

# CONFERENCE - PROGRAMME



## INTERNATIONAL CONFERENCE ON *Global Issues in Business & Technology* (July 31 – August 1, 2008)

Organized by:

**National Institute of Financial Management  
India**

[www.nifm.ac.in](http://www.nifm.ac.in)



**In collaboration with**

**DBMA**  
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Management Institute Inc., USA**  
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Thursday, July 31, 2008	
9:00 AM – 10:30 AM	<b>Registration</b>
10:00 – 11:00 AM	<p><b>Welcome Address by Mr. G.P. Gupta, Director NIFM</b></p> <p><b>Address by</b></p> <ul style="list-style-type: none"> <li>- Prof. Kamal Nayan Agarwal, Howard University, USA</li> <li>- Dr. Jeanann S. Byoce, Montgomery College, USA</li> </ul> <p><b>Address by Ms. Sushama Nath, Secretary (Expenditure) and Chairperson, BOG, NIFM</b></p> <p><b>Inaugural Address by Dr. D. Subba Rao, Finance Secretary, Government of India</b></p> <p>Vote of Thanks by Prof. Dinesh K. Sharma, University of Maryland, Eastern Shore, USA</p> <p>(VENUE: Auditorium, Ground Floor)</p>
11:00 AM – 11:30 P.M.	<b>High Tea</b>

Thursday, July 31, 2008	
11:30 – 12:30 PM	<p><b>Session 1A:</b> <b>Track: Finance &amp; Accounts</b></p> <ul style="list-style-type: none"> <li>❖ <b>The Kindleberger – Aliber – Minsky Paradigm and the Global Subprime Mortgage Meltdown</b> William V. Rapp, The New Jersey Institute of Technology, US</li> <li>❖ <b>The Current Directions of the Australian Accounting Conceptual Framework</b> Atishwar Pandaram, University of the South Pacific, Fiji</li> <li>❖ <b>Stress Testing: An Empirical Analysis on Indian Banking Sector</b> A.K. Mishra, IIT, Kharagpur and Manjunatha BG, University of Mysore, Bangalore</li> <li>❖ <b>Reality of Real Options</b> Sitangshu Khatua, ICFAI Business School, Kolkatta</li> </ul> <p><b>Session Chair: Dr. K.P. Kaushik, NIFM, India</b> <b>Session Coordinator : Mr. L.N. Sachdeva (Mobile: 9810975430)</b></p> <p>(VENUE: Seminar Hall, Second Floor)</p>

Thursday, July 31, 2008	
11:30 – 12:30 PM	<p><b>Session 1B:</b> <b>Track: Management</b></p> <ul style="list-style-type: none"> <li>❖ <b>Knowledge sharing in an American Multinational Company (MNC) based in Malaysia – A case study</b> Kamal Kishore Jain, IIM, Indore, Chen Wai Ling, Unitar, Malaysia and Manjit Singh Sandhu, Monash University, Malaysia</li> <li>❖ <b>Role of Strategic HRM and the link with Organisation Strategy</b> Kamal Mukherjee, XLRI School of Business and Human Resources, Jamshedpur</li> <li>❖ <b>Issues and Considerations in Human Resource Outsourcing</b> Uttam Mahaveer Kinange, BLDE Association's, Karnataka</li> <li>❖ <b>Extent of Decision Rural Woman take about their health</b> Riha Dhawan, IILM, Lucknow</li> </ul> <p><b>Session Chair: Dr. Jeanann S. Byoce, Montgomery College, USA</b> <b>Session Coordinator : Sh. S.K. Chandila (Mobile:9868220640)</b></p> <p>(VENUE: Board Room, First Floor)</p>

Thursday, July 31, 2008	
11:30 – 12:30 PM	<p><b>Session 1C:</b> <b>Track: Information Technology</b></p> <ul style="list-style-type: none"> <li>❖ <b>Global Impact on Business and Technology</b> Rakesh Arya, University of Maryland, Eastern Shore, USA</li> <li>❖ <b>Electronic Governance: Key Issues, Problems and Prospects in Jordan, Ethiopia and Fiji</b> R.D. Pathak, Gurmeet Singh, Rafia Naz, University of the South Pacific (USP), Fiji, Rakesh Belwal, Khalid Al Zoubi, Sohar University, Sultanate of Oman, and RFI Smith, Monash University, Australia</li> <li>❖ <b>Creating Competition Advantage through Knowledge Management</b> Rajat Agrawal, IIT, Roorkee</li> </ul> <p><b>Session Chair: Prof. V.K. Nangia, IIT, Roorkee, India</b> <b>Session Coordinator: Dr. V. Gautam (Mobile 9868446415)</b> (VENUE: Lecture Hall-II, Second Floor)</p>

Thursday, July 31, 2008	
12:30 – 2:00 PM	<p><b>Lunch Break</b></p> <p>(VENUE: VIP Mess, NIFM Hostel)</p>

Thursday, July 31, 2008	
2:00 –3:00 PM	<p><b>Session 2A:</b> <b>Track: Economics</b></p> <ul style="list-style-type: none"> <li>❖ <b>Determination of Stock Market Index: A fuzzy Multiple Regression Approach</b> Gautam Bandyopadhyay, Samarjit Kar, Avijan Dutta, NIT, Durgapur, and Kripasindhu Chaudhuri, Jadavpur University, Kolkata</li> <li>❖ <b>Indian Economy: A SWOT Analysis</b> Rashi Krishna Sinha, Dr. R.M.L.A. University, Faizabad</li> <li>❖ <b>US Recession: Implications for Indian Economy</b> Dinesh Kumar Sharma and Geeti Bhatia, Galgotias College of Engineering &amp; Technology, Noida</li> <li>❖ <b>Emerging Trends in Development: A Study of Public Private Partnership (PPP) and Rural India</b> Pooja Singh, Kamla Nehru Institute of Physical and Social Education, Sultanpur</li> </ul> <p><b>Session Chair: Dr. A.K. Sharan, NIFM, India</b> <b>Session Coordinator : Sh. S.K. Chandila (Mobile:9868220640)</b> (VENUE: Board Room, First Floor)</p>

Thursday, July 31, 2008	
2:00 –3:00 PM	<p><b>Session 2B:</b> <b>Track: Management</b></p> <ul style="list-style-type: none"> <li>❖ <b>Identification of Issues for Better Performance Appraisal</b> Kaipa Raghuram, Kottam Institute of Advanced Studies, Kondair, Andhra Pradesh</li> <li>❖ <b>Strategy in Turbulent Environment: A Case of Pesticide Company in India</b> Sapna Arora Narula, College of Agribusiness Management, Uttarakhand and K.M. Upadhyay, Goel Institute Technology, Ghaziabad</li> <li>❖ <b>Motivational Pattern for Entrepreneurship Among Business Students; An Empirical Study</b> Vasantha Kumara S.A., Dayananda Sagar College of Engineering, Bangalore and C. Sahasranam, Industrial Engineering &amp; Management, Tumkur</li> <li>❖ <b>Rating E-Banking Services: A Comparative Analysis</b> P.K. Gupta, Preeti Singh, Devi Ahilya Vishwavidyalaya, Indore</li> </ul> <p><b>Session Chair: Dr. S.S. Khanka, NIFM, India</b> <b>Session Coordinator: Mr. S.C. Chauhan (Mobile 9811199459)</b> (VENUE: Seminar Hall, Second Floor)</p>

Thursday, July 31, 2008	
2:00 –3:00 PM	<p><b>Session 2C:</b>  <b>Track: Information Technology</b></p> <ul style="list-style-type: none"> <li>❖ <b>Technology, Globalization and FDI: Challenges for India's upstream Petroleum Sector</b> Ratan Kumar Mishra, IIT, Roorkee</li> <li>❖ <b>Digital Divine – A Threat to the Rural Community: A Study in North– Eastern Region of India with special Reference to Assam</b> Majdul Ahmed and Aditi Das Deka, Gauhati University, Assam</li> <li>❖ <b>Towards an e-merging ICT regulatory framework</b> Soobron Mahen and H.C.S. Rughooputh, University of Mauritius, Mauritius</li> </ul> <p><b>Session Chair: Prof. Kamal Nayan Agarwal, Howard University, USA</b>  <b>Session Coordinator: Mr. Anil Kumar (Mobile 9810166222)</b></p> <p>(VENUE: Lecture Hall-II, Second Floor)</p>

Thursday, July 31, 2008	
3:00 – 3:15 PM	<b>Coffee Break</b>

Thursday, July 31, 2008	
3:15 - 4:15 PM	<p><b>Session 3A:</b>  <b>Track: Finance &amp; Accounts</b></p> <ul style="list-style-type: none"> <li>❖ <b>An Empirical Study on Performance of Index Funds over Index using Regression Models</b> Arpit Mangal, IIM, Indore.</li> <li>❖ <b>Statistical Tools of Quality Management – An Empirical Investigation</b> Atishwar Pandaram, University of the South Pacific, Fiji</li> <li>❖ <b>E-Crimes and Banking Industry: A case study of Phishing</b> Atul Bamrara, Gajendra Singh and S.P. Kala, HNB Garhwal University, Garhwal</li> <li>❖ <b>Factors Factoring Individual in Choosing Retail Banks</b> Shika Jain, International Institute of Professional Studies, Guna, MP</li> </ul> <p><b>Session Chair: Prof. S.S. Yadav, IIT, Delhi</b>  <b>Session Coordinator: Dr. V. Gautam (Mobile 9868446415)</b></p> <p>(VENUE: Board Room, First Floor)</p>

Thursday, July 31, 2008	
3:15 - 4:15 PM	<p><b>Session 3B:</b>  <b>Track: Corporate Governance</b></p> <ul style="list-style-type: none"> <li>❖ <b>Global Warming as a potential strategic driving force in Industry Analysis</b> Rajini Sofat, Guru Nanak Institute of Management and Technology, Ludhiana, Simrat Kaur Hiro, Lovely Professional University, Preeti Hiro, Guru Nanak Institute of Management &amp; Technology, Ludhiana</li> <li>❖ <b>Social Responsibility in Sports Goals SMEs</b> Raj Kumar, Gautam Buddha University, Noida and Sudhir Kumar Gupta, D N College, Ch. Charan Singh University, Meerut</li> <li>❖ <b>Strategy for Indian SMEs to Meet Global Competition</b> Durgesh Sharma, Professor, IMS Engineering College, Ghaziabad</li> <li>❖ <b>Determinants of organizational Politics in Professional Educational Institutes</b> Kalpana Agrawal, Alok Bansal and L.C. Gupta, Prestige Institute of Management and Research, Indore</li> </ul> <p><b>Session Chair: Mr. A. Prasad, Ex-Director, NIFM, India</b>  <b>Session Coordinator : Mr. L.N. Sachdeva (Mobile: 9810975430)</b></p> <p>(VENUE: Seminar Hall, Second Floor)</p>

Thursday, July 31, 2008	
3:15 - 4:15 PM	<p><b>Session 3C:</b>  <b>Track: Information Technology</b></p> <ul style="list-style-type: none"> <li>❖ <b>Online Education in Higher Education – Distant Dream for Assam</b> Kaberi Bezbarua, Guwahati Commerce College, Assam</li> <li>❖ <b>Knowledge Discovery from Spatial Database – A Spatial Data Mining Approach for Health Information System</b> Siddhi Nath Rajan, IMS Engineering College, Ghaziabad.</li> <li>❖ <b>Privacy or Security: A Dilemma Situation</b> Loveleen Gaur, BLS Institute of Management, Ghaziabad.</li> </ul> <p><b>Session Chair: Prof. Dinesh K. Sharma, University of Maryland, Eastern Shore, USA</b>  <b>Session Coordinator: Mr. Ajit Singh (Mobile: 9810018763)</b>  <b>(VENUE: Lecture Hall-II, Second Floor)</b></p>

Thursday, July 31, 2008	
3:15 – 4:15 PM	<p><b>Session 4: Paper Presentation through Video Conferencing/ Skype</b></p> <ul style="list-style-type: none"> <li>❖ <b>An order level inventory system for deteriorating item with trade credit under declining market conditions using DCF approach</b> Bhavin J Shah, Nita Shah and Nidi Raikundiya, H L college campus, Ahmedabad</li> <li>❖ <b>A Metrics-Based Approach to enhance the Software Quality: A Case Study</b> Suprika Vasudeva Shrivastava, Symbolis centre for Information Technology, Pune</li> </ul> <p><b>Session Chair: Dr. Brajesh Kumar and Dr. Jaya Bhalla, NIFM, India</b>  <b>Session Coordinator: Mr. Anil Kumar (Mobile 9810166222)</b>  <b>(VENUE: Computer Lab I, Second Floor)</b></p>

Thursday, July 31, 2008	
7:00 – 9:00 PM	<p style="text-align: center;"><b>“Melody &amp; Rhythm” by</b>  <b>(Padmashri) Guru Shovana Narayan's ASAVARI Group</b></p> <ul style="list-style-type: none"> <li>• Om (The Cosmic Dance of Creation)</li> <li>• Shringara</li> <li>• Tejas Dhvani (Sound of Vigour)</li> <li>• Thumri Malika</li> <li>• Chaturanga</li> <li>• Jago Ma</li> <li>• Melody in Rhythm</li> </ul> <p><b>(VENUE: Auditorium, Ground Floor)</b></p>
9:00	<p><b>Dinner</b>  <b>(VENUE: Auditorium Lounge Floor)</b></p>

Friday, August 1, 2008	
10:00 – 11:00 AM	<p><b>Session 1A:</b>  <b>Track: Operation Research &amp; Production</b></p> <ul style="list-style-type: none"> <li>❖ <b>The Case of Air France - KLM</b> Sajal Kabiraj, ITM Business School, Mumbai</li> <li>❖ <b>Estimation of Ordered Scale Parameter of Two Weibull Populations and its Application in Asset Return for Market</b> Himani Gupta, Institute of Management Technology, Ghaziabad</li> <li>❖ <b>Case Study: Ground Water Quality Assessment in Barods (Gujarat, India) using Factor Analysis</b> Stuti Ghanshyam Dholakia, New L. J. Commerce college, Chetna Bhavsar, Hitesh Solanki, Gujarat University, Ahmedabad</li> <li>❖ <b>Optimum Sericulture based Farming System Models – An Application of Linear Programming Technique</b> G.N. Nagaraja, University of Agricultural Sciences, Bangalore</li> </ul> <p><b>Session Chair: Dr. S. Teki, NIFM, India</b>  <b>Session Coordinator: Mr. Ajit Singh (Mobile: 9810018763)</b></p> <p>(VENUE: Board Room, First Floor)</p>

Friday, August 1, 2008	
10:00 – 11:00 AM	<p><b>Session 1B :</b>  <b>Track: Finance &amp; Accounts</b></p> <ul style="list-style-type: none"> <li>❖ <b>Cost of Installation and Subsidy Structure on Sprinkler Irrigation System in Bikaner District of Rajasthan</b> Madhu Sharma, Javed Bhati and Rajesh Sharma, Institute of Agri Business Management, Rajasthan</li> <li>❖ <b>Bank's Risk Management Through Financial Derivatives</b> B.K.Kapoor, M.M. H College, Ghaziabad and Vinita Mittal, KIET School of Management, Ghaziabad</li> <li>❖ <b>Determinants of Dividend Payout Ratios – A Study of Indian FMCG Sector</b> Sujata Kapoor, Jaypee Business School, Noida</li> </ul> <p><b>Session Chair: Mr. William V. Rapp, The New Jersey Institute of Technology, U.S.A</b>  <b>Session Coordinator: Mr. S.C. Chauhan (Mobile 9811199459)</b></p> <p>(VENUE: Seminar Hall, Second Floor)</p>

Friday, August 1, 2008	
10:00 – 11:00 AM	<p><b>Session 1C :</b>  <b>Track: Information Technology</b></p> <ul style="list-style-type: none"> <li>❖ <b>Digital Inequality - A Case Study Of Indian Subcontinent</b> Namrata Agrawal, NIFM, India and Kamal Nayan Agarwal, Howard University, USA</li> <li>❖ <b>Knowledge Management at Eureka Forbes Limited</b> V.K. Nangia, Ashish Agarwal, Mayur Nikam, Shubha Ashraf and Santosh Rangnekar, IIT, Roorkee</li> <li>❖ <b>E-Governance Models, Issues and Challenges</b> Deepak Gour, School of Engineering, Udaipur</li> </ul> <p><b>Session Chair: Mr. Raj Kumar Prasad, CEO, Commonwealth Centre for e-Governance, India</b>  <b>Session Coordinator: Dr. V. Gautam (Mobile 9868446415)</b></p> <p>(VENUE: Lecture Hall-II, Second Floor)</p>

Friday, August 1, 2008	
11:00 – 11:15	<b>Coffee Break</b>

**Friday, August 1, 2008**

11:15 – 12:15 PM

**Session 2A:****Track: Corporate Governance**

- ❖ **Corporate Culture and Office Design: Indicators of Corporate Identity**  
Monika Bisht, Kumaun University, Nainital
- ❖ **Motivation: From the Perspective of the Bhagvad Geeta**  
Santosh Dev, Jaypee Institute of Information Technology, Noida
- ❖ **CSR: Creating New resources for Society?**  
Kuldeep Kaul, BLB Institute of Management, Ghaziabad
- ❖ **Project Leader's Personality Attributes and Software Development Team Effectiveness**  
Amar Nath Chatterjee, XLRI, Jamshedpur

**Session Chair: Prof. Durgesh Sharma, IMS, Engineering College, India****Session Coordinator: Mr. Anil Kumar (Mobile 9810166222)****(VENUE: Board Room, First Floor)****Friday, August 1, 2008**

11:15 – 12:15 PM

**Session 2B:****Track: Economics**

- ❖ **A Study on Perception towards Inflation and Measures to control it.**  
N. Maruti Rao, Kousali Institute of Management, Karnataka and Shri. Iftikar Ahmed M Naikwadi, Karnatak University
- ❖ **Estimation of Parameters of Multi-Normal Distribution with Constrain**  
Parag Bipinchandra Shah, H.L. College of Commerce, Navrangpura
- ❖ **Effective Management of India's Excess Foreign Exchange Reserves**  
Rachna Agarwal, Apeejay College of Engineering, India
- ❖ **A Study on Capacity Building Fiscal Transfers in India: The Context of Utilization of Grants by the Provincial Governments in India**  
A.K. Sharan, NIFM, India

**Session Chair: Prof. Pankaj Agrawal, KNIT, India****Session Coordinator : Mr. L.N. Sachdeva (Mobile: 9810975430)****(VENUE: Seminar Hall, Second Floor)****Friday, August 1, 2008**

11:15 – 12:15 PM

**Session 2C:****Track: Information Technology**

- ❖ **Software Reliability Growth Modeling (SRGM): Issues & Challenges**  
Pradeep Sharma, ABES Engineering College, Ghaziabad
- ❖ **The use of Anova (Statistical Tool) in Pharmaceutical Industry**  
Sweta Mahendrabhai Patel, School of Science, Ahmedabad
- ❖ **An Integrated Approach towards improving information Flow through the Relationship between ERP and ERP-II**  
Vijayakumar Bharathi, Faculty Symbiosis Centre for Information Technology, Pune

**Session Chair: Mr. S.D. Sharma, Meerut College, India****Session Coordinator: Mr. Sushil Mamgain (Mobile 9871069075)****(VENUE: Lecture Hall-II, Second Floor)****Friday, August 1, 2008**

12:15 – 12:30

**Coffee Break**

Friday, August 1, 2008	
12:30 – 1:30 PM	<p><b>Session 3A:</b>  <b>Track: Operation Research &amp; Production</b></p> <ul style="list-style-type: none"> <li>❖ <b>A Soft Computing Technique For Transshipment Management Decisions Using Fuzzy Goal Programming Framework</b>  Dinesh K. Sharma, University of Maryland Eastern Shore, USA and R.K. Jana, Indian Institute of Social Welfare &amp; Business Management, Kolkata, India</li> <li>❖ <b>Achieving Quality Excellence for Small and Medium Sized Business Units using International Quality Excellence Frameworks</b>  J. A. Kagal, Visiting Faculty B- Schools, Mumbai</li> <li>❖ <b>The Economic Implications of the Adoption and Harmonization of Accounting Standards: A Case of Fiji</b>  Atishwar Pandaram, University of South Pacific(USP), Fiji</li> <li>❖ <b>Bayes Estimation of Shift Point in Normal Sequence and its application to Statistical Process Control</b>  Jayesh B Shah, R.J. Tibrewal College, Gujarat and M.N. Patel, School of Science, Ahmedabad</li> </ul> <p><b>Session Chair: Dr. R.K. Jana, Indian Institute of Social Welfare &amp; Business Management Kolkata, India</b>  <b>Session Coordinator: Dr. V. Gautam (Mobile 9868446415)</b>  (VENUE: Board Room, First Floor)</p>

Friday, August 1, 2008	
12:30 – 1:30 PM	<p><b>Session 3B:</b>  <b>Track: Management</b></p> <ul style="list-style-type: none"> <li>❖ <b>Communication Climate in organized sector in Ethiopia</b>  Renjith Kumar, Arbaminch University, Ethiopia and Arvind Kumar Bhatt, ARBA Minch University, Ethiopia</li> <li>❖ <b>Managing Human Resources towards Nurturing Self-Managed Teams in Cross Cultural Context</b>  Y. Venkata Rao, Pondicherry University, Pondicherry</li> <li>❖ <b>An Integrated Approach towards improving information Flow through the Relationship between ERP and ERP-II</b>  Ratna Agarwal, Institute of Management and Research, Kanpur</li> <li>❖ <b>Global issues in Business/technology in the context of major Global Consumer issues</b>  Partha Sarathy Chodhury, IIM, Kolkatta</li> </ul> <p><b>Session Chair: Col.( R) V K Gaur, MRES,India</b>  <b>Session Coordinator : Sh. S.K. Chandila (Mobile:9868220640)</b>  (VENUE: Seminar Hall, Second Floor)</p>

Friday, August 1, 2008	
12:30 – 1:30 PM	<p><b>Session 3C:</b>  <b>Track: Information Technology</b></p> <ul style="list-style-type: none"> <li>❖ <b>Wireless@Crossroads: From Chaos to Cruise</b>  Sachin Gupta, Chanderprabhu Jain College of Higher Studies, Delhi</li> <li>❖ <b>Wavelet Transforms in Medical Imaging</b>  K.K. Gupta, KNGIT, Ghaziabad</li> <li>❖ <b>Data Warehousing in the Indian Insurance Industry Exploring Strategic Advantage</b>  S.C. Das, Faculty, Banaras Hindu University, Varanasi</li> <li>❖ <b>E-Healthcare System in Rural Area</b>  Sreya Chattopadhyay, Inderprastha Engineering College, Ghaziabad</li> </ul> <p><b>Session Chair: Prof. Abdul Quaiyum Ansari, Jamia Millia Islamia, India</b>  <b>Session Coordinator: Mr. S.C. Chauhan (Mobile 9811199459)</b>  (VENUE: Lecture Hall-II, Second Floor)</p>

Friday, August 1, 2008	
1:30 – 2:30 PM	<p><b>LUNCH</b></p> <p>(VENUE: VIP Mess, NIFM Hostel)</p>



Friday, August 1, 2008	
2:30 – 3:30 PM	<p><b>Session 4A:</b>  <b>Track: Corporate Governance</b></p> <ul style="list-style-type: none"> <li>❖ <b>Creating Sustained Competitive Advantages (SCA) Through Intangible Assets Management: A Resource Based View</b> Ranjan Mishra, KNIPSS (M&amp;T Centre), Sultanpur</li> <li>❖ <b>Media Literacy in India: An Improved way to underst and Media</b> Nancy Dhussa, Faculty, RKGIT College, Ghaziabad</li> <li>❖ <b>CRM: A Strategic Tool in Retail Industry</b> Deepa, Krishna Institute of Engg. &amp; Tech., Ghaziabad, Deepali Monga and Ruchi Srivastava</li> <li>❖ <b>Optimal Advertising Policies in a Segmented Market for a Durable Product</b> P.C. Jha, Kuldeep Chaudary and P.K. Kapur, University of Delhi, Delhi</li> </ul> <p><b>Session Chair: Dr. A.M. Sherry, NIFM, India</b>  <b>Session Coordinator : Mr. Anil Kumar (Mobile 9810166222)</b>  <b>(VENUE: Board Room, First Floor)</b></p>

Friday, August 1, 2008	
2:30 – 3:30 PM	<p><b>Session 4B:</b>  <b>Track: Finance &amp; Accounts</b></p> <ul style="list-style-type: none"> <li>❖ <b>Dividend: The most essential variable for Finance in an Industry: Case Study</b> Baidyanath Ram Prajapati, JSS Academy of Technical Education, Noida</li> <li>❖ <b>Anomalies Price Behaviour</b> Silky Vigg, JIMS, New Delhi</li> </ul> <p><b>Session Chair: Prof. A.K. Mishra, IIT, India</b>  <b>Session Coordinator : Mr. L.N. Sachdeva (Mobile: 9810975430)</b>  <b>(VENUE: Seminar Hall, Second Floor)</b></p>

Friday, August 1, 2008	
2:30 – 3:30 PM	<p><b>Session 4C:</b>  <b>Track: Information Technology</b></p> <ul style="list-style-type: none"> <li>❖ <b>Application of Evidence Based Software Engineering for IT Systems</b> Vijay K Nangia, MSIT, GGS Indraprastha University, New Delhi</li> <li>❖ <b>E-Governance Projects in India, Myths, Reality and Alternative</b> Vinay Kumar, NIC, Delhi</li> <li>❖ <b>Cyber Security &amp; Cyber Law Issues</b> Pooja Gupta, Guru Nanak Institute of Mgmt &amp; Technology, Ludhiana</li> <li>❖ <b>Enhancing the OSI Reference Model and Implementation of ISO 27K for improving ISMS</b> Pradeep Kumar Gupta, Raj Kumar Goel Institue of Technology, Ghaziabad and Raghav Mehra, Bhagwant Institute of Technology, Mujafarnagar</li> </ul> <p><b>Session Chair: Ms. Rafia Naz, University of the South Pacific (USP) Fiji</b>  <b>Session Coordinator: Mr. Sushil Mangain (Mobile 9871069075)</b>  <b>(VENUE: Lecture Hall-II, Second Floor)</b></p>

Friday, August 1, 2008	
03:30 – 03:45	<b>Coffee Break</b>

Friday, August 1, 2008	
03:45 – 4:45 PM	<p><b>Session 5 A:</b>  <b>Track: Management</b></p> <ul style="list-style-type: none"> <li>❖ <b>Tourism and the Commonwealth games in 2010</b> Sharmistha Bhattacharjee, Faculty, Jaypee Institute of Information Technology University, Noida</li> <li>❖ <b>Waste Elimination through lean principles: Cases</b> Nitin Kumar Upadhye, Faculty, IMS Engineering College, Ghaziabad and Avinash Gaur, RKG Institute of Technology, Ghaziabad, UP</li> <li>❖ <b>Experiential Learning and Work: A study of Benefits</b> Richa Srivastava, KNIPSS (M&amp;T Centre), Sultanpur</li> <li>❖ <b>Scientific Performance Measurement of Multi-Attribute System using Data Envelopment Analytic Hierarchy Process</b> P.C. Jha, Remica Aggarwal and P.K. Kapur, University of Delhi, Delhi</li> </ul> <p><b>Session Chair: Prof. Partha Sarathy Chowdhury, IIM, Kolkatta, India</b>  <b>Session Coordinator : Sh. S.K. Chandila (Mobile:9868220640)</b></p> <p>(VENUE: Board Room, First Floor)</p>

Friday, August 1, 2008	
03:45 – 4:45 PM	<p><b>Session 5B:</b>  <b>Track: Information Technology</b></p> <ul style="list-style-type: none"> <li>❖ <b>Tribulations And Prospects Of E-Business in Ludhiana</b> Harsimerjeet Khurana, Guru Nanak Institute of Management and Technology, Ludhiana</li> <li>❖ <b>Presence of Service Oriented Arhitecture in Small and Medium Enterprises</b> Sadhna Yogesh Ghalsasi, Symbosis Centre for Information Technology, Pune</li> <li>❖ <b>A quadratic programming approach for quadratic multi-level programming problems</b> Bhupendra Sharma,BSACET, Shifali Bhargava, BSA PG College and Shaifali Agrawal, RATM, Mathura</li> <li>❖ <b>E-Governance – Issues and Challenges</b> Balraj Kumar and Pawan Kumar, Lovely Professional University, Punjab</li> </ul> <p><b>Session Chair: Dr. Rakesh Arya, University of Maryland, Eastern Shore, USA</b>  <b>Session Coordinator: Dr. V. Gautam (Mobile 9868446415)</b></p> <p>(VENUE: Lecture Hall-II, Second Floor)</p>

Friday, August 1, 2008	
4:45 – 5:15 PM	VALEDICTORY

Friday, August 1, 2008	
Coffee	

## **Patron**

**Mr. G.P. Gupta, Director, NIFM**

## **Conference Chair**

**Dr. Namrata Agrawal, Professor, NIFM**

## **Conference Co-Chair**

**Dr. Jeanann S. Boyce, Professor, Montgomery College, USA**

## **Programme Coordinators**

**Dr. Kamal Nayan Agarwal, Howard University, USA**

**Dr. Dinesh K. Sharma, University of Maryland, Eastern Shore, USA**



## **Conference Secretariat**

**Administrative Building, Second Floor**