CONFERENCE SCHEDULE

2009 INTERNATIONAL CONFERENCE ON

Global Issues in Business & Technology

December 22 – 24, 2009

2009 INTERNATIONAL CONFERENCE ON GLOBAL ISSUES IN BUSINESS AND TECHNOLOGY

December 22-24, 2009

TUESDAY, DECEMBER 22 , 2009	
9:00AM – 9:30AM	**REGISTRATION**
10:00 – 11:00AM	**INAUGURATION** VENUE: SCHOOL OF COMPUTER SCIENCE, DEVI AHILYA UNIVERSITY, KHANDWA ROAD, INDORE **KEY_NOTE ADDRESS: S. RAJASHEKHARIAH**
11:00AM – 11:30AM	**HIGH TEA**

SESSION 1A: FINANCE & ACCOUNTS **TUESDAY, DECEMBER 22, 2009, 12:00PM – 1:30PM**
Chairperson: Dinesh K. Sharma

- **A STUDY OF THE MOST EFFECTIVE OPTION TRADING STRATEGIES IN BULLISH AND BEARISH NIFTY MARKET**
  SUJATA S, SHREYANS JAIN
- **THE IMPACT OF INTEREST RATES ON THE STOCK MARKET INDICATOR**
  HITESH SETHIA, POOJA TALREJA
- **AN ANALYSIS OF WAGE BURDEN AND PROFITABILITY OF INDIAN BANKING SECTOR**
  ASHOK JHAWAR, MANEESH ARYA
- **TECHNO-ECONOMIC ASPECT OF CARBON TRADING**
  S. P. TRIPATHI, ASHOK JHAWAR
- **FACTORS AFFECTING PERCEIVED ADOPTION OF INTERNET BANKING**
  NITIN S. WANI

SESSION 1B: MANAGEMENT **TUESDAY, DECEMBER 22 , 2009, 12:00PM – 1:30PM**
Chairperson: R.K. Jana

- **FUTURE PERSPECTIVES, BENEFITS & BOTTLENECKS OF BUSINESS CORRESPONDENTS IN INDIA**
  ARCHANA SHARMA
- **A COMPARATIVE STUDY ON MNC'S MANAGERIAL & EXECUTIVES PERCEPTION ABOUT IDEAL JOBS – WITH REFERENCE TO INDORE CITY**
  IRA BAPNA, ANUSHRUTI NEEMA, SOURABH JAIN
- **A NEW PERSPECTIVE IN TEACHER EDUCATION**
  L. PUSHPARANI DEVI, SANASAM BIMOL
- **AN EMPIRICAL STUDY ON ENTREPRENEURIAL PROPENSITY AMONG ENGINEERING STUDENTS IN CHENNAI**
  B. MADHVAN, CHIDAMBARAM SUNDAR
- **ANALYSIS OF CHALLENGES POSED BY CURRENT BUSINESS STRATEGIES AND PRACTICE AND ITS IMPACT ON OVERAL DEVELOPMENT: AN ORGANIZATIONAL PERSPECTIVE**
  VIJIT CHATURVEDI
- **RETAIL IN-STORE COMMUNICATION – MANAGEMENT PERSPECTIVE ANALYSIS**
  DHARMENDRA MEHTA, PRAMOD GOYAL

SESSION 1C: HUMAN RESOURCE **TUESDAY, DECEMBER 22 , 2009, 12:00PM – 1:30PM**
Chairperson: Sumeet Maru

- **A STUDY ON EMPLOYEE GRIEVANCE HANDLING SYSTEM IN EDUCATION SECTOR**
  ARPIT LOYA, CHAITALY ATHALEY, EKTA CHITNIS, SIRSTHI JOSHI, YOGESH MEHTA

- **WORK LIFE BALANCE AND BURNOUT AS INDICATORS OF JOB SATISFACTION AMONG WORKFORCE IN INTELLIGENT ORGANIZATION**
  SHIKHA BHARADWAJ

- **EVALUATION OF RBI GUIDELINES FOR REGULATING PLASTIC MONEY IN INDIA**
  VINAY K. NANGIA, SAVITA HANSPAL, DEEPTI KUMRA

- **AN EMPIRICAL STUDY TO UNDERSTAND THE E-GOVERNANCE PRESTIGE VALUES ASSOCIATED WITH NAGAR NIGAM**
  RAJENDRA SINGH, ARPIT NEEMA, UGRASEN SUMAN

- **E-GOVERNANCE DESIGN MODEL AND ISSUES**
  RUPALI BHARTIYA, SUSHEEL KUMAR

SESSION 1D: MARKETING MANAGEMENT **TUESDAY, DECEMBER 22 , 2009, 12:00PM – 1:30PM**
Chairperson: A. K. Pandey

- **A PIONEERING MARKETING IDEA: REALITY SHOW**
  KHUSHBU SAHU

- **A STUDY OF MARKETING OF CONSULTANCY SERVICES IN MUMBAI WITH SPECIAL REFERENCE TO NAVI-MUMBAI**
  GAGANDEEP KAUR NAGRA

- **GREEN SHADE OF YOUNG CUSTOMERS OF PASSENGER CARS IN DELHI & NCR – A STUDY OF CONSUMER ATTITUDE TOWARDS GREEN CARS**
  PARUL GUPTA

- **A STUDY ON THE FACTORS THAT INFLUENCE THE ADOPTION AND USE OF MOBILE PHONES**
  RAKSHA CHAUHAN

- **ECONOMICS AND MARKETING OF KULLU GUM (STERCULIA URENS) IN THE NATURAL FOREST OF CENTRAL INDIA; A CASE OF KHATPURA, SEHORE DISTRICT, MADHYA PRADESH**
  MANISH

SESSION 1E: PRODUCTION **TUESDAY, DECEMBER 22 , 2009, 12:00PM – 1:30PM**
Chairperson: S.D. Sharma

- **A FRAMEWORK FOR APPLYING SIX-SIGMA IMPROVEMENT METHODOLOGY IN NON-FORMAL SERVICE SECTOR**
  AMOL TALANKAR, PRAKASH VARMA, NITIN SHETH

- **A STUDY OF GREEN SUPPLY CHAIN MANAGEMENT IN STEEL INDUSTRIES IN CHHATTISGARH**
  N.H DESHPANDE, N.H DESHPANDE, P.N. MUKHERJEE, GAZALA

- **ARCELOR-MITTAL: THE IRON MERGING INTO STEEL**
  NAVINDRA KUMAR TOTALA, IRA BAPNA, MANISH JOSHI

- **CO-INTEGRATION AND THE DEMAND FOR GASOLINE**
  GYANESHWAR RAO, B. BHASKARA RAO

- **COLLABORATIONS IN SUPPLY CHAINS: A KEY TO INCREASE SUPPLY RESILIENCE**
  MANISH UNHALE

- **A FRAMEWORK OF MANUFACTURING FLEXIBILITY FOR INDIAN SME TO MEET GLOBAL CHALLENGES**
  DURGESH SHARMA, MOHAMMAD ALI, AJAY SINGHOLI

SESSION 1F: SYSTEM **TUESDAY, DECEMBER 22 , 2009, 12:00PM – 1:30PM**
Chairperson: S. Tanwani

- **BUSINESS OVER THE INTERNET: KNOWING THE RISKS**
  SABA PRESSWALA, SHREE RAM GUPTA, UMESH KUMAR SINGH
- **WORLDWIDE USE OF BLUETOOTH WIRELESS TECHNOLOGY BY ONLINE LEARNING**
  SHAILESH GONDAL, MANOJ KUMAR AGRAWAL
- **WHY CYBER SECURITY IS A PROBLEM AND NOT FULLY CONTROLLED BY CYBER LAWS?**
  PAWAN KUMAR, S. MOHANTY
- **A STUDY OF ROLE OF INFORMATION TECHNOLOGY ON SUPPLY CHAIN MANAGEMENT**
  ALPANA TREHAN, KAMAL NAYAN AGARWAL, P.K. GUPTA, SHINE DAVID
- **WEB-BASED TEACHING: THE RIGHT APPROACH FOR DISTANCE LEARNER**
  NIRANJAN SHRIVASTAVA, ALOK SAXENA

TUESDAY, DECEMBER 22 , 2009

1:30PM -2:30PM	**LUNCH**

SESSION 2A: FINANCE AND ACCOUNTS **TUESDAY, DECEMBER 22 , 2009, 2:30PM – 4:00PM**
Chairperson: Thai Cong Dan

- **EFFECT OF US ECONOMIC CRISIS ON GDP AND FDI OF INDIA**
  NEHA LAKHOTIA, VARUN SARDA
- **A HYBRID DECISION SUPPORT SYSTEM FOR PORTFOLIO SELECT**
  DINESH K. SHARMA, R. K. JANA, HARI SHARMA
- **FORBES RANKING METHODOLOGIES**
  VINAY K. NANGIA, ANIL KUMAR DUBEY, RAGHAV DUBEY
- **FOREIGN DIRECT INVESTMENT IN INDIA - AN OVERVIEW OF TAX ISSUES**
  PRASANNA M.TAMBE

SESSION 2B: MANAGEMENT **TUESDAY, DECEMBER 22, 2009, 2:30PM – 4:00PM**
Chairperson: Jayant Sonwalkar

- **FUZZY RELATIONAL EQUATION IN PREVENTING DIABETIC GANGRENE OF FOOT**
  S. SAPNA, A. TAMILARASI
- **CONSUMER PREFERENCES FOR HYPER MARKET STORES: AN EMPIRICAL ASSESSMENT**
  AJIT UPADHYAYA, RAJIV SHUKLA
- **CURRENT TRENDS AND FUTURE OUTLOOK OF INDIAN TOURISM INDUSTRY IN THE GLOBAL SCENARIO**
  ATUL BANSAL, SHWETA BANSAL
- **DEMING 14 PRINCIPLES ON TECHNICAL EDUCATION: AN INTERPRETIVE STRUCTURAL MODELING APPROACH**
  NAMISH MEHTA, PRAKASH VARMA, NITIN SHETH
- **FUTURE PERSPECTIVES, BENEFITS & BOTTLENECKS OF BUSINESS CORRESPONDENTS IN INDIA**
  ARCHANA SHARMA

SESSION 2C: HUMAN RESOURCE **TUESDAY, DECEMBER 22 , 2009, 2:30PM – 4:00PM**
Chairperson: D.D. Bedia

- **CORPORATE GOVERNANCE: BUSINESS POLICE AND ITS IMPACT ON GOVERNMENT**
  MANISH S. BHATT, GAURANG BAROT
- **CORPORATE REPORTING: ETHICAL PRACTICES**
  SANDIP BHATT
- **E- GOVERNANCE CHALLENGES IN MADHYA PRADESH**
  ABHAY VARMA, TRIPTI ARJARIYA

- **E-GOVERNMENT IN FIJI - AN EVALUATION USING UN REPORT**
  SAM GOUNDAR

- **E - GOVERNANCE IN INDIA**
  R.R. SINGH, KAVINDRA KUMAR

- **EMPLOYMENT POLICY AND RECESSIONARY IMPACT.**
  P.K. GUPTA, VINAY GOYAL

SESSION 2D: MARKETING MANAGEMENT **TUESDAY, DECEMBER 22 , 2009, 2:30PM – 4:00PM**
Chairperson: Vinay Goyal

- **CHALLENGES AND OPPORTUNITIES OF BRAND MANAGEMENT AND BRAND EQUITY - A COMPETITIVE EDGE**
  BEHARA SRINIVASA RAO, B. SIVA KUMAR

- **CONSUMER DRIVEN COMPETITIVENESS: EXPLORATION OF INDIAN TWO WHEELER INDUSTRIES**
  MAYANK SAXENA, DEEPAK KAUL

- **CORPORATE SOCIAL RESPONSIBILITY: A MARKETING TOOL**
  SURESH SETH, SUDESH KUMAR, ISHA MEHRA
- **GENDER-BASED RETAIL BANK CHOICE DECISIONS: AN EMPIRICAL STUDY OF MUMBAI**
  RICHA CHAUDHARY, GAGANDEEP NAGRA

- **GREEN MARKETING IN INDIA –WAY AHEAD TO SUSTAINABILITY**
  ARTEE AGGRAWAL, R. GOPAL

SESSION 2E: PRODUCTION **TUESDAY, DECEMBER 22 , 2009, 2:30PM – 4:00PM**
Chairperson: Ranjai Ghosh

- **CONTENT BASED IMAGE RETRIEVAL - A NEW PROMISING TECHNOLOGY APPLIED IN MODERN BUSINESS COMMUNICATION**
  KAVITA CHOUDHARY, MANISH PUNDLIK

- **DEMAND CHAIN PLANNING AND OPERATIONS: A CASE FOR SYSTEM DYNAMICS STUDY**
  NARENDRA VARKHEDKAR, NITIN SHETH, PRAKASH VARMA

- **SUPPLY CHAIN MANAGEMENT: A SOLUTION FOR INDIAN SMES?**
  SWATI ANAND, KAILASH SAKLANI

- **THE ASSESSMENT OF PLASTIC WASTE MANAGEMENT – AT BHOPAL (M.P.)**
  ALKA MEHTA, PRAVEEN JAIN, RASHMI SHRIVASTAVA

- **PROVIDING ENHANCED CRM SERVICES THROUGH M-CRM**
  LAKSHMI KALYANI, TARUN PANDEYA

SESSION 2F: SYSTEM **TUESDAY, DECEMBER 22 , 2009, 2:30PM – 4:00PM**
Chairperson: Alok Saxena

- **CRM PRACTICES IN CREDIT, DEBIT AND ATM CARDS IN INDIA: FOCUS ON CONSUMER COMPLAINT HANDLING**
  SAVITA HANSPAL, DEEPTI KUMRA

- **SECURITY ISSUES IN BUSINESS ORIENTED MOBILE AD-HOC NETWORKS: A SURVEY AND VALIDATION**
  VISHNU SHARMA, RATNESH LITORIYA

- **A CONCEPTUAL RE-ENGINEERING OF REVOLUTIONARY URBAN NETWORK MODEL FOR FUTURE DEVELOPMENTS IN ASIA AND AFRICA CONTINENTS**
  NEERAJ KUMAR TYAGI, ARVIND KUMAR BHATT, D.P.SHARMA

- **A PROBABILISTIC VERSION OF THE RANDOM WALK IN MOBILITY MODELS FOR AD HOC NETWORK**
  TANWEER ALAM ,TAPESH KUMAR TYAGI

- **USE OF MOBILE COMPUTING TO INFERENCE EDUCATIONAL ENVIRONMENT BY MEANS OF HANDHELD CLASSROOM**
  D.P. PUNTAMBEKAR, SHAILESH GONDAL, MANOJ KUMAR AGARWAL

SESSION 3A: FINANCE & ACCOUNTS **TUESDAY, DECEMBER 22 , 2009, 4:30PM – 6:30PM**
Chairperson: Pratap Rao Kadam

- **GLOBAL RECESSION: THE IMPACT ON INDIAN LIFE INSURANCE INDUSTRY**
  BABITA YADAV
- **INCENTIVES AND EMPIRICAL INVESTIGATION OF INCENTIVES FACING ACCOUNTING STANDARD-SETTERS**
  ARVIND PATEL, ASHNA PRASAD
- **INFLATION - A MAJOR OBSTACLE IN SUSTAINABLE GROWTH AND DEVELOPMENT OF INDIAN ECONOMY**
  RAKHI RAIZADA SHRIVASTAVA
- **IPO PRICING- THE STUDY OF EFFICIENT PRICING MECHANISM, WITH SPECIFIC REFERENCE TO IPO'S IN INDIA**
  DEEPAK AGRAWAL
- **VERIFYING THAT DERIVATIVES ESPECIALLY OPTION STRATEGIES HELP IN MINIMIZING RISK AND PROVIDES EXPECTED RETURN**
  DEEPTI PUROHIT

SESSION 3B: MANAGEMENT **TUESDAY, DECEMBER 22, 2009, 4:30PM – 6:00PM**
Chairperson: Mayank Saxena

- **DEVELOPMENT OF A MODEL TO ENHANCE EFFECTIVE CHANGE MANAGEMENT IN EDUCATION FOR SUSTAINABLE DEVELOPMENT IN HIGHER EDUCATION INSTITUTIONS: A CASE STUDY IN CAN THO UNIVERSITY, VIETNAM**
  THAI CONG DAN
- **EFFECT OF HRM PRACTICES ON FIRMS PERFORMANCE: AN EMPIRICAL STUDY OF INDO- JAPANESE FIRMS IN AUTOMOBILE SECTOR**
  SHRUTI GUPTA, ASHA PRASAD
- **EFFECTIVE APPROACHES TO MINIMIZE THE STRATEGIC PLANNING COMPLEXITIES**
  HIMANSHU SHARMA, TRIPTI SHARMA
- **EMOTIONAL INTELLIGENCE: IMPLICATIONS FOR HEALTH CARE MANAGEMENT**
  PRAVEEN JAIN
- **UNDERSTANDING AND MINIMIZING ELECTRICITY BILLING OF H.T CONSUMERS**
  NIHARIKA AGRAWAL

SESSION 3C: HUMAN RESOURCE **TUESDAY, DECEMBER 22 , 2009, 4:30PM – 6:00PM**
Chairperson: B.K. Tripathi

- **GLOBALIZING INDIA INC.: INDO-LAC ENGAGEMENT PARADIGM**
  R.P. PRADHAN
- **HR STRATEGIES AND COMPETITIVE ADVANTAGE: A STUDY IN THE INSURANCE SECTOR**
  DOLLY DOLAI
- **EMPLOYEE ENGAGEMENT AS A STRATEGY TO REDUCE ATTRITION RATE IN TELECOM RETAIL SERVICES**
  AJAY PATIL
- **IMPACT OF LEVELS OF MANAGEMENT ON OCCUPATIONAL STRESS**
  VIDYA SETHI
- **JOB SATISFACTION OF IT PROFESSIONALS IN SELF FINANCING EDUCATIONAL INSTITUTES IN NCR, INDIA**
  R.C.SINGH, BHASKAR BHATTACHARYA, ROHIT KHOKHER

SESSION 3D: MARKETING MANAGEMENT **TUESDAY, DECEMBER 22 , 2009, 4:30PM – 6:00PM**
Chairperson: Rajendra Singh

- **GREEN MARKETING MIX FOR GREEN MARKETING**
  DEVINDER SIDHU
- **TO STUDY THE FACTORS AFFECTING THE SELECTION OF INTERNET ADVERTISING METHOD(S) (WITH SPECIAL REFERENCE TO PRODUCT AND PRICE ISSUES)**
  RAJENDRA SINGH, VIBHA GUPTA

- **INNOVATIVE APPROACH TO RURAL MARKETING**
  VIJAY KARMARKAR

- **INTERNAL MARKETING AS KNOWLEDGE RENEWAL: LEADERSHIP STYLES PERSPECTIVE IN EDUCATION INDUSTRY**
  JUNAINAH

- **INVOLVEMENT OF FAMILY IN PURCHASING DECISION OF DINING RESTAURANTS**
  TRAPTI MOHD DANDEKAR

- **POINT OF PURCHASE DISPLAY AND IMPULSIVE BUYING BEHAVIOUR IN RETAIL**
  DHANASHREE NAGAR, YOGITA MANDHANYA, MAITRI SHAH

SESSION 3E: PRODUCTION **TUESDAY, DECEMBER 22 , 2009, 4:30PM – 6:00PM**
Chairperson: R.K. Vyas

- **DYNAMIC ASSESSMENT OF TECHNO-SOCIO-ECONOMICAL AND ENVIRONMENTAL IMPACT ON USE OF BIO-FUEL**
  PRAKASH VARMA, VIDOSH MAHATE

- **FACTORS AFFECTING VENDOR MANAGED INVENTORY**
  AVASH RAICHAUDHARY, ASHI JAIN

- **PRE-REQUISITES OF E-SCM**
  DEEPAK SHRIVASTAVA, PIYUSH KENDURKAR, VIVEK SHARMA

- **OPTIMIZATION OF ADVERTISING MEDIA SCHEDULING THROUGH GOAL PROGRAMMING**
  PRABHUDEVAN, S.D. SHARMA , G. RAVINDRA BABU, TRIPTI SHARMA

- **OPTIMIZATION OF SURGICAL WAITING LIST THROUGH GOAL PROGRAMMING**
  VEMULA SUSHEELA TRIVENI, S.D. SHARMA, G. RAVINDRA BABU

SESSION 3F: SYSTEM **TUESDAY, DECEMBER 22 , 2009, 4:30PM – 6:00PM**
Chairperson: Nitin Wani

- **A STUDY ON INTELLIGENT INFORMATION RETRIEVAL SYSTEM IN WEB USING SEMANTIC NETWORK: CHALLENGES AHEAD**
  SANJIB K SAHU, DURGA PRASAD MOHAPATRA, RAKESH CHANDRA BALABATARAY

- **ACCESSING SOFTWARE ARCHITECTURE USING SOFTWARE ARCHITECTURAL METRICS**
  RASHMI YADAV, ABHAY KOTHARI, SARITA BADORIA, LALJI PRASAD

- **AN EXPLORATORY STUDY TO IDENTIFY FACTORS AFFECTING IMPLEMENTATION OF IT ENABLED CRM IN INDIAN SMALL AND MEDIUM ENTERPRISES**
  P. K. CHANDE, MUKESH BARUA, ATUL PUROHIT

- **AN IDENTITY-BASED BROADCAST ENCRYPTION SCHEME FOR MOBILE AD HOC NETWORKS**
  SHARAD KUMAR VARMA, TANWEER ALAM, TAPESH KUMAR TYAGI

- **MULTI-LEVEL FRACTIONAL PROGRAMMING WITH ABSOLUTE VALUE FUNCTIONS FOR INTEGER VALUES.**
  SHIFALI BHARGAVA, RAM KRISHNA TRIPATHI

TUESDAY, DECEMBER 22 , 2009

6:30PM	**DEPARTURE FOR DINER**	**SPONSOR BY: CITN INDORE**

SESSION 4A: FINANCE & ACCOUNTS **WEDNESDAY, DECEMBER 23 , 2009, 9:30AM – 11:00AM**
Chairperson: N.K. Totala

- **LOAN REPAYMENT IN MICROFINANCE-AN ANALYTICAL STUDY**
  VINAY K. NANGIA, ASHU KHANNA

- **MANAGEMENT OF ECONOMIC CRISIS**
  P. ARUNACHALAM

- **MANAGING SERVICE QUALITY IN BANKS: A CRITICAL APPRAISAL IN SELECT BANKS IN DEHRADUN**
  AMBUJ GUPTA, VINAY SHARMA

- **OUTWARD FDI FROM INDIA IN THE KNOWLEDGE-INTENSIVE SECTORS**
  ADHIP CHAUDHURI

- **POSITION OF MICROFINANCE IN CAPITAL MARKETS IN INDIA**
  CHINTAMANI PRASAD PATNAIK

SESSION 4B: MANAGEMENT **WEDNESDAY, DECEMBER 23, 2009, 9:30AM – 11:00AM**
Chairperson: Sangeeta Jain

- **EXPLORING THE POTENTIALITY OF MEDICAL TOURISM AND DOMESTIC MEDICAL TOURISM IN INDORE**
  KIRTI MANDLOI, A.K. JAIN, PRIYANKA JAIN

- **FORECASTING VOLATILITY IN MINI GOLD FUTURES MARKET: EVIDENCE FROM MULTI COMMODITY EXCHANGE OF INDIA**
  KALIYAPERUMAL SRINIVASAN, MALABIKA DEO, P. SRINIVASAN

- **FOSTERING FRANCHISOR-FRANCHISEE RELATIONSHIP: AN EXPLORATION**
  M.V. SIDHPURIA, MANISH SIDHPURIA

- **CLIMATE CHANGE: THREAT TO GLOBAL BUSINESS COMMUNITY**
  NEELAM SARASWAT

- **GLOBAL COMMUNICATION-PROBLEMS AND PROSPECTUS: A STUDY WITH RESPECT TO DIFFERENT MEDIA OF COMMUNICATION**
  MAMTA OJHA

- **STAGES OF BUSINESS GROWTH AND PRINCIPLES OF MANAGEMENT**
  NAMRATA KHATRI, HEMLATA AGARWA

SESSION 4C: HUMAN RESOURCE **WEDNESDAY, DECEMBER 23 , 2009, 9:30AM – 11:00AM**
Chairperson: Himanshu Sharma

- **MANAGING KNOWLEDGE AND LEARNING IN ORGANIZATIONS FOR GAINING EXCELLENCE IN WORK PERFORMANCE**
  KSHMA GANJIWALE

- **MEASURING HRD EFFECTIVENESS IN MANUFACTURING ORGANIZATIONS IN PITHAMPUR**
  VIVEK SHARMA, SANGEETA JAIN

- **MEASURING PERCEIVED SERVICE QUALITY OF URBAN HEALTH CENTERS**
  RENUKA GARG, JAYESH AAGJA, PRITI GARG

- **ON DEVELOPING COMPETENCY BASED COURSE CURRICULUM FOR HUMAN RESOURCE MANAGEMENT MASTERS DEGREE PROGRAMME**
  ANIL KUMAR PANDEY, RUBY GUPTA

- **E-LEARNING: A NEW PERSPECTIVE IN TEACHER EDUCATION**
  LAITHANGBAM PUSHPARANI DEVI

- **THE IMPACT OF PERSONALITY ON ACADEMIC PERFORMANCE OF PROFESSIONAL STUDENTS**
  VIBHA SAHU, P.K. GUPTA

SESSION 4D: MARKETING MANAGEMENT **WEDNESDAY, DECEMBER 23 , 2009, 9:30AM – 11:00AM**
Chairperson: Sifali Bhargava

- **MEASURING BRAND EFFECTIVENESS IN GARMENTS: AN EMPIRICAL STUDY BASED ON AGE AND GENDER**
  NAMITA SINGH, SNEHA BAJAJ

- **NAVIGATION PATTERN RECOGNITION FOR BUSINESS MARKETING**
  BHUPENDRA PANDYA, DHARMENDRA CHOUKSE, KAMAL BUNKAR, LOKESH LADDHANI

- **RELATIONSHIP MARKETING HERALDS A RAY OF HOPE FOR FLOUNDERING SMALL RETAILERS: AN EMPIRICAL STUDY**
  SANDEEP SINGH, SUMIT SINGH CHAUHAN

- **TRANSFORMATION OF TRADITIONAL MARKETING MIX TO VIRTUAL MARKETING MIX**
  KAVITA TIWARI, RAJENDRA SINGH

- **A STUDY OF CONSUMER PREFERENCES TOWARDS IPOD**
  BHAVANA SHARMA, VIVEK SAPRU, PRIYANKA YADAV

- **AN EXPLORATORY STUDY OF DIFFERENT ASPECTS OF MARKETING OF CONSULTANCY SERVICES: SPECIAL REFERENCE, NAVI MUMBAI**
  GAGANDEEP NAGRA, RICHA CHAUDHURY, PRADIP MANJREKAR

SESSION 4E: PRODUCTION **WEDNESDAY, DECEMBER 23 , 2009, 9:30AM – 11:00AM**
Chairperson: Kamran Sultan

- **GLOBAL SUPPLY CHAIN STRATEGIES & THEIR IMPACT ON THE INDIAN MARKET**
  PRATYUSH TRIPATHI

- **GREEN SUPPLY CHAIN MANAGEMENT: A LITERATURE REVIEW**
  NITIN SHETH, MANISH CHAUDHARY

- **IMPACT OF MELTDOWN ON RETAIL SECTORS AN ASIAN COUNTRY**
  D.D. BEDIA, SATNAM KOUR UBEJA

- **TRADING AND TESTING OF OSCILLATORS**
  NIRAV MAJUMDAR, FORAM SHAH

SESSION 4F: SYSTEM **WEDNESDAY, DECEMBER 23 , 2009, 9:30AM – 11:00AM**
Chairperson: C. Behara Rao

- **ANALYSIS OF SYSTEM ERROR LOG USING APRIORI ALGORITHM**
  RACHANA MISHRA, PATEL DEEPAK, DIVAKAR SINGH LODHI, ANJU SINGH

- **APPLICATION OF SAP IN SUPPLY CHAIN MANAGEMENT (SCM) FOR COLLABORATION, PLANNING, EXECUTION AND COORDINATION OF SUPPLY NETWORK**
  ANAM ROUL

- **OPTIMIZED NEAREST - NEIGHBOR SEARCH USING KD-TREE**
  RUPALI BHARTIYA, SUSHEEL KUMAR

- **MEASUREMENT AND DECISION CRITERIA IN SOFTWARE RELIABILITY ENGINEERING AND DEPENDABILITY**
  ANTIMA JAIN, AASHISH DAVE

- **CYBER SECURITY/ CYBER LAW ISSUES**
  RISHIN RAJU PATEL, SAURIN J. SHAH

SESSION 5F: SYSTEM **WEDNESDAY, DECEMBER 23 , 2009, 9:30AM – 11:00PM**
Chairperson: P. Baba Gnana Kumar

- **GOAL PROGRAMMING TO MINIMIZE TRANSMISSION DELAYS IN NETWORKS**
  HIMANSHU SHARMA, TRIPTI SHARMA

- **HOW DO WE STOP COMPUTER CRIMES? - A MAJOR ISSUE FOR SECURITY**
  EKTA AGRAWAL, SABA PRESSWALA

- **HYBRID 3D LOCALIZATION APPROACH IN WIRELESS SENSOR NETWORK**
  SANTOSH SAHOO, RAJEEV TRIPATHI

- **IMPACT OF NETWORK SECURITY POLICY FOR TOP LEVEL MANAGEMENT**
  REKHA SHAHAPURKAR, UMESH K. SINGH, DHARMENDRA CHOUKSE, LOKESH LADDHANI

- **TECHNICAL TRENDS AND CONCEPTS OF SOFTWARE TESTING**
  ANTIMA JAIN, DHARMENDRA PATHAK, SHAKSHI BAKLIWAL

SESSION 5A: FINANCE & ACCOUNTS **WEDNESDAY, DECEMBER 23 , 2009, 11:30AM – 1:00PM**
Chairperson: R.S. Waghela

- **PRICING OF THE ISSUE IN INDIAN CAPITAL MARKET: A COMPARATIVE STUDY OF FIXED PRICE VS BOOK BUILDING PROCESS**
  MONIKA AGGARWAL, NEETU KHANNA

- **ROLE OF NON-INTEREST INCOME IN REDUCING THE VOLATILITY OF TOTAL INCOME OF BANKS**
  MANEESH KANT ARYA, JAYANT SONWALKAR

- **SHARE HOLDERS VALUE CREATION & ECONOMIC VALUE ADDED (EVA[1]) – AN ANALYSIS OF INDIAN COMPANIES**
  PRADEEP SINGH, VIVEK KHARE

- **SPILL-OVERS IN INDIAN CAPITAL MARKET OWING TO CORPORATE DILIGENCE AND ACQUISITIONS OF IT FIRMS**
  P. BABA GNANAKUMAR, K. MOHAMED RIYASUDEEN, K. MANOJ KUMAR

- **THE ECONOMICS OF HEALTH IN INDIA – A CONCEPT REVISITED USING GRANGER CAUSALITY TEST**
  MANPREET KAUR SALUJA, KAPIL JAIN, MANMINDER SINGH SALUJA

SESSION 5B: MANAGEMENT **WEDNESDAY, DECEMBER 23, 2009, 11:30AM – 1:00PM**
Chairperson: A. Trehan

- **HEALTH INSURANCE- ITS PENETRATION AND AWARENESS AMONG GENERAL PUBLIC**
  RAUNAK JHARIA, A.K. JAIN

- **IDENTIFYING THE CRITERIA TO SELECT A B SCHOOL, FINDING STUDENTS SATISFECTION FROM THEIR B SCHOOS AND GIVING SUGGESTIONS.**
  AMIT PUROHIT, DEEPTI PUROHIT

- **IMPLEMENTATION OF PLANT MAINTENANCE MANAGEMENT PRACTICES IN AUTOMOBILE INDUSTRIES AND ROLE OF HUMAN FACTORS: THE MISSING LINK**
  MAHESH POPHALEY, R.K. VYAS

- **INDIAN AGRICULTURE: A CASE OF INCREASING COSTS & DECLINING PROFITS**
  RISHI KUMAR SINHA

- **INDIAN INSURANCE INDUSTRY – A STRATEGIC MANAGEMENT PERSPECTIVE**
  CH. IBHOL MEITEI, S.K. SHARMA

SESSION 5C: HUMAN RESOURCE **WEDNESDAY, DECEMBER 23 , 2009, 11:30AM – 1:00PM**
Chairperson: D.P. Sharma

- **POWER OF SOCIAL INFLUENCE ON PURCHASING BEHAVIOR: EAST-WEST COMPARISON**
  HARI KRISHNA MARAM

- **RELEVANCE OF LIMITED LIABILITY PARTNERSHIP AS NEW FORM OF BUSINESS ORGANIZATION FOR SERVICE SECTOR PROFESSIONALS IN INDIA**
  B.K. TRIPATHI, SURESH PATIDAR

- **ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN INDIAN EDUCATION: CHALLENGES AND OPPORTUNITIES**
  LOVELEEN GAUR, DURGESH SHARMA, RAKESH ARYA

- **ROLE OF LEADERSHIP IN ACHIEVING ORGANIZATIONAL EFFECTIVENESS**
  SWATI YADAV, P.K. MOHANTY

- **RURAL ENTREPRENEURIAL DEVELOPMENT: A STUDY ON INDIAN HANDMADE PAPER INDUSTRY**
  AMIT KUMAR DWIVEDI, PUNIT KUMAR DWIVEDI

SESSION 5D: MARKETING MANAGEMENT **WEDNESDAY, DECEMBER 23 , 2009, 11:30AM – 1:00AM**
Chairperson: N. Mohan

- **A REVOLUTIONARY MARKETING TOOL: ANIMATIONS IN ADVERTISING**
  NEHA RAWAL

- **A STUDY OF E-MARKETING PRACTICES OF NON GOVERNMENT ORGANIZATIONS FOR RELATIONSHIP MANAGEMENT**
  NISHA SIDDIQUI, PRERNA KUMAR

- **INTERNAL MARKETING AS KNOWLEDGE RENEWAL: LEADERSHIP STYLES PERSPECTIVE IN EDUCATION INDUSTRY**
  NORMAZALILA

- **ROLE OF INFORMATION TECHNOLOGY IN HERITAGE MARKETING**
  DEEPA

- **CONSUMER DRIVEN COMPETITIVENESS: EXPLORATION OF INDIAN TWO WHEELER INDUSTRY**
  MAYANK SAXENA

- **ATTITUDES, INTERESTS AND OPINIONS OF YOUNG URBAN CONSUMERS IN MUMBAI**
  SHELJA JOSE KURUVILLA, NITIN TYAGI, PUSHKAR PRATAP SINGH

SESSION 5F: PRODUCTION **WEDNESDAY, DECEMBER 23 , 2009, 11:30AM – 1:00PM**
Chairperson: Durgesh Sharma

- **INNOVATIVE SUPPLY-CHAINS STRATEGIES:A CASE STUDY ON BENCHMARKING**
  SHUBHRO MICHAEL GOMES, RATAN LALL

- **NEW PERSPECTIVES OF APPROACHING KNOWN AND NEW PROBLEMS FOR NEWSVENDOR PROBLEM IN THE PRESENCE OF PRICE DEPENDENT DEMAND POTENTIAL**
  SNIGDHA BANNERJI, NINGOMBAM SANJIB

- **TOOL MANAGEMENT PROBLEM IN CELLULAR MANUFACTURING (FMS) USING ANALYTICAL HIERARCHICAL PROCESS APPROACH**
  ANAND PETARE

- **PERFORMANCE MEASUREMENT OF RETAIL GROCERY OUTLET**
  RAJEENA MOL

- **QUANTIFIABLE COMPETITIVE INTELLIGENCE CONDUCTED FOR GLOBUS STORES PVT. LTD. WITH RESPECT TO LEADING RIVAL APPAREL RETAILERS SING THE SPSS TOOL**
  DEEPTI UPENDRA, HARSITA JAIN, SHELJA JOSE KURUVILLA

SESSION 9F: SYSTEM **WEDNESDAY, DECEMBER 23 , 2009, 11:30AM – 1:00PM**
Chairperson: R.K. Rai

- **CYBER LAW ENFORCEMENT AND CYBER SECURITY TO CURB CYBER CRIME**
  BRAHME, ASHWINI MANISH

- **DATA MINING APPLICATION ISSUES IN FRAUDULENT DETECTION**
  VASANTI DUTTA

- **DESIGNING OF AGGREGATE FORECASTING MODELS FOR MATERIALS PLANNING- A CASE STUDY OF TWO PUBLIC SECTOR ENGINEERING ENTERPRISES**
  RAM NAYAN RAI

- **DETERMINING OPTIMUM FERTILIZER COMBINATIONS THROUGH GOAL PROGRAMMING**
  PRABHUDEVA N, S.D. SHARMA, G. RAVINDRA BABU, TRIPTI SHARMA

- **DEVELOPING JAVA BASED MULTILINGUAL DOCUMENT EDITOR**
  KALPANA DHURVE, W.U. KHAN

SESSION 10F: SYSTEM **WEDNESDAY, DECEMBER 23 , 2009, 11:30AM – 1:00PM**
Chairperson: Priya Irabatti

- **INSTALLING WATCHDOG AND PATHRATER IN THE AD HOC NETWORK TO MITIGATE ROUTING MISBEHAVIOR**
  SHARAD KUMAR VARMA, TANWEER ALAM, TAPESH KUMAR TYAGI

- **SOME ISSUES FOR INDIAN SMES CONSIDERING ERP IMPLEMENTATION**
  PRANAB K DAN, PARIJAT UPADHYAY

- **STUDY ON THE INFLUENCE OF UBIQUITOUS COMPUTING DEVICES USAGE**
  VIVEK SHRIVASTAVA, PREETI SINGH

- **SUPPLY CHAIN NETWORKS GENERATE A COMPETITIVE ADVANTAGE IN A FLATTING ENVIRONMENT: SOCIAL MEDIAS, INFORMATION SECURITY AND RFID**
  RAJNI GOEL, KAMAL N. AGARWAL

- **PENETRATING CYBER SECURITY THROUGH CYBER CRIME**
  AJAY MALPANI

WEDNESDAY, DECEMBER 23 , 2009	
1:30PM – 2:30PM	**LUNCH**

SESSION 6A: FINANCE & ACCOUNTS **WEDNESDAY, DECEMBER 23 , 2009, 2:30PM – 4:00PM**
Chairperson: Vinay Kumar Nassa

- **THE IMPACT OF INTEREST RATES ON THE STOCK MARKET INDICATOR**
  HITESH SETHIA, POOJA TALREJA
- **USERS' PERCEPTION ABOUT MOBILE BANKING (WITH SPECIAL REFERENCE TO INDORE AND AROUND**
  PRERNA SHARMA, PREETI SINGH
- **TECHNOLOGY FOR EFFICIENCY IN MICROFINANCE**
  MERCIA SELVA
- **SHARE HOLDERS VALUE CREATION & ECONOMIC VALUE ADDED (EVA [1]) – AN ANALYSIS OF INDIAN COMPANIES**
  PRADEEP KUMAR
- **INDIAN INSURANCE INDUSTRY – A STRATEGIC MANAGEMENT PERSPECTIVE**
  S.K. SHARMA
- **MICROCREDIT: A FINANCIAL INNOVATION AND ITS WELFARE EFFECTS**
  Alpana Trehan, Devika Trehan, Kshama Jaiswal

SESSION 6B: MANAGEMENT **WEDNESDAY, DECEMBER 23, 2009, 2:30PM – 4:00PM**
Chairperson: Akanksha Ritesh

- **INNOVATIONS DRIVING RETAIL DEVELOPMENT**
  PRAYAS TARANI
- **INTERDEPENDENCY: A GLOBAL ISSUE IN BUSINESS**
  PRACHI NARANG
- **MAGIC BEHIND ONTOLOGY CREATION**
  SUMIT JAIN, POOJA. S. KUSHWAHA, NIRVED KUMAR PANDEY
- **MANAGING KNOWLEDGE AND LEARNING IN ORGANIZATIONS FOR GAINING EXCELLENCE IN WORK PERFORMANCE**
  BABITA AGRAWAL, KSHAMA GANJIWALE, MADHURI VYAS
- **MEASURING PERCEIVED SERVICE QUALITY OF URBAN HEALTH CENTERS**
  RENUKA GARG, JAYESH AAGJA, PRITI GARG
- **QUALITY IMPROVEMENT IN TECHNICAL EDUCATION-A SYSTEM DYNAMIC APPROACH**
  SANJAY SONI, PRAKASH VARMA

SESSION 6C: HUMAN RESOURCE **WEDNESDAY, DECEMBER 23 , 2009, 2:30PM – 4:00PM**
Chairperson: Devinder Pal Singh

- **THE ROLE OF HR IN KNOWLEDGE MANAGEMENT**
  KALPANA AGRAWAL
- **ROLE OF COMMUNICATION IN BRINGING ABOUT GLOBAL COMMONNESS**
  MAMTA OJHA, ER. ANIL OJHA
- **THE ROLE OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN ORGANIZATIONAL PERFORMANCE: A CASE OF IT COMPANIES**
  SWETA MITTAL
- **AN EMPIRICAL STUDY OF THE GROWTH OF WOMEN ENTREPRENEURSHIP IN INDORE CITY**
  GEETA NEMA, VIBHA GUPTA
- **CHALLENGES IN STRATEGIC HUMAN RESOURCE MANAGEMENT**
  SHINE DAVID

SESSION 6D: MARKETING MANAGEMENT **WEDNESDAY, DECEMBER 23 , 2009, 2:30PM – 4:00PM**
Chairperson: Ashu Khanna

- **THE ROLE OF SMS MARKETING IN PROMOTING THE SERVICES (A CASE STUDY OF PROFESSIONAL EDUCATIONAL INSTITUTES OF BHOPAL)**
  RISHI SHARMA, P.S. RAJPUT
- **MOBILE MARKETING: MANTRA FOR INDIAN MARKET**
  SHINE DAVID, PANKAJ CHAUHAN, NIRMALA SAWAN
- **PEER INFLUENCE ON ACCEPTANCE OF SMS ADVERTISING BY THE MOBILE USERS: AN EMPIRICAL STUDY**
  RAJENDRA SINGH, HEMANT BAMORIYA
- **USER'S PREFERENCES FOR WIRELESS INTERNET CONNECTION (DATA CARD) : A COMPARATIVE STUDY OF AIRTEL AND RELIANCE**
  BHAVANA SHARMA, PREETI SINGH
- **CUSTOMER RETENTION STRATEGIES OF SMALL RETAIL SHOPPERS**
  RUPALI PRAMANIK, SHAKTI PRAKASH, GYAN PRAKASH, P.K. GUPTA

SESSION 6E: PRODUCTION AND MARKTING **WEDNESDAY, DECEMBER 23 , 2009, 2:30PM – 4:00PM**
Chairperson: Kavindra Kumar Grg

- **REBALANCING ORGANIZATIONS AGILITY AND DISCIPLINE**
  AMITOJ SINGH
- **PROSPECTS OF OPERATOR INDEPENDENT TRUCK DESPATCH SYSTEM IN MINING ENTERPRISE IN INDIA**
  S.S. MISHRA, ATUL PANDEY, SHISHIR DUTTA
- **A CRITICAL REVIEW OF HIGHER EDUCATION IN INDIA: WITH REFERENCE TO TQM MEASUREMENT**
  DEEPAK KAUL, L.S.SOLANKI
- **A FRAMEWORK OF MANUFACTURING FLEXIBILITY FOR INDIAN SMES TO MEET GLOBAL CHALLENGES**
  DURGESH SHARMA, MOHAMMAD ALI
- **POINT OF PURCHASE DISPLAY AND IMPULSIVE BUYING BEHAVIOUR IN RETAIL**
  DHANASHREE NAGAR, YOGITA MANDHANYA AND MAITRI SHAH

SESSION 6F: SYSTEM **WEDNESDAY, DECEMBER 23 , 2009, 2:30PM – 4:00PM**
Chairperson: Neelam Saraswat

- **CYBER SECURITY: IMPLEMENTATION OF IMAGE LOGGING SYSTEM (ILS) FOR WEB FORENSIC AND LAW ENFORCEMENT**
  SANDEEP SHARMA, SWAPNIL GUPTA, RAJENDRA SINGH
- **SESSION CHAIR : DEVELOPMENT OF AN INTEGRATED METHOD FOR ANALYZING ERGONOMIC COMPLIANCE OF A WORKSTATION**
  I.K.CHOPDE, P.K.JOSHI, Y.M.PURI, DINESH V SURYAWANSHI
- **DIGITAL DISPARITY – A THREAT TO RURAL COMMUNITY, A CASE STUDY OF INDIAN SUBCONTINENT**
  KAMAL NAYAN AGARWAL, NAMRATA AGRAWAL
- **DIGITAL DIVIDE AND IMPACT OF ICT**
  D.D.BEDIA, SONESH MALIK.
- **DISTRIBUTED SHARED MEMORY APPLICATION IN DIVERSE DOMAINS**
  SAMVATSAR, MAKRAND

SESSION 7B: MANAGEMENT **WEDNESDAY, DECEMBER 23, 2009, 4:30PM – 6:00PM**
Chairperson: Pradeep Kumar Singh

- **NACC AND CORPORATE GOVERNANCE IN HIGHER EDUCATION**
  S.S. SURYAVANSHI, V.B. KAKADE, R.R. YELIKAR, M.V. GHATE
- **OPTIMIZATION MODELING IN INTUITIONISTIC FUZZY SCENARIO**
  DIPTI DUBEY, APARNA MEHRA

- **POST-CONFLICT BRAIN DRAIN: IMPLICATIONS FOR SIERRA LEONE**
  DANDESON D. PANDA

- **QUALITY IMPROVEMENT IN TECHNICAL EDUCATION-A SYSTEM DYNAMIC APPROACH**
  SANJAY SONI, PRAKASH VARMA

- **QUALITY MANAGEMENT**
  ANAND MALAJI

- **CUSTOMER RELATIONSHIP MANAGEMENT DYNAMICS: SERVICE QUALITY, ISSUES AND IMPLEMENTATION**
  PARIMAL H. VYAS, NEHA TIWARI

SESSION 7C: HUMAN RESOURCE **WEDNESDAY, DECEMBER 23 , 2009, 4:30PM – 6:00PM**
Chairperson: S. Sapna

- **ETHICAL ISSUES IN INFORMATION AND COMMUNICATION TECHNOLOGY**
  NAVINDRA KUMAR TOTALA, SANTOSH KUMAR CHOUBE

- **YOUTH DEVELOPMENT PROGRAMME – A PRACTICAL LEARNING APPROACH**
  HARSH VARDHAN JAIN, SUJATA S

- **MANAGEMENT INFORMATION SYSTEM IN HUMAN RESOURCE MANAGEMENT FOR ORGANIZATIONAL PERFORMANCE**
  LAITHANGBAM PUSHPARANI DEVI, SANASAM BIMOL

- **RETENTION OF EMPLOYEES IN INDIAN ORGANIZATION: A STUDY OF BPO INDUSTRY**
  NITISH GHUNE, HITENDRA BARGAL, MANASRANJAN DASHMISHRA

- **THE ROLE OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN ORGANIZATIONAL PERFORMANCE: A CASE OF IT COMPANIES**
  AKANKSHA RITESH, SWETA MITTAL

- **SHARING OF DIGITAL RESOURCES BY B-SCHOOL STUDENTS: AN IMPORTANT TOOL FOR EMPLOYABILITY**
  ALPANA TREHAN, POOJA.S.KUSHWAHA

SESSION 7D: MARKETING MANAGEMENT **WEDNESDAY, DECEMBER 23 , 2009, 4:30PM – 6:00PM**
Chairperson: S.A. Pataskar

- **EXPLORING OPPORTUNITIES OF WINE TOURISM IN INDIA**
  MEGHNA BOSE, SHYAMA LABH

- **FACTORS DETERMINING RETAIL STORE CHOICE BY CUSTOMERS**
  ASHISH KHANDELWAL, VIDHYA SETHI, RUCHI KHANDELWAL, ASHISH JAGETIA

- **SESSION CHAIR : IMPACT OF MODERN RETAILING ON TRADITIONAL RETAILERS IN WESTERN MAHARASHTRA**
  SAYALI PATASKAR

- **INVOLVEMENT OF FAMILY IN PURCHASING DECISION OF DINING RESTAURANTS**
  TRUPTI DANDEKAR

- **ORGANISED RETAIL IN INDIA" AN OVER VIEWS**
  AMIT SARKAR

- **RETAIL IN-STORE COMMUNICATION – MANAGEMENT PERSPECTIVE ANALYSIS**
  DHARMENDRA MEHTA, PRAMOD GOYAL

SESSION 7F: SYSTEM **WEDNESDAY, DECEMBER 23 , 2009, 4:30PM – 6:00PM**
Chairperson: A.K. Ramani

- **E-COMMERCE IN THE INDIAN LAGAL REGIME: CRITICAL ASSESSMENT OF INDIAN INFORMATION TECHNOLOGY ACT**
  SUMANJEET SINGH

- **EVOLUTIONARY APPROACH FOR PATTERN RECOGNITION USING HOPFIELD MODEL OF NEURAL NETWORKS**
  T P SINGH

- **SECURED TIME SYNCHRONIZATION FOR DISTRIBUTED SYSTEMS IN WIRELESS SENSOR NETWORKS**
  SHARAD KUMAR VARMA, TANWEER ALAM, TAPESH KUMAR TYAGI

- **DIGITAL DIVIDE AND IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY**
  D. D. BEDIA, SONESH MALIK

SESSION 8A: MANAGEMENT **WEDNESDAY, DECEMBER 23, 2009, 6:00PM – 7:30PM**
Chairperson: Shruti Gupta

- **REALITY CHECK IN- IN REALITY TELEVISION**
  RANJAI GHOSH
- **RESEARCH ORIENTED RESULTS IN CALCULUS**
  H.S. GOVIND RAO
- **RESULT ANALYSIS BY DECISION TREE AND NAÏVE BAYES CLASSIFIER**
  VARSHA NAMDEO, ANJU SINGH, DIVAKAR SINGH, R.C. JAIN
- **STUDY OF THE FACTORS AFFECTING PRESCRIPTION BEHAVIOR OF THE DOCTORS (WITH SPECIAL REFERENCE TO MADHYA PRADESH)**
  HEMANT BAMORIA, RAJENDRA SINGH, PREETI SINGH
- **DYNAMIC ASSESSMENT OF TECHNO-SOCIO-ECONOMICAL AND ENVIRONMENTAL IMPACT ON USE OF BIO-FUEL**
  ALOK CHAUBE
- **GLOBALIZATION AND ITS EFFECT ON SMALL-SCALE INDUSTRIES**
  HITENDRA BARGAL, MANASRANJAN DASHMISHRA, BHANU SAXENA, NITISH GHUNE, ASHISH SHARMA

SESSION 8B: HUMAN RESOURCE **WEDNESDAY, DECEMBER 23 , 2009, 6:00PM – 7:30PM**
Chairperson: Makrand Samvatsar

- **AN OVERVIEW OF THE FUNCTIONING OF THE E GOVERNANCE SYSTEM THE WORLD OVER**
  SHUBHANG SETLUR, SHODHAN BABU
- **CHALLENGES FOR E-GOVERNANCE**
  ADITYA SINGHI, IISH VINAY
- **THE NEED OF CORPORATE GOVERNANCE AND ITS PRE-REQUISITES**
  JITENDRA KUMAR SHARMA
- **EMPLOYEE ENGAGEMENT AS A STRATEGY TO REDUCE ATTRITION RATE IN TELECOM RETAIL SERVICES**
  KIRAN VIJAY PANCHAL
- **ENCOURAGING ENTREPRENEURS**
  SANJUKTA SAMANTRAY
- **ROLE AND IMPACT OF COMMUNICATION TECHNOLOGIES ON TODAY'S ENGINEERING EDUCATION**
  VINAY KUMAR NASSA

SESSION 8C: MARKETING MANAGEMENT **WEDNESDAY, DECEMBER 23 , 2009, 6:00PM – 7:30PM**
Chairperson: S.K. Sahu

- **EXPLORING CRITICAL FACTORS CREATING OBSTRUCTION IN THE SUCCESS OF B TO C E-BUSINESS IN INDIA WITH SPECIAL REFERENCE TO INDORE- AN EMPIRICAL STUDY**
  GEETANJALI SHRIVASTAVA, SOFIYA SADIQUE, RANI SHARMA
- **ITC'S E-CHOUPAL: TAKING E-BUSINESS TO FARMERS**
  KALPANA AGRAWAL, I.C.GUPTA
- **A REVOLUTIONARY MARKETING TOOL: ANIMATIONS IN ADVERTISING**
  NEHA RAWAL
- **BEHAVIOR OF RURAL TRIBAL CONSUMERS IN INNOVATING MARKET - A CASE STUDY OF DISTRICT ALIRAJPUR (M.P.)**
  RAJENDRA SINGH WAGHELA
- **RURAL MARKETING: A NEW CHAPTER FOR INDIAN MARKETERS**
  TARUN KUMAR ARYA, MANUDEEP KAUSHAL

SESSION 8D: SYSTEM **WEDNESDAY, DECEMBER 23 , 2009, 6:00PM – 7:30PM**
Chairperson: Tarun Kumar

- **SECURING MANAGEMENT INFORMATION SYSTEM USING MOBILE AD-HOC NETWORK BY ANALYZING AND OPTIMIZING OF FEW ROUTING PROTOCOLS**
  DHARMENDRA CHOUKSE, LOKESH LADDHANI, REKHA SHAHAPURKAR, UMESH K. SINGH
- **GREEN COMPUTING- A PIONEER FROM HAZARDOUS MACHINES TO ADJUVANT TECHNOLOGY**
  AKAKNSHA NIGAM, ARPITA NIGAM
- **SERVICE-ORIENTED MIDDLEWARE FOR E-GOVERNANCE: A SEMANTIC WEB SERVICE BASED APPROACH**
  SHUBHRANSHU SANTRA, UJJAL MARJIT, UTPAL BISWAS
- **EXPLORATION OF INFORMATION FLOWS AND ORGANIZATION**
  RICKY TERRELL WARD, TINA C. CHIAO, KAMAL NAYAN AGARWAL, ALBERT Y. CHI
- **VALIDATION AND VERIFICATION TECHNIQUES FOR SIMULATION**
  PRATIKSHA SAXENA
- **INDIAN RAILWAYS: A SHIFT TOWARDS INFORMATION TECHNOLOGY UPGRADATION**
  PARIMAL H. VYAS, ARKAJA GUPTA, P.K. GUPTA

SESSION 9A: MANAGEMENT **Thursday, DECEMBER 24, 2009, 9:30AM – 11:00PM**
Chairperson: Vivek Khare

- **THE ROLE OF MINDSET IN GLOBALIZATION**
  SHAHID SIDDIQI
- **TOURISM: ENTERPRENURESHIP V/S INDUSTRY**
  PRATAP RAO KADAM, SEEMA KADAM
- **TRADE UNIONISM IN MALAYSIA-ISSUES AND CHALLENGES**
  JAYA GANESAN, R.N. ANANTHARAMAN
- **INFORMATION COMMUNICATION TECHNOLOGY AND CLIMATE CHANGE**
  MANISHA BHARTI
- **ECONOMICS OF MARKET MECHANISM OF COAL MARKETING IN INDIA WITH E-COMMERCE**
  S.S. MISHRA, ATUL PANDEY, SHISHIR DUTTA
- **INDUSTRIALISATION AND SUSTAINABLE DEVELOPMENT: A GLOBAL ISSUE IN INDIAN LEGAL CONTEXT**
  VIVEK SHARAN
- **ROLE OF ENGLISH COMMUNICTION FOR THE DEVELOPMENT OF BUSINESS AND TECHNOLOGY**
  AARTI SHARAN

SESSION 9B: HUMAN RESOURCE **Thursday, DECEMBER 24 , 2009, 9:30AM – 11:00AM**
Chairperson: Deepti Kumara

- **TECHNO-LEADERS**
  PRATIBHA JHA, SURBHI PANDEY
- **THE NEED OF CORPORATE GOVERNANCE AND ITS PRE-REQUISITES**
  JITENDRA SHARMA
- **LEADERSHIP, CREATIVITY AND INNOVATION: THE DRIVING FORCE NURTURING BUSINESS ORGANIZATIONS**
  AJAY MALPANI
- **EFFECT OF EMPLOYEE ENGAGEMENT IN RELATION WITH ORGANIZATIONAL COMMITMENT IN INDIAN PHARMACEUTICAL INDUSTRY: AN EMPIRICAL STUDY**
  RUPALI KHANOLKAR, MEERA SHANKER
- **A STUDY OF STUDENTS' PERCEPTION TOWARDS INTERNET USAGE**
  VANITA JOSHI, GOPAL HALWASIYA

SESSION 9C: MARKETING MANAGEMENT **Thursday, DECEMBER 24 , 2009, 9:30AM – 11:00AM**
Chairperson: Gagandeep Nagra

- **AN EXPLORATORY STUDY OF DIFFERENT ASPECTS OF MARKETING OF CONSULTANCY SERVICES: SPECIAL REFERENCE, NAVI MUMBAI**
  PRADIP MANJREKAR, RICHA CHAUDHARY, GAGANDEEP NAGRA
- **SUCCESS STORY OF "DABBAWALAS"**
  SONAL BHARGAVA
- **CONSUMER DRIVES AFFECTING CHOICE OF RETAIL OUTLET: AN EMPIRICAL STUDY OF SOLAPUR CITY**
  PRIYA IRABATTI
- **STUDY OF CUSTOMER SATISFACTION IN ORGANISED RETAIL SECTOR (WITH SPECIAL REFERENCE TO PRODUCT ISSUES AT RELIANCE FRESH OUTLET INDORE CITY)**
  DEEPAK KAUL, BHANU PRATAP SINGH
- **ANALYSIS AND FORECAST FOR DEMAND OF ELECTRONIC GOODS TARGETED AT LOWER AND MIDDLE INCOME GROUP**
  VAISHALI MAHESHWARI, SNIGDHA BANNERJI
- **CONSUMERS' PERCEPTIONS TOWARDS E-TRANSACTION: A STUDY**
  KAPIL JAIN, ALPANA TREHAN

SESSION 10A: SYSTEM/MIS **Thursday, December 24 , 2009, 9:30AM – 11:00AM**
Chairperson: Loveleen Gaur

- **PRINCIPAL AND INDEPENDENT COMPONENT ANALYSIS ALGORITHM FOR FEATURE EXTRACTION AND IMAGE COMPRESSION**
  DINESH K. SHARMA, C.S. RAI, LOVELEEN GAUR
- **POST SOFTWARE FAILURE ANALYSIS FOR QUALITY ENHANCEMENT**
  RAJESH CHAKRAWARTI, DEEPTI VERMA
- **ELECTRONIC GAMING: A BOOM OR BURST!**
  PARIMAL H. VYAS, MADHUSUDAN N. PANDYA, ARKAJA GUPTA
- **SELECTION OF INTERNET SERVICE PROVIDER: A COMPARATIVE STUDY BETWEEN BSNL AND AIRTEL ISPs**
  BHAVNA SHARMA, PREETI SINGH
- **EFFECT OF WORKERS PERFORMANCE ON E-WASTE MANAGEMENT**
  PREETI SINGH, P.K. GUPTA

SESSION STUDENT: COMPETITION **Thursday, December 24 , 2009, 9:30AM – 11:00AM**
Chairperson: Savita Hanspal

- **TEACHER STUDENT MUTUAL RELATIONSHIP IN INDIAN TECHNICAL INSTITUTE' — A DESCRIPTIVE APPROACH OF A SOPHOMORE INDIAN STUDENT**
  JATAN SARAF, NAVNEET TIWARI

- **CYBER LAW**
  ADAM MANSOOR

- **ATTITUDES, INTERESTS AND OPINIONS OF YOUNG URBAN MALE CONSUMERS IN MUMBAI**
  PUSHKAR P SINGH

- **ANALYSIS OF SOFTWARE ACHILLES' HEEL AND STRENGTHEN USING LINES OF CODE AND FUNCTION POINTS METRICS VIA "BACKFIRING"**
  SWAPNIL SONER, ATI JAIN

- **SEGMENTATION OF THE CUSTOMERS AT GLOBUS STORES PVT. LTD**
  AMRITA SINGH, SHRADHA

- **PEDAGOGICAL LANGUAGE: APPROACH FOR SMALL TOURIST ENTREPRENEURS**
  SHAILENDRA SHUKLA, SATYAPRAKASH SHUKLA

- **FUTURE PERSPECTIVES, BENEFITS & BOTTLENECKS OF BUSINESS CORRESPONDENTS IN INDIA**
  ARCHANA SHARMA

- **SUSTAINABLE TELEMEDICINE PARADIGMS FOR FUTURE – PROOF HEALTH CARE IN INDIA**
  SHINE DAVID, SOURABH AGRAWAL, ANAND PRAKASH, CHETENA VERMA, TARUN SHARMA

- **AN ANALYTICAL STUDY OF THE ROLE OF INTERMEDIARIES IN GLOBAL BRAND PROMOTION WITH SPECIAL REFERENCE TO THE INDIAN NCSD BRANDS**
  UMA V.P. SHRIVASTAVA

SESSION: ONLINE PRESENTATION **Thursday, December 23, 2009, 5:30PM – 7:30PM**
Chairperson: K.N. Agarwal

- **THE PERCEPTIONS OF AT RISK STUDENTS BEFORE AND AFTER COMPLETING A PRE COLLEGE PREPARATION PROGRAM**
  NICOLE A. BUZZETTO-MORE, OJIABO UKOHA

- **E-COMMERCE SOLUTIONS AT HIGHER EDUCATION INSTITUTIONS: A NEW PERSPECTIVE**
  WILHELMINA DJOLETO, DANIEL OKUNBOR

- **ROLE OF INTRANET WARE IN E-MANAGEMENT AND GOVERNANCE (A CRITICAL STUDY OF GOVT OF RAJASTHAN)**
  ARVIND BHATT, D.P. SHARMA

- **THE LIKELIHOOD OF INTERNATIONAL LISTINGS: AN EMPIRICAL ANALYSIS**
  YONG SUN, DIANE LI

- **WORKFORCE DIVERSITY IN HIGHER EDUCATION: AN ANALYSIS OF MINORITY FACULTY POSITIONS**
  DANIEL OWUNWANNE, EPHRAIM OKORO, MOHAMMED QUASEM

- **FINANCIAL LITERACY: EXPERIENTIAL LEARNING EXERCISE FOR FINANCIAL LITERACY OF UNDERGRADUATE BUSINESS MAJORS**
  MONISHA DAS, MOHAMMAD ALI, JULIUS ALADE, DIANE LI

- **BENIGNANT SUSTAINABLE STRATEGIES TO A POVERTY FREE SOCIETY**
  ALBERT Y. CHI, KAMAL NAYAN AGARWAL, JEAN CLAUDE JEAN GILLES, TINA C. CHIAO, SEHWAN YOO

Thursday, DECEMBER 24 , 2009

11:00AM -11:30AM	**TEA**

12:00 – 1:30PM	**VALEDICTORY SESSION**
1:30PM	**LUNCH** **SPONSOR BY INDORE INSTITUTE OF LAW**
Thursday, DECEMBER 24, 2009	
7:30AM	**EXCURSION TRIP 1** ***RELIGIOUS*** DURATION : 05 HOURS ***UJJAIN:*** IS FAMOUS FOR MAHAKALESHWAR JYOTIRLING AND KAALI TEMPLE THE CITY HOSTS MORE TEMPLES LIKE CHINTAMAN GANESH, HAR SIDHDHI TEMPLE ETC.
7:30AM	**EXCURSION TRIP 2** ***RELIGIOUS*** DURATION : 06 HOURS ***OMKARESHWAR* :** IS FAMOUS FOR ONE OF THE TWELVE JYOTIRLINGS. THE CITY IS IN THE SHAPE OF O*M* ON THE BANKS OF RIVER NARMADA.
7:30AM	**EXCURSION TRIP 3** ***HISTORICAL*** DURATION : 12 HOURS ***MANDAV***: IS A HISTORICAL FORT WITH AN AREA OF 22 MILES. THIS IS AN ANCIENT CAPITAL OF MALWA. FAMOUS FOR RANI ROOPMATI MAHAL AND BAAZ BAHADUR MAHAL. DO NOT MISS SPOTS OF THIS HERITAGE SITE ARE JAMA MASJID AND JAHAZ MAHAL ETC.
FOR BOOKING FOR EXCURSION TRIPS, TRAVEL & HOTEL BOOKING CONTACT	***NTH* TRAVEL COMPANY** AT NTH@AIRTELMAIL.IN OR TRAVEL DESK AT CONFERENCE SITE.