

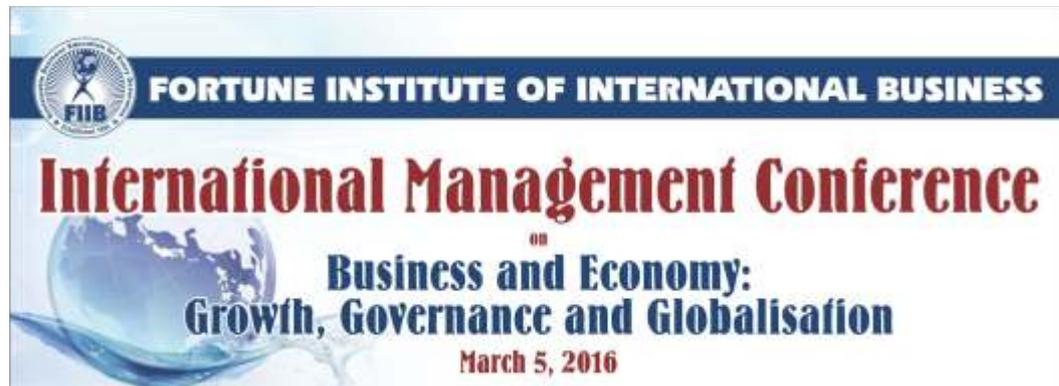
## Review

conference  
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## International Management Conference on Business and Economy: Growth, Governance and Globalisation

### Introduction

A one day International Management Conference on 'Business and Economy: Growth, Governance and Globalisation' was organised on 5th March 2016, by Fortune Institute of International Business (FIIB), Vasant Vihar, New Delhi. The conference aimed to highlight the impact of growth, governance, and globalisation on business and economy and their expositions in management theory and practices. In the last decade, the economies worldwide have witnessed rapid growth, leading to globalization and also have witnessed a slowdown, which turned the spotlight on good governance. Globalisation brings different cultures together and breaks the national boundaries leading to better economic growth and social development. The economies today have to ensure that this growth powered by globalization reaches to the bottom of the pyramid and rests on sustainable practices. This is where governance, intersects growth and globalisation. The conference theme was very topical and relevant for deliberations.



### Inaugural Session

The Inauguration function started with lamp lighting in the presence of Chief Guest Mr. M. S. Sahoo, Member, Competition Commission of India; Keynote Speaker Dr. Amita Singh, Professor and Chairperson, Centre of Study for Law and Governance, Jawaharlal Nehru University; Mr. Manish Kheterpal, Chairman, FIIB; Ms. Radhika Shrivastava, Executive Director, FIIB, Dr. Anil Kumar Sinha, Director, FIIB; Dr. Amiya Kumar Mohapatra, Conference Chair; Dr. Asheesh Pandey, Conference Chair and Prof. Utkarsh, Conference Convenor, FIIB, New Delhi

Dr. Anil Kumar Sinha, Director, FIIB welcomed the august gathering in his welcome address. He spoke about FIIB's endeavour to promote research and connect with academic counterparts and industry practitioners. He talked about the relevance of the conference theme in a time when India is targeting for higher economic growth and foreign investments catalysed by global factors and the consequential need to maintain a balance between growth and governance. He mentioned that the conference would provide an opportunity for the delegates to connect, share and learn. Dr. Amiya Kumar Mohapatra, Conference Chair and Associate Professor at FIIB, in his Conference Theme address, explained how the G3 model of Growth, Governance and Globalisation is the need of the day. The conference theme aimed at capturing the impact of growth, governance and globalisation on business and economy and their expositions in contemporary research in general and advancements in management theory and practices, in particular. He told that the received papers will be presented under different tracks namely, Economic Growth and Public Policy, Finance, Marketing, Human Resource, and General Management. Dr. Mohapatra mentioned that the papers received

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Dr. Amiya Kumar Mohapatra is Associate Professor of Economics and Area Coordinator of Strategy, Entrepreneurship, and General Management in FIIB, New Delhi. He has been

engaged in teaching as well as in research in the area of Economics, Finance, and Public Policy. He has to his credit the authorship of five books and ten edited volumes. He has published more than forty articles and research papers in various books/magazines and journals of repute. He can be reached at [amiya.mohapatra@fiib.edu.in](mailto:amiya.mohapatra@fiib.edu.in)



Prof. Utkarsh is working as Assistant Professor in FIIB, New Delhi. He has been involved in teaching and research in the field of marketing since last seven years.

His research interest is in the area of services marketing. His scholarly works have been published in internationally reputed journals like Services Marketing Quarterly, The Marketing Review and Information Technology and Tourism. He was also awarded the Junior Research Fellowship by UGC, India. He can be reached at [utkarsh@fiib.edu.in](mailto:utkarsh@fiib.edu.in)

belong to different fields, not only from academia and industry but also from various areas in terms of variety, content, approach, methodology and subject of socio-economic relevance and he wished that the conference would provide a forum for the participants to interact and share their ideas and research findings.

## Keynote and Special Address

Dr. Amita Singh, Professor and Chairperson at the Centre for the Study of Law and Governance, JNU, New Delhi, was the Keynote Speaker and discussed on the role of governance in education, business, and economy. She emphasized that it is only through good governance that we can attract more investors in India. She cited several examples from the states of India which have implemented the citizen's charter, an example of good governance and how they have been successful in attracting a number of investors, compared to states which do not have good governance. The keynote speech was highly appreciated by the audience for its relevance to the conference theme. Mr. M. S. Sahoo, Member, Competition Commission of India, was the Chief Guest for the occasion. He emphasized on the law and governance changes in the context of business in the economy. He emphasized the importance and commendable work done by the Competition Commission of India. He further talked about various regulatory agencies like SEBI and their independence to make laws and how they can contribute to good governance leading to a better environment and better economy.

## Release of Two Books and Conference Souvenir

Two edited Books, having ISBN, featuring the selected full papers of participants and a Conference Souvenir, featuring the abstracts of selected research papers was released in the inaugural session of the conference in the presence of dignitaries and participants. The first book titled "Contemporary Issues in Business and Economy" focused on the various challenges an emerging country like India is facing in developing its business and economy. The second book titled "Emerging Trends in Management and Public Policy" focused on the paradoxes that an economy like India presents to investors and business practitioners. These books were published by Regal Publications, New Delhi.

## Paper Presentations

The inaugural session was followed by paper presentations by the delegates from academia and industry in five tracks which were spread over pre and

post lunch sessions. The technical sessions were chaired by eminent persons from academia and industry. The five paper presentation tracks were chaired by Dr. Madhu Vij, Professor of Finance, Faculty of Management Studies, University of Delhi, Prof. Kanhaiya Singh, Professor of Finance & Accounts, FORE School of Management, New Delhi, Mr. Harihara Mohapatra, Associate Director, Sa-Dhan, New Delhi and Prof. Srirang Jha, ASM, New Delhi, Mr. Rakesh Seth, CEO, REEOCSYYS and Prof. Amirul Hasan Ansari, Jamia Millia Islamia, Delhi, Dr. Abid Haleem, Jamia Millia Islamia, Delhi, Dr. Ajay Chauhan, IMT, Ghaziabad, Prof. Moutusy Maity, Faculty of Marketing, IIM Lucknow and Prof. Pinaki Dasgupta, Faculty of Marketing, IMI Delhi.

The paper presenters included delegates from both academia and industry. Several papers were presented under the track of Economic Growth and Public Policy, Finance, Marketing, Human Resource and General Management. The first three tracks were scheduled in parallel for the first half of the conference day and the last two tracks for the second half. In the Finance track, various papers related to financial issues in growth governance and globalization were presented by authors. The issues discussed during the finance track were related to stock market returns, evaluation of mutual funds, tax management and discovering the relationship between factors influencing the financial growth of the Indian and international economy. In a parallel session of the marketing track, several interesting insights were offered on issues like consumer behavior of adolescents, brand communication strategies, green marketing and consequences of materialism. The Economic Growth and Public Policy track was focused on how economic growth can be accelerated through small and medium scale enterprises, microfinance institutions, contract farming, and its implications. Research Papers related to public policy, like estimating missing girls, socially responsible investing, and women empowerment were also presented.

In the second half of the day, the Human Resource Management and General management track were scheduled in parallel. In the Human Resource Management track research paper related to employee engagement, organizational commitment, leadership effectiveness, were presented. The session was very enriching in terms of the variety of issues discussed which are influencing the modern age human resource management. One of the researchers emphasized that human resource should be considered a business partner rather than just an administrative department because it

is one of the key functions of any organization and quintessential for sustainable growth.

The last session of the conference in the area of General Management included multidisciplinary studies in the area of management. The research focused on topics like role of knowledge management in the Indian public sector, strategic innovations in IT firms, assessment of India's exports, and the role of technology for effective management was presented. Similarly, presenters from different institutions offered key insights into the issues related to the conference theme. To sum up, more than 40 institutions participated in this Conference, 10 Resource Persons (Session Chairs) from reputed academic institutions and industry observed the paper presentations and 90 authors contributed their papers from six countries.

### Valedictory Session

The Chief Guest for the Valedictory Session was Dr. Jatinder Singh, Sr. Secretary-CSR, Innovation, Education and Skill Development, PHD Chamber, New Delhi. He said that until and unless we have not touched the bottom of the pyramid of the society or not touched the deprived part of the society, we are not socio-economically developed. He emphasized that the time has come for everyone to understand the modalities and nuances of Corporate Governance, Corporate Ethics, and Sustainability. Dr. Singh concluded his address by saying that if people are able to sensitize themselves in these modules, then the future of India will be very bright.

The Organising Committee awarded "Best Paper" for each technical session and a "Best Conference

Paper Award". Dr. Vanita Tripathi and Mr. Arnav Kumar of Delhi School of Economics, University of Delhi, won the 'Best Conference Paper Award' and were felicitated with a certificate, memento, and a cash prize. All the participants were awarded certificates and the authors whose research papers were published in the books were presented with the edited book. The conference came to an end with Prof. Utkarsh, delivering a vote of thanks, acknowledging all the participants and dignitaries in the conference. He especially acknowledged Mr. Manish Kheterpal, Chairman, Ms. Radhika Shrivastava, Executive Director, Dr. A.K. Sinha, Director, FIIB, Faculty Members, Staff and the Volunteers for their support and cooperation in making the conference a grand success.

### Conclusion

The conference was successful in terms of the achievement of the stated objectives. The keynote speech and special address were highly relevant to the theme of the conference and set the right tone for the conference day ahead. The research papers presented at the conference were pertinent to the theme of the conference. In addition, the papers written by reputed authors and with international collaboration lead to rigorous and original research presented during the day. Overall, the conference served as an interactive forum to discuss issues related to business and economy, current trends in management practices and research in the changing global scenario.