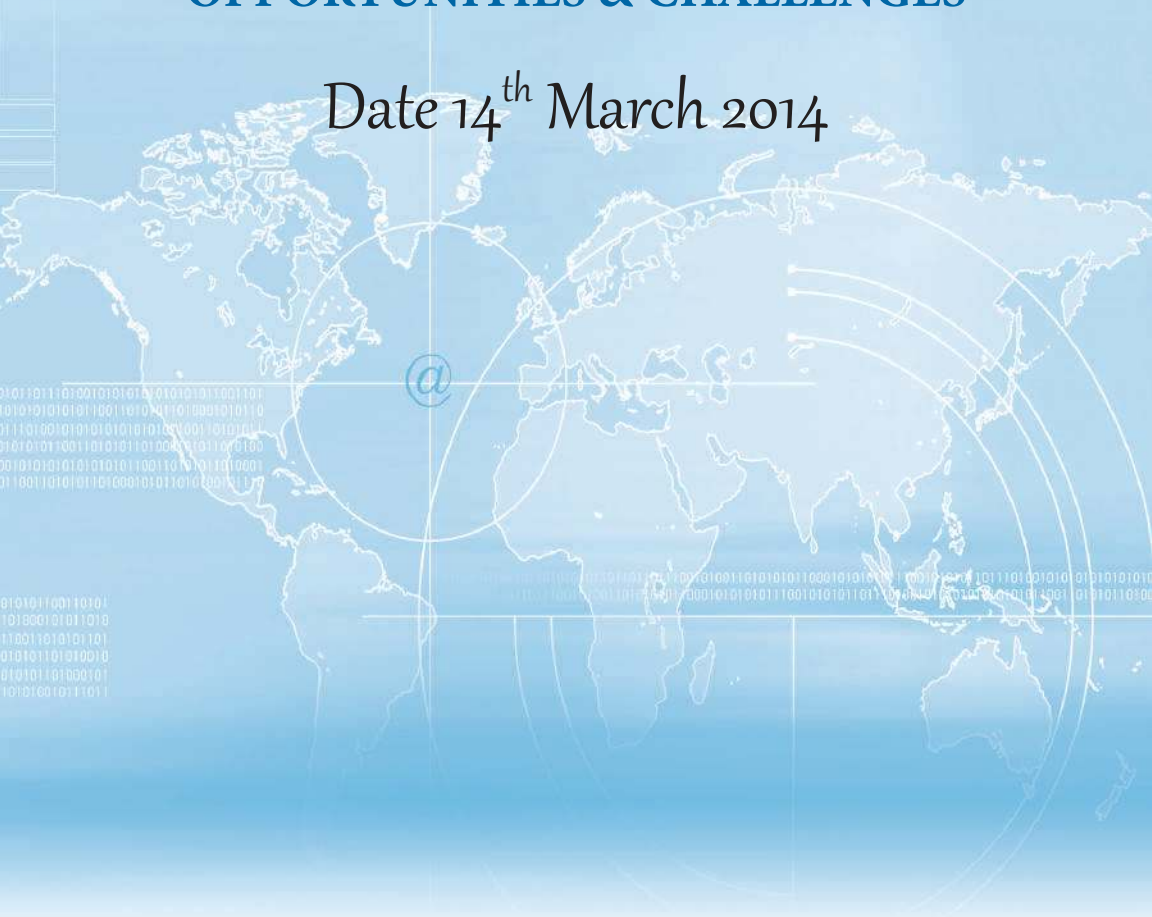


Remsons Center for Management Research DSIMS Mumbai Organizes

# INTERNATIONAL CONFERENCE ON **THE RISE OF ASIA** OPPORTUNITIES & CHALLENGES

Date 14<sup>th</sup> March 2014



Rajasthan Sammelan's

**Durgadevi Saraf**  
**institute of management studies**

LOCAL EXPERIENCE. GLOBAL IMPACT.

## BACKGROUND OF CONFERENCE

Regional development in the international scenario can be viewed in the light of, the conscious effort on the part of the countries of a particular region to form a sense of collectivity in terms of economic endeavours, political harmony and trade cooperation. This phenomenon of regional development assumed greater importance as a response to prevailing international business environment. Over the last few decades different fora/summits have contributed significantly to the texture of regional development of South-East Asian Region. Yet, the scope of economic integration has been a wider gap to fill.

The ASIA covers more than one-third of the global population, which is an influential factor both in terms of income and expenditure patterns. The business initiative world over kept hawk-eyed view on economic developments of Asia. In the last decade, the Asian economy has registered phenomenal growth and could withstand, to a great deal, the turmoil created by western crisis.

Amidst success story of Asia, there are inherent challenges in terms of income disparity, cultural diversity and heterogeneous state of economic development, which

encourages designing customized integrative business strategies amongst countries to exploit enormous untapped opportunities.

## THEME OF THE CONFERENCE

This conference is focused to bring about the contribution from academia, researchers and industry practitioners towards trade liberalisation, economic cooperation and building & developing sustainable capabilities by synergizing business strategies within developing countries of Mekong Region.

This international conference deals with in the following areas:

- Business in conflict zones of Greater Mekong Region and Bottom of the Pyramid
- The Next Asia : Role of Japan, China and India and other Asian nations in establishing the future of Asia
- ASEAN 2030 – Toward a Borderless Economic Community with focus on :  
**Hong Kong, Singapore, Malaysia, Burma, Cambodia, Laos, Thailand, Indonesia, Philippines**

## IMPORTANT DATES

**Abstract Submission by**

30th November 2013

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**Confirmation of acceptance**

15th December 2013

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**Date of registration by**

15th January 2014

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**Final paper submission by**

15th February 2014

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**Date of Conference**

14th March 2014.

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## GUIDELINES FOR ABSTRACT SUBMISSION

Selection of papers for presentation will be based on detailed abstracts not exceeding 1000 words. Abstracts must include a clear indication of research objective, methodology, expected results, industrial applications or implications, future scope of research and key references. They should adhere to the following format:

**Length** 1000 Words

**Margins** 2.5 cms or 1 inch

**Font** Times New Roman, 12 pt.

**Spacing** 1.5

**Title Page** Title, Author(s), Affiliation(s),

**Contact Details**

**Key Words** Five

**Reference Format** APA Harvard

Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. A soft copy of the abstract in Microsoft Word for Windows and a hard copy of the same should reach the conference co-ordination committee latest by 30th November 2013.

The soft copy should be mailed at **intlconf@dsims.net**. Authors/researchers will be notified of acceptance by 15th December 2013.

## GUIDELINES FOR SELECTED PAPERS

Selected papers will have to be submitted in pdf format for presentation at the conference to the conference co-ordination committee by 15th February 2014. The soft copy should be mailed at **intlconf@dsims.net**. Papers must include a clear indication of research objective, methodology, major results, applications or implications, future scope of research and key references. They should adhere to the following format:

**Length** 5000 Words excluding Title Page &

references

**Margins** 2.5 cms or 1 inch

**Font** Times New Roman, 12 pt.

**Spacing** 1.5

**Title Page** Title, Author(s), Affiliation(s),

**Contact Details**

**Key Words** Five

**Synopsis** Not more than 250 Words

**Reference format** APA Harvard

Some selected papers will be published as conference proceedings after review process.

## CRITERIA FOR EVALUATION

**Relevance** The subject address and interest the theme & attendees of the conference

**Applicability** – The paper fills the gap between theory & practice

**Credibility** – The paper submits credible and accurate information

**Methodology** – The paper used appropriate and sound methods

**Organization** – The paper follows certain direction & organization

**Originality** – The paper contributes new findings, insights or knowledge to the literature

**Conclusion** – The paper conclusions are justified and sensible

**Managerial implications** - The paper submits to managerial relevance and implications of the decision problem demonstrated

**Format** – The abstract & paper is as per the guidelines for submission

## FEES

### Indian corporate participant

Rs. 3500/-

### Indian academic researcher/faculty

Rs. 3000/-

### International participant

USD 150

## MODE OF PAYMENT

- Cheque/Pay Order/Bank Draft favoring “Durgadevi Saraf Institute of Management Studies Mumbai” payable at Mumbai.
- Online payment through NEFT (For Indian participants)  
A/c's Name: RS-DSIMS  
Bank name: Bank of Baroda  
Branch:Sunder Nagar, Malad (West)  
A/c's Type:Savings  
A/c's No.:35020100005207  
IFSC Code:BARB0SUNGOR

## CONFERENCE CONVENOR

### Dr. Sharad Kumar

Head, Remsons Center for Management Research

sharad.kumar@dsims.org.in

### Conference Co-ordination Committee:

Dr. Sarita Vichore

[sarita.vichore@dsims.org.in](mailto:sarita.vichore@dsims.org.in)

Prof. V. Girish

[v.girish@dsims.org.in](mailto:v.girish@dsims.org.in)

Prof. Beena Prakash

[beena.prakash@dsims.org.in](mailto:beena.prakash@dsims.org.in)

Prof. Amit Shrivastava

[amit.shrivastava@dsims.org.in](mailto:amit.shrivastava@dsims.org.in)

## ABOUT DSIMS

Durgadevi Saraf Institute of Management Studies (DSIMS) is another milestone in the history of Rajasthani Sammelan that has done unmatched service in the field of education in the commercial capital of India. DSIMS has been promoted to fulfill the dream of the promoters who have aspired to provide value based management education.

DSIMS has been conceived with the ambitious objectives of developing professional expertise & skilled manpower in all functional areas of management.

With generous donations offered by Shri Mahavirprasad G. Saraf, Rajasthani Sammelan has set up a world class management institute to be a centre of excellence in post graduate education, research & consultancy. The institute has been named after Shri Mahavirprasadji's mother, Late Smt. Durgadevi Saraf.

The Institute offers Masters in Management Studies (MMS) course with specialization in Marketing, Finance, HR & Operations and Part Time courses in MMM, MFM, MHRDM affiliated to the University of Mumbai. The Post Graduate Diploma in Management (PGDM) with specialization in Marketing and Communication, Financial Market, Organisational Psychology & HRM, Operations - logistics and supply chain management is approved by AICTE. DSIMS also offers One year executive program in Management to suit the requirement of aspiring managers.

The Institute aims at providing professional management education to students & thereby provide highly motivated & skilled management professionals to the industry.



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LOCAL EXPERIENCE. GLOBAL IMPACT.

1st Floor, R.S. Campus, S. V. Road, Malad West, Mumbai – 400 064

Tel.91-2266812311, 91-9820409406, 91-9768129299

E-mail:[sintlconf@dsims.net](mailto:sintlconf@dsims.net)

Website: [www.dsims.org.in](http://www.dsims.org.in)

# INTERNATIONAL CONFERENCE “THE RISE OF ASIA - Opportunities & Challenges”

## 14<sup>th</sup> March 2014

### Program Details

9.30 AM - 10.00 AM	Registration
	Inaugural Session
10.00 AM - 10.15AM	Welcome Speech by Dr. Sharad Kumar
10.15 AM - 10.45 AM	Keynote Speech by Dr. Liu Youfa
11.00 AM - 11.30 AM	Tea / Coffee Break
	Track 1 - (Paper Presentation)
11.30 AM - 11.50 AM	Determining the Feasibility of Optimum Currency Area for SAARC Region by Mr. Sreedharan Chakravathy and Mr. Arindam Bandyopadhyay
11.50 AM - 12.10 NOON	A Roadmap to Regional Integration: Micro-financing Clean Energy for Sustainable Livelihood across Asia by Ms. Sneha Srinivasan and Mr. Syed A A Farhan
12.10 PM - 12.30 PM	A Comparative Study of external sector developments in select Asian Countries by Dr. Sharad Kumar and Dinesh Rajput
12.30 PM - 12.50 PM	China Threat or Opportunity for India by Mr. Janardhana A
12.50 PM - 1.10 PM	Role of India and Asia in the Global Economy by Mr. Kannan
1.10 PM - 2.10 PM	Lunch Break
	Track 2 - (Paper Presentation)
2.15 PM - 2.35 PM	Capital Markets Development and Economic Growth - An Asian Perspective by Dr. Sarat Malik and Ms. Akruhi
2.35 PM - 2.55 PM	Integrating India into ASEAN: An Infrastructural Perspective by Ms. Sumana Chudhuri, Ms. Rusha Das & Ms. Sharmila Bonnerjee
2.55 PM - 3.15 PM	Strategic and Economic Dimensions of Indo-Myanmar Relations by Col M P Singh
3.15 PM - 3.35 PM	A review of Corporate Social Responsibility in Asia with special reference to China, India and Japan by Ms. Prerna Ramuka and Ms. Kusum Pawar
3.35 PM - 3.50 PM	Summarization of proceedings by Prof. Sumana Chudhuri
3.50 PM - 4.00 PM	Valedictory Session
4.00 PM - 4.15 PM	Certification Distribution
4.15 PM - 4.20 PM	Vote of Thanks by Prof. Sharmila Bonnerjee
4.20 PM ONWARDS	Tea / Coffee Break

Venue: **R.S Campus, 6<sup>th</sup> floor, Room No.: 623, S.V. Road, Malad (W), Mumbai 400 064, India**