INTERNATIONAL CONFERENCE ON MANAGEMENT PRACTICES & RESEARCH

Theme: Culture, Design, and Business in Emerging Markets

27 - 28 December 2010, New Delhi, INDIA

Jointly organized by

Philadelphia University
Philadelphia

Apeejay School of Management
New Delhi
About the Conference
The ever evolving Management practices have impacted societies, cultures, technologies, environment, markets, public policies, and international collaborations in business and trade, in a big way. Change is all the more overriding in the developing and less developed countries. Internationalization of businesses has not only resulted in foreign direct investments and foreign institutional investments in emerging markets, but also a great deal of technology transfer and innovations in product and process design. The latter has a powerful bearing on business strategies and business models.

It would be interesting to see how such changes have come about especially in the context of emerging markets. This conference is likely to provide a platform for the academics as well as the managers to understand the contemporary Management practices and decode what lies ahead. Theme of the conference – ‘Culture, Design, and Business in Emerging Markets’ has been chosen consciously so as to look at the Management practices in the broader context of cultures, design and businesses in emerging markets.

About the organizers

Apeejay School of Management, New Delhi is a premier institution dedicated to nurturing young business leaders with indomitable aspirations for improving the quality of life of the people and building a strong nation. Established in 1993 under the aegis of Apeejay Education Society as a centre of excellence in Management, the institution has been consistently ranked among top 2% private B-Schools in the country and rated A++ by Business India.

Philadelphia University, Philadelphia (USA), founded in 1884, is a pioneering centre of higher learning. The University is committed to providing experiential education and is recognized as a leader in the area of architecture, design, engineering, business, textiles, and health and sciences.

About Delhi
Delhi– the capital of India is a historic city with modern facilities. The city showcases diversity of Indian cultures and architectural marvel. It is the most happening place in the country. Weather is generally pleasant during November-December.
**Call for papers**
The conference seeks to explore the theme through an inter-disciplinary approach. Hence, the following tracks are planned to discuss the theme in the set context from various functional perspectives:

- **Accounting & Finance**: transformation in the accounting and financing norms and practices in the emerging markets especially in the wake of internationalization of capital markets.
- **Marketing & Customer Relationship Management**: new models in marketing and customer relationship management that are quite successful in emerging markets and have potential of being replicated globally.
- **International Business**: recent changes in the international trade practices, effectiveness of regional trade blocks, WTO and the issues affecting developing nations, international trade treaties having a bearing on emerging markets.
- **Human Resource Practices**: new models in Human Resource Management that are quite successful in emerging markets and have potential of being replicated globally.
- **Quantitative Methods & Decision Sciences**: typical quantitative techniques and decision-making models as evolved in the emerging markets that may be relevant for the global adaptation.
- **Cultural & Socio-economic aspects of Business in Emerging Markets**: understanding and interpreting how cultural and socio-economic milieu in emerging markets influence business practices.
- **BRIC Issues**: understating and interpretation economic ascendance of Brazil, Russia, India and China as the signposts of emerging markets in the world.
- **Networking and Information Technology**: understanding and interpreting how networking and information technologies are influencing the way business are conducted in emerging markets.
- **Business and Designing**: understanding and interrelating new models of business and design evolved in the emerging markets.
- **Trends in Fashion Industry**: capturing recent trends and opportunities in fashion industry in emerging markets.

Original contributions in the form of theoretical and empirical papers on the above-mentioned tracks are invited from academics, research scholars as well as practitioners. The above list is indicative. Contributions in sync with the conference theme will be considered in case the research work conforms to the broader scope of a particular track.

**Kindly visit our website** [www.apeejay.edu/asm](http://www.apeejay.edu/asm) **for the submission guidelines for preparing the manuscript.**

Kindly see the submission guidelines for preparing the manuscript.
Conference Publications
Knowledge and ideas shared during the conference will be disseminated to the wider community of academics and practitioners through publication of Conference Proceedings (abstracts) bearing an International Standard Book Number (ISBN). Selected papers will be published in an edited volume after the conference. Besides, a few selected papers will be published in International Journal of Management Research (published by Apeejay Education Society, New Delhi in collaboration with Philadelphia University, Philadelphia, USA) and Apeejay Business Review (biannual Journal of Apeejay School of Management, New Delhi)

Important Dates
- Last date for submitting full papers: 15 October 2010
- Intimation of acceptance: 07 November 2010
- Last date of registration: 20 November 2010
- Last date of submitting revised draft of the paper: 15 December 2010
- Conference date: 27-28 December 2010

Registration
Registration Fee: Rs. 2000/- (Participants from India) $100 (Participants from other countries)
Registration fee can be remitted through Demand Draft or Banker’s Cheque drawn in favour of “Apeejay School of Management” and payable at New Delhi.
All the participants are requested to register for the conference latest by 20 November 2010. In case of more than one author, it is mandatory for at least one author to get registered to ensure inclusion of the paper in the conference publication. However, if all the authors want to attend the conference, they shall register individually.

For further details please contact:
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