threw some light upon the child labours and its issues. She informed about the status of child labourers in Jorhat city and the causes due to which it is increasing. She also suggested various reforms and implementation of policies to curb this menace from our societies.

CONCLUSION OF THE SESSION

Dr. Kailash S. Kadu concluded the session by talking about various contemporary issues like impact of financial crisis on different economies. He emphasized that the step of globalization has changed the thinking of the world but still there are certain social, regional and technological barriers which are affecting the business opportunities.

Rapporteur for the Session:

● **Mr. Chintan Vadgama**

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

TECHNICAL SESSION NO. 3: “MANAGING AMIDST GLOBAL TURBULENCE: HR PERSPECTIVE”.

May 05, 2012, 4:00 p.m. to 5:00 p.m.

Venue, Prince Hotel, Bangkok, Thailand.

Chairperson: Dr. J.H. Vyas, Professor, Faculty of Management, Disha Institute of Management Technology, Raipur, Chhattisgarh, India.

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

Mr. Chintan Vadgama started the session by extending warm welcome to the chairperson and the paper presenters. Thereafter, the session was handed over to the chairperson Dr. J.H. Vyas.

TOPIC: “MANAGING ORGANIZATIONAL CULTURE WITH LEADERSHIP: A CHALLENGE IN GLOBAL TURBULENCE”.

Mr. Nishant Saxena, HR Consultant and Research Scholar, MATS University, Chhattisgarh, India.

Dr. J.H. Vyas, Professor, Faculty of Management, Disha Institute of Management Technology, Raipur, Chhattisgarh, India.

Mr. Nishant Saxena talked about the role of leadership in managing the culture of their organization in turbulent times. He also emphasized that the different models of organizational cultures provide directions to formulate guidelines that can be implemented by leaders in their organizations while facing turmoil now-a-days.

TOPIC: “MANAGING EMPLOYEE RETENTION IN TURBULENT BUSINESS ENVIRONMENT: A REVIEW ON EXISTING SCENARIO”.

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

Dr. Sangya Shrivastava, Director, Rai Business School, Raipur, Chhattisgarh, India.

Ms. Roopal Shrivastava threw light over challenges like ‘retentions of knowledge workers’ which organizations are facing in turbulent environment. She also talked about the role of managers in managing employee retentions. She said that there is a significant relationship between knowledge workers and organizational performance.

TOPIC: “EAST ASIAN LABOUR MARKET REGIMES IN THE CONTEXT OF GLOBAL ECONOMIC CRISIS: DO THE ADVANCED NATIONS OFFER TRAJECTORY PATHS FOR THOSE FOLLOWING”.

Dr. John Walsh, Assistant Professor, School of Management, Shinawatra University, Bangkok, Thailand.

Dr. Walsh talked about the development of East Asia. He said that development of East Asia is still dependent on western markets as destinations for exports because domestic markets remain insufficiently developed to absorb the produced goods and services. He also emphasized over the cases of economically advanced East Asian states in terms of labour market development.

Rapporteur for the Session:

• **Ms. Sima Singh**

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

Valedictory Session

May 06, 2012, 9:00 a.m. to 10:00 a.m.

Venue: Prince Hotel, Bangkok, Thailand.

Welcome Address: Dr. Ajay Kr. Singh, Secretary General, Organizing Committee.

Address by Chief Guest: Rtn. Col. A.T. Gajraj, Rotary Club of Delhi, Delhi.

Valedictory Address: Prof. B.P. Singh, Chairman, Organizing Committee.

Rapporteur Report: Thirteenth Annual International Conference

Vote of Thanks: Dr. G.S. Popli, Director, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.

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

Dr. Ajay Kr. Singh extended the warm welcome to all the participants, paper presenters, delegates and persons sitting on dias and extended thanks for their participation in the International Conference. He also invited all the members present there in the XIV Annual International Seminar which will be held on January 2-3, 2013 at New Delhi, India on the theme “Economics, Politics, and Civil Society”.

All the rapporteurs of different sessions presented their rapportuer reports.

Col. A.T. Gajraj talked about the role of the Rotary Club for the betterment of the society. He said that Rotarians are providing humanitarian services, encouraging high ethical standards in all vocational work. They have built health of people, goodwill and spread peace all over the world. He also informed the audience that there are 34000 Rotary clubs all over 200 countries in the world which is non-political, non-religious and open to all. The club provides benefits to all. The great role Rotary has played in eradication of polio from all over the world. They also have worked for control of environment pollution. They have established cancer hospitals too.

Prof. B.P. Singh delivered the valedictory address. He appreciated the paper presenters for their valuable research and he told that small is called beautiful and we can see here. He emphasized over the use of IT in research.

Awards Distribution Ceremony

The paper presenters, coordinators, rapporteurs of all the sessions of International Conference were given the certificates for their valuable contribution and active participation during the conference by Col. A.T. Gajraj.

Vote of Thanks

Dr. G.S. Popli, Director, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi extended a hearty vote of thanks to all the esteemed guests and paper presenters present over there. Further, he invited them all to participate in XIV Annual International Seminar which will be held in January 2013 at New Delhi, India.

National Anthem

The Valedictory Session ended with National Anthem.

Rapporteur for the Session:

- **Mr. Manish Madan**

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

Edited by

– Sima Singh