



LLOYD INSTITUTE OF MANAGEMENT & TECHNOLOGY

Plot No.11, Knowledge Park-II, Greater Noida, Delhi / NCR



NATIONAL CONFERENCE

Innovation in Business: Challenges and opportunities.



(May 10TH 2014)

www.lloydinstitute.org

Theme Outline:

The business scenario, be it in the developing or any developed economies of the world has undergone a hard paradigm shift. This can be well described as a phenomenon of the globalization of the world economy, which has taken a toll at all fronts of the world society. Be it any economist or any business entity or any common man as an entrepreneur, it is for everybody to accept the hard paradox of truth, that now eating a cake has become a tough nut to crack. The transforming business field, established strategies requiring edition, rising competition, reducing profit margins etc, are some of the transformed and transforming pattern that has begun to erupt in the business and societal landscape. The essence is that, competition has made its ugly face look brighter. This applies well for everybody involved in the changing societal outlook. The business leaders from industries has come to accept the reality, that to conquer the upcoming future profitability, something different needs to be solemnly addressed. The old rule of the game is a pass, and new encounters need to be garlanded as a new paradigm. Competitors and their ensuing competitive advantages, will do have a say in the changed scenario, but only with a nominal guarantee, that it always cannot be given a room for a grandeur confidence. The recent economic phenomenon of the fall of the Indian rupee, strange encounters of the euro, new facets of the Organized retail in India, the socio-economic differences with haves and have-nots etc. can be pictured here as vices facing the economies of the world. So where does any economics and business think-tank go from here? The answer is to be gleaned from the paradox of the business itself- that to fight any downturn, innovation is the mantra. **Innovate – target the market– earn profit –grow–re-innovate**, should be the maxim on which the future belongingness of any business rests.

Taking the above background into consideration, a one-day National Conference on the theme: **Innovation in Business- Challenges and Opportunities**, is being organized by Management wing of Lloyd Group of Institutions, Greater Noida, on May 10, 2014. In this regard, the Conference organizing committee, invite papers related to the theme, to be presented on the D-day.

The conference will serve as a platform for the academicians, industry executives and leaders, research scholars, students of business management, medicine, law, bio-technology, social sciences and the likes to share their views and opinion, on how they brand innovation as a hammering tool to change the society, business space and entrepreneurship. It is also a platform for the scholars, writers, social scientists and the concerned humanity to address innovative paradigms in their area of profession.

Call for Papers:

The conference organizing committee, invite original written articles, case-studies, research papers on the theme, by the authors. The participants can also present papers on sub themes and other areas as mentioned in the above keynote. Some of the suggestive areas on which papers are also welcome can be:

Organizational Change and Change Management, Brand Management, Human resources Management, International Finance and International Trade, International Business, Portfolio Management, Societal Growth and Responsibility, Training and Development, Manpower Planning, Stress Management, Intellectual Property Rights, Growth and its Management, Retail Management, Indian Economy and others.

Important: A screening committee will screen and shortlist ten best papers submitted for presentation. It will be published in the 'Pravish Rajnam **Journal of Studies**' (ISSN No. 2348-3652)

Expected Participants:

- Academicians /research scholars from educational institutions/university.
- Business Executives/ Leaders/corporate honchos.
- Entrepreneurs.
- Executives from NGO's.
- Social Scientists.
- Students from Business Schools/institutions
- Others.

Submission of Abstracts and Full Length Papers:

The authors are cordially directed to submit the 'Abstract' and Full length papers on the mail ID given below, strictly on the prescribed norms as suggested. The screening committee will select ten best papers for publishing in the upcoming bi-annual journal.

Direction for Submitting Papers:

1. Only original papers in soft copy are welcome.
2. Abstract should be between 100-150 words.
3. Full-length paper should be not more than 6000 words.
4. The references – journals, newspapers articles, magazines, treatises etc. should be mentioned at the end of the paper under the title 'REFERENCES' in Harvard style.
5. The Full-length paper should be divided into the following parts.
 - a. Title of the paper in bold.
 - b. Brief on the paper with contact E- Mail ID.
 - c. Abstract
 - d. Main paper with sub headings.
 - e. Conclusion
 - f. References.
 - g. Certificate of originality by the author.
6. The paper should be submitted in MS-Word format/ Times New Roman/ Font Size: 12.
7. E-Mail ID for Abstract and Full-length paper submission/ any important communication: lloydconference@gmail.com

Registration Fee:

- a. Corporate and Industry Executives: Rs. 1500.
- b. Academicians: Rs. 1000
- c. Research Scholars: Rs. 800
- d. Students: Rs. 250

Mode of Payment:

1. Demand Draft: In favour of Lloyd Institute of Management and Technology, payable at Greater Noida.
 2. Cash Payment: at the 'Registration Desk' at the Conference venue.
- Important**
- a. If the paper is being jointly written, all the authors are required to submit respective registration fee. Certificates will be issued to respective authors separately.
 - b. Paper Submission in-absentia: A delegate can also submit his/her paper in-absentia, provided it is duly registered. The conference participation certificate will be sent by post to the requisite scholar.

Important Dates:

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| a. | Date of the Seminar/Conference | : | May 10 th 2014(Saturday) |
| b. | Submission of Abstract | : | April 20 th 2014 |
| c. | Submission of Full Length Papers | : | May 1 st 2014 |

Conference Venue and Time:

Venue: SEMINAR HALL, Lloyd Campus, Greater Noida.

Address Lloyd Campus:

Lloyd Institute of Management and Technology

Plot No: 11/ Knowledge Park – 2 Greater Noida.

District: Gautam Budh Nagar

Greater Noida: 201306

Reporting Time: 09.00 am Sharp.

Registration Timing: 09.00 am till 10.30 am (Registration and Help-Desk)

Official Timing for the Seminar/Conference: 10.00 am – 5.00 pm (divided into Pre-lunch and Post-lunch sessions)

Paper Presentation:

Each participants will be allowed 10-15 minutes time for paper presentation, covered into two slots- pre lunch and post lunch sessions, to be presided over by an expert on the theme. However, the participants are requested to send their PPT presentation in advance at the designated E-Mail ID quoted above, at least two day before the seminar/conference. Nevertheless, the participants should also carry the soft copy of the requisite PPT personally to the Seminar/conference venue, to avoid any discouragement.

Governing body for the Seminar/Conference:

- **Patron: Mr. Manohar Thairani**, President, Lloyd Group of Institutions.
- **Dr. Marian Pinheiro**, Director, Lloyd Law College.
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Keynote Speakers:

- * **Shri Amar Prasad, Executive Director (HR)-** KRIBHCO-NOIDA,
- * **Shri K. Vijay, General Manager (HR)-** Pipeline Division, Indian Oil Corporation Limited (IOCL) Noida
- * **Shri Mukul Sharma, Deputy Director -**Economics, Anti Trust Division, Competition Commission of India Delhi
- * **Dr. Subhash Kakkar, Pro-Vice Chancellor,** Shri Venkateshwara University

Core Members, Organizing Committee:

- **Dr. Prabhakar Shukla**, Director, Lloyd Business School.
- **Dr. Kanak Lata**, Director-Lloyd Institute of Management and Technology.
- **Dr. A.K. Tyagi**, Associate Professor, Department of Management, Lloyd. (09871141186)
- **Dr. Vivek Kumar**, Associate Professor, Department of Management, Lloyd. (M- 09350640070)

About Management wing- (Organizer)

Lloyd Institute of Management and Technology Lloyd Business School

Lloyd Institute of Management and Technology, (LIMT), is an academic institution under the umbrella of Lloyd Group of Institutions. Located in the Lloyd Campus at Greater Noida, Uttar Pradesh, in the hub of 'Knowledge Park', LIMT runs Bachelor's as well as Master's program in Management- BBA/MBA, affiliated to Choudhary Charan Singh University (CCS), Meerut and Uttar Pradesh Technical University, Lucknow (UPTU) respectively. The MBA program is also approved by AICTE.

A separate industry specific, diploma program in Management PGDM by designation and recognized by AICTE, is also a feather in the cap of Management programs at Lloyd Campus. This program is run under the banner- **Lloyd Business School (LBS)** and is a thoroughly autonomous institution having a separate academic block.

The full-time regular management programs at LIMT and LBS, has been designated as a 'Centre of Excellence' for management education, since the year of their respective inception - 2004 and 2008 respectively. These institutions have gained a place of respect among the students and academic fraternity, for its innovative approach par excellence. Pool campus placements, annual management fests, quarterly workshops for students and members of faculty, industry interface and guest speakers from the business domain, blood donation camps and annual Alumni meet etc, are some of the panoramic snapshots which have become a regular feature at LIMT and LBS, giving a positive approach towards the development of personality of students and people associated with these institutions. The students at LIMT and LBS conjure from as far as Tamil Nadu, Andhra Pradesh and North Eastern states among other federal states in India as well as from the neighbouring country Nepal.

Some of the other institutions operating under the umbrella of Lloyd Group of Institutions, Lloyd Campus, mention should be made of Lloyd Law College, Lloyd School of Pharmacy, Lloyd School of Education and Lloyd School of Bio-technology. The Lloyd Group of Institutions started its operation since 2002.