

**Third Annual Global Business, IT and Management for Economic  
Development Conference (BITMED2011)**

**Academic Conference ==>9am -4 pm; September-22-24, 2011**  
**International Business Seminar ==> 5pm-10pm; September 22-23, 2011**  
**International Research Workshop =====>September 24-25, 2011**

Golden Landmark Hotel  
**Bangalore, India**

Collaborators:

Global Strategic Management Inc., Michigan,

Global Strategic Institute, and Madonna University --USA

plus

Bangalore University; IIJT Bangalore; and Nehru College of Management, Coimbatore,  
India

**ACADEMIC CONFERENCE SCHEDULE**

\* = SESSION CHAIR

\*\*MC FOR THE DAY

**THURSDAY, SEPTEMBER 22, 2011**

<b>8:30</b>	<p align="center"><b>REGISTRATION 8:30 AM- 5PM &amp; EXHIBITION 8:00AM-4:00 PM</b></p> <p>** Dr. Nik Maheran Nik Muhammad . Universiti Teknologi Mara, Malaysia                  **Dr. Thomas Varghese- Saintgits Institute Of Management- Kottayam, India</p>	
9:30-10:30	<p><b>Welcome Addresses/ Opening Remarks: --COFFEE</b></p> <p>Shirshir Rajan, General Manager, Golden Landmark Hotel., Bangalore, India                  Dr. Ramachandra Gowda, Bangalore University, India                  Dr. Franklin John, Principal, Nehru College of Management, Coimbatore, India.                  Dr. Matthew Kuofie, CEO of GSMI, President Global Strategic Institute, and Central Michigan University, USA                  Prof PSP Swamy, APS College Of Commerce, Bangalore University, Bangalore, India</p>	
10:30-12:30	<p><b>Parallel Session 1—FIN/ACCT</b></p> <p><b>STRATEGIC OUTSOURCING AND RISK INVESTMENT IN VALUE CHAIN</b>                  Alireza Akhoundi &amp; Dr. Aisha M. Sheriff                  University of Mysore, India</p> <p><b>EXAMINING THE BRAND'S FUNCTION IN INTERNATIONAL LEVEL</b>                  Alireza Akhoundi – University Of Mysore, India &amp; Hamidreza Vazirzanjani- Payam E Nour University, Tehran, Iran</p> <p><b>BRAND LOYALTY IN INSURANCE COMPANIES</b>                  Sancharan Roy- St. Joseph's College Of Business Administration- Bangalore, India</p> <p><b>STRATEGIC MANAGEMENT ACCOUNTING PRACTICE IN MALAYSIA: CASE OF MANUFACTURING SECTOR</b>                  Nik Hasfizul Nik Hassan                  Universiti Sains Malaysia                  Nik Maheran Nik Muhammad &amp; Zurina Ismail                  Universiti Teknologi Mara, Kelantan, Malaysia</p>	<p><b>Parallel Session 2 –FIN/ACCT</b></p> <p><b>LINKING OF HR STRATEGY WITH INVESTOR SATISFACTION THROUGH ORGANIZATIONAL CAPABILITIES – AN EMPIRICAL STUDY</b>                  Dr. Pushpa Bhatt &amp; Lakshmi. T                  Bangalore University, India</p> <p><b>BEHAVIOURAL FINANCE A BOON TO INVESTORS</b>                  Dr.L.J.Chaarlas- St. Joseph's College, Trichy, India &amp; Albin D Robert Lawrence- Sastra University, Thanjavur,India</p>
12:30-14:00	<p align="center"><b>LUNCH</b></p> <p align="center"><b>Keynote Speaker:</b>                  Global Strategic Management Inc./Global Strategic Institute, USA                  GSMI Fellow</p>	
14:00-16:00	<p><b>Parallel Session 1 --COFFEE BREAK AT 15:30</b></p> <p><b>DEVELOPMENT OF AN EMPLOYEE ENGAGEMENT PROGRAMME ON THE BASIS OF EMPLOYEE SATISFACTION SURVEY</b>                  *Dr. Susan Abraham- SCMS School Of Technology And Management, Aluva, India</p> <p><b>NEW APPROACH TO CAPITALISM: UNDERSTANDING CREATIVE CAPITALISM AND ITS RELEVANCE IN INDIA</b></p>	<p><b>Parallel Session 2 –IT</b></p> <p><b>ICT IN AGRO-TOURISM – A CASE STUDY OF PASCOAL ORGANIC SPICE VILLAGE, GOA</b>                  *Shilpa Prabhudesai, Sharmila Kunde- Vvm's Shree Damodar College Of Commerce &amp; Economics- Margoa- India</p> <p><b>TECHNOLOGY INTERVENTION FOR SOCIAL CHANGE AND CRITICAL SUCCESS FACTORS FOR TELE-CENTERS TO ACHIEVE HOLISTIC RURAL</b></p>

<p>Ruchi Mehrotra- School Of Business, Alliance University, India</p> <p><b>EMPLOYEE ENGAGEMENT PREDICTORS – A STUDY AT GE POWER &amp; WATER</b> Dr. P. Vaijayanthi, K. A. Shreenivasan, Suma Prabhakaran Sastra University, Thanjavur, Tamilnadu, India</p> <p><b>INVESTIGATION OF MOBILE KNOWLEDGE MANAGEMENT: DEVELOPING AND INTEGRATING ENTERPRISE APP STORE WITH EXISTING KNOWLEDGE MANAGEMENT SYSTEM</b> Roshan Kumar, ShubhamoyDey, G. Koteswara Rao- IIM INDORE, INDIA</p> <p><b>AN INTELLIGENT DECISION MAKING ARCHITECTURE FOR BANKS: BUSINESS INTELLIGENCE AND KNOWLEDGE MANAGEMENT SYSTEMS INTEGRATION</b> G. Koteswara Rao &amp; Shubhamoy Dey IIM, INDORE</p> <p><b>INTELLIGENT AGENT BASED BUSINESS INTELLIGENCE INVOLVING KNOWLEDGE MANAGEMENT</b> G. Koteswara Rao &amp; Roshan Kumar- IIM, INDORE</p>	<p><b>DEVELOPMENT</b> Dwarkanath Prabhua- IIM, Bangalore, India</p> <p><b>CORPORATE COMMUNICATION: A STRATEGIC TOOL FOR CRISIS MANAGEMENT</b> Dr. Rachna Gupta- Kathua Campus, University Of Jammu, INDIA</p> <p><b>KNOWLEDGE WORKERS DEMOGRAPHY AND WORKPLACE DIVERSITY</b> Dr. Harold Andrew Patrick – Christ University- Bangalore. India</p> <p><b>EMPLOYEE ENGAGEMENT IN RELATION TO ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN INFORMATION TECHNOLOGY ORGANIZATIONS</b> Dr. Harold Andrew Patrick &amp; Saradha H- Christ University – Bangalore, India</p> <p><b>E-FINANCE IN THE MOBILE WORLD</b> A.Vennila- Anna University School Of Management, Coimbatore, India</p> <p><b>UTILITARIANISM IN CSR REPORTING: THE MAXIMUM GOOD FOR STAKEHOLDERS</b> Ms. Noorunnisha- Holy Cross College, Tiruchirappalli, India</p>	
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**FRIDAY, SEPTEMBER 23, 2011**

8:30	<p align="center"><b>REGISTRATION 8:30 AM- 4PM &amp; EXHIBITION 9:00AM-4:00 PM</b></p> <p>** Rajesh Rajaguru SolBridge International School of Business South Korea ** Thomas Varghese- Saintgits Institute Of Management- Kottayam, India</p>	
9:30-11:00	<p><b>Parallel Session 1-MKG:</b> <b>A COMPARATIVE STUDY OF CONSUMER AND MARKETER PERCEPTIONS IN THE HEALTH INSURANCE MARKET</b> Thomas Varghese- Saintgits Institute Of Management- Kottayam, India</p> <p><b>AN EMPIRICAL STUDY ON MARKETING ORIENTATION EMPLOYED BY LIFE INSURANCE COMPANIES IN KERALA – INDIA</b> *Reshmi Augustine - Sathyabama University Chennai &amp; Dr. Ks Chandhrasekar- University Of Kerala, India</p> <p><b>MODEL TO EXPLAIN THE PROCESS QUALITY-SATISFACTION- LOYALTY IN BANKING INDUSTRY</b> Fatemeh Karimi &amp; Dr. K. S. Chandhrasekar- University of Kerala, India</p>	<p><b>Parallel Session 2 –MGT</b> <b>A STUDY ON NURTURING &amp; MANAGING TALENTS IN INDIAN INDUSTRY AND INSTITUTE</b> P.S.P. Swamy-APS College Of Commerce, Bangalore, India</p> <p><b>A STUDY ON STRESS MANAGEMENT AND COPING STRATEGIES WITH REFERENCE TO IT COMPANIES</b> Uma Devi.T- Aurora PG College- Hyderabad, India</p> <p><b>CAN GLOBAL FOOD INFLATION BE BLAMED FOR FOOD INFLATION IN INDIA</b> *Dr. Prita D. Mallya- VVM'S Shree Damodar College Of Commerce &amp; Economics, Margao, India</p>

		<p><b>EMPLOYER BRANDING AS AN ANTECEDENT TO ORGANISATION COMMITMENT – AN EMPIRICAL STUDY</b> Srivathsan, Reena Roy, K. A. Shreenivasan, Dr. P. Vaijayanthi, SASTRA UNIVERSITY, THANJAVUR, TAMILNADU, India</p>
1130 - 1230	<p><b>Parallel Session 1</b> <b>AN EMPIRICAL STUDY ON FACTORS INFLUENCING MARKETING OF ANNUAL MAINTENANCE CONTRACT (AMC) OF AIR-CONDITIONERS IN TAMIL NADU, INDIA</b> Reena Roy, Dr. P. Vaijayanthi, K.A. Shreenivasan, R. Arun Kumar SASTRA UNIVERSITY, THANJAVUR, TAMILNADU, India</p> <p><b>FUNCTIONAL ATTRIBUTES AND SHOPPING VALUE: SUPERMARKET VS LOCAL MARKET</b> *Rajesh Rajaguru SolBridge International School of Business South Korea Margaret Jekanyika Matanda, Monash University, Australia</p>	<p><b>Parallel Session 2</b> <b>THIRD OPINION LEADERSHIP FOR DECISION MAKING QUALITY: THE PROPOSED MODEL</b> *Nurazleena binti Ismail, Universiti Teknologi MARA, Malaysia</p> <p><b>AN EMPIRICAL STUDY ON EMPLOYEE PARTICIPATION IN MANAGEMENT SYSTEM : TOOL FOR ACHIEVING ORGANISATIONAL GOAL WITH SPECIAL REFERENCE TO PRIVATE SECTOR ORGANIZATIONS IN CHENNAI CITY</b> Anusha D- Madras Christian College, Chennai, India</p>
12:30 - 14:00	<p>Lunch Keynote Address</p>	
14:00- 17:00	<p><b>Parallel Session 2-InAb-- COFFEE BREAK AT 15:30</b> <b>AN OVERVIEW OF GLOBAL BANKING DEVELOPMENTS IN THE AFTERMATH OF FINANCIAL CRISIS</b> Anli Suresh- Madras Christian College, Chennai, India</p> <p><b>EFFICIENCY OF CURRENCY MANAGEMENT AND POLICY IMPLICATIONS IN THE INDIAN FINANCIAL SYSTEM</b> Anli Suresh- Madras Christian College, Chennai, India</p> <p><b>RECENT TRENDS IN HIGHER EDUCATION IN INDIA</b> Dr.S.V.Shinde- D.A.V.Velankar College Of Commerce, Solapur, India</p> <p><b>A STUDY ON REPLACEMENT ATTITUDE OF CONSUMERS TOWARDS HOME APPLIANCES</b> G. Amutha &amp; M.Nasrin Sulthana- JNTUH, HYDERABAD, INDIA</p> <p><b>PERCEIVED IMPACT OF INGREDIENT BRANDING ON HOST BRAND EQUITY</b> Kavita Tiwari- Aicar B-School, Navi Mumbai &amp; Dr.Rajendra Singh- Ims Davv, Indore</p>	<p><b>Parallel Session 2 –InAb</b> <b>STRATEGIC HRM FOR SMALL &amp; MEDIUM ENTERPRISES</b> Dr. B. Madhavan &amp; S. David Rajan- Sathyabama University, Chennai, India</p> <p><b>AN EXAMINATION OF THE UNDERLYING RATIONALE OF THE PROFIT AND LOSS SHARING SYSTEM(PLS), WITH SPECIAL EMPHASIS ON THE MUDARABAH (TRUSTEE PROFIT SHARING) AND MUSHARAKAH ( JOINT VENTURE PROFIT SHARING) WITHIN THE CONTEXT OF ISLAMIC LAW AND BANKING</b> Omar Mahomed Khan; Tshwane University of Technology, Republic of South Africa</p> <p><b>ARE INDIAN INVESTORS AWARE OF IFRS STANDARDS? - A STUDY ON THE INVESTOR'S ATTITUDE TOWARDS THE IMPLEMENTATION OF IFRS IN INDIA</b> Dhivya Rohini N - Panimalar Engineering College, Chennai</p> <p><b>SOCIAL AUDIT FOR SOCIAL AND ETHICAL PERFORMANCE</b> Dr.S.V.Shinde- D.A.V.Velankar College Of Commerce,Solapur</p>

<p><b>MANAGING SERVICE QUALITY FOR CUSTOMER SATISFACTION AND CUSTOMER LOYALTY</b> Dr. Bandaru Srinivasa Rao &amp; Dr. Nannapaneni Chandra Sekhara Rao QIS College Of Engineering &amp; Technology, Andhra Pradesh, India</p> <p><b>INFORMATION TECHNOLOGY- BUSINESS PROCESS OUTSOURCING ITS GROWTH AND IMPACT ON INDIAN ECONOMY</b> Dr.M.Dhanabhakyaam &amp; Sakthipriya.M.R.G, Bharathiyar University, India</p> <p><b>INDIA'S ECONOMIC PERFORMANCE- GLOBALISATION AS ITS KEY DRIVE</b> Dr.M.Dhanabhakyaam &amp; Sakthipriya.M.R.G, Bharathiyar University, India</p> <p><b>LIQUIDITY PERFORMANCE RELATIONSHIP IN MANUFACTURING INDUSTRIES</b> R.Gowthami PSGR Krishnammal College for Women,Coimbatore, India</p>	<p><b>PRINCIPLES FOR PROMOTING KNOWLEDGE SHARING IN SERVICE ORGANISATIONS</b> Dr. Nannapaneni Chandra Sekhara Rao &amp; Dr. Bandaru Srinivasa Rao QIS College Of Engineering &amp; Technology, Andhra Pradesh, India</p> <p><b>THE CONTRIBUTION MADE BY CHENNAI PETROLEUM CORPORATION LIMITED FOR THE ECONOMIC DEVELOPMENT OF INDIA</b> Aiswarya. S-Madras Christian College, India</p> <p><b>EMPLOYEE ENGAGEMENT – A RESEARCH STUDY WITH SPECIAL REFERENCE TO RANE ENGINE VALVE LTD. (PLANT – I), CHENNAI, India</b> V. Vijay Anand &amp; Dr. C. Vijaya Banu Sastra University, India</p> <p><b>A STUDY ON MANAGING NON-PERFORMING ASSETS</b> Cathrine Vinola, PSGR Krishnammal College for Women,Coimbatore, India</p>
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**SATURDAY SEPTEMBER 24**

**ALL DAY TOUR OF BANGALORE METROPOLITAN AREA**

**International Business Seminar for Corporate**  
**Theme: Best Practical Global Business Strategies**  
**5pm – 10pm, September 22 & 23, 2011, Golden Landmark Hotel, Bangalore, India**

*Aim: The aim of the seminar is to present strategic business Tools Techniques to attract investors / business partners to India as well as to have Indian Business expand its domain to the Global market, including the United States.*

*Target: **The Seminar is open to the business communities in Bangalore Metropolitan and other areas both National & International***

**International Business Seminar for Corporate**  
**Schedule**

<b>Time/Topic</b>	<b>September 22/Panelists</b>	<b>September 23/Panelists</b>
5pm-5:30Pm – Social Networking	All	All
5:30pm-5:45pm Welcome Address By Event Moderator	Prof .P.S.P. Swamy, HOD, Dept Of Commerce, APSE College, Bangalore University, Bangalore, India  Dr. Pushpa Bhatt, <b>Ex Vice Chancellor (incharge) &amp; Chair person, Dept of Commerce,</b> Bangalore Univ., Bangalore, India  Mr. Shajan Samuel, Divisional Head, Indian Institute of Job Training (IIJT) Education Limited, India \\=>Vocational Training and Corporate/business Industries	Prof .P.S.P. Swamy, HOD, Dept Of Commerce, APSE College, Bangalore University, Bangalore, India  Dr. Pushpa Bhatt, <b>Ex Vice Chancellor (incharge) &amp; Chair person, Dept of Commerce,</b> Bangalore Univ., Bangalore, India  Mr Mr. Shajan Samuel, Divisional Head, Indian Institute of Job Training (IIJT) Education Limited, India =>Vocational Training and corporate/Business/Induatries
5:45-6:25 pm Global Business Overview, Including Doing Business in the USA, Middle East, South America & Asia	Dr. Matthew Kuofie, Global Business strategist, CEO of GSMI & Former Candidate for the US Congress	Dr. Matthew Kuofie, Global Business strategist, CEO of GSMI & Former Candidate for the US Congress
6:25- 6:55pm Global Business : India Perspective	Mr. Mohammed Sadique CEO of Pelican & Rich India Forum, <b>Tedex Speaker, India</b>	Mr. Mohammed Sadique CEO of Pelican & Rich India Forum
6:55-7:15pm Global Business and Finance/Investment	Dr. B. Venkatachalam, MD Hexagon Capital Markets Ltd.& Bangalore University Board of Studies Member, Member, India	Dr. B. Venkatachalam, MD Hexagon Capital Markets Ltd.& Bangalore University Board of Studies Member,
7:15-7:35 pm Global Business and Finance/Investment	Dr. Nik Maheran Nik Muhammad, Universiti Teknologi Mara, Malaysia	Dr. Nik Maheran Nik Muhammad, Universiti Teknologi Mara, Malaysia
7:35-7:55pm Global Business and ICT	K S Narahari Communications Director, Texas Instruments, India	K S Narahari Communications Director, Texas Instruments, India

		Prof .P.S.P. Swamy, HOD, Dept Of Commerce, APSE College, Bangalore University, Bangalore, India
7:55-8:15pm Global Business and Marketing/Research/ Investment	Mr. M. M. Shankar, Caterpillar-MRC, USA & Synthesis Research solutions, Bangalore, India	Mr. M. M. Shankar, Caterpillar-MRC, USA & Synthesis Research solutions, Bangalore, India
8:15-8:35pm Global Business and Management	Mr. Satish Viswanathan AVP - Product Management Organization: Tulip Data Center Services Pvt Ltd	Mr. Satish Viswanathan AVP - Product Management Organization: Tulip Data Center Services Pvt Ltd
8:35-9:00pm Q/A -Qs to all <b>Panelists</b>	All	All
9:00-10:00pm Dinner and Social Networking Register/Schedule a special meeting with Both Prof Swamy & Dr. Matthew Kuofie On September 23, 24 or 25	All	All
Vote of Thanks	GSMI-USA Fellow In India	GSMI-USA Fellow In India

## International Research Workshop

9am-4pm, September 24-25, 2011

**Research workshop taught by international professors, including Prof. Dr. Matthew Kuofie, Central Michigan University, USA**

***Aim:*** Participants will learn how to design dissertation/thesis by applying best theories and practices. Participants will learn how to become prolific researchers. ***Business marketing officials will learn how to target new global markets and increase revenue***

***Target:*** The workshop is open to doctoral, master's and advanced undergraduate students as well as junior faculty/ lectures. The workshop is also open to business marketing officers and the general public.

Quality research papers written during or after the research workshop will be published in GSMI journals, other affiliated journals indexed with prestigious indexes such as **Harvard University**- EBSCO and Cabell Databases. Journals, include

- *International Journal of Global Business, <http://gsmi-ijgb.com/default.aspx>*
- *Journal of Marketing and Management; <http://gsmi-ijmm.com>*
- *Journal of Information Technology and Economic Development, <http://gsmi-jited.com>*
- *Journal of Finance, Accounting and Management, <http://gsmi-jfam.com/default.aspx>*

GSMI professors will continue to assist workshop graduates with their doctoral dissertations, master's theses, academic and business work

Schedule

<b>Day 1- Saturday: September 24</b>	
<b>Time/Topic</b>	<b>Presenter</b>
8:20-8:30 Welcome Address Introductions	Prof Swamy  --Participants -Introductions, Name, Affiliation, work experience & reason for participating in the reseach
8:30 to 9 am: Research Overview	Dr. Aysar Philip Sussan Bethune - Cookman University, USA
9 am -12noon  Presentations: Each participant takes 15 minutes to present their research question and preliminary design	Dr. Matthew Kuofie, Central Michigan University, USA Global Strategic Institute, USA
12 noon – 1pm Lunch provided	
12 noon – 3pm Continue presentations: Each participant takes 15 minutes to present their research question and preliminary design	
3 - 5 pm Identifying a topic and research approach; Research design; Conceptual models (USA professor)	Dr. Nik Maheran Nik Muhammad, Universiti Teknologi Mara, Malaysia
5 - 6 pm Breaktime and Dinner (on your own or in groups)	
7pm-8pm <b>Breakout Sessions (2-3 groups):</b> Work time to revise research topic, approach, design, and model Presentation of revised research topic, approach, and design	Dr. Matthew Kuofie, USA

<b>Day 2: Sunday September 25</b>	
9 - 10 am Literature Reviews	Dr. Matthew Kuofie, USA
10 -11 pm Case Study Research (international professor)	Dr. Nik Maheran Nik Muhammad, Universiti Teknologi Mara, Malaysia
11 - 12 noon Survey Research	Dr. Matthew Kuofie, USA
12 noon - 1 pm Lunch (provided)	
1 - 2 pm Mixed Methods Designs (professor)	Dr. Nik Maheran Nik Muhammad, Universiti Teknologi Mara, Malaysia
2 - 4 pm Independent consultations with professor/Work time <b>Breakout Sessions (2-3 groups):</b> Presentation of updated design and methods; dissertation outline	Dr. Nik Maheran Nik Muhammad, Universiti Teknologi Mara, Malaysia  Dr. Matthew Kuofie, USA
4 - 6 pm Finding funding (professor) Publishing your dissertation results (professor) Life after your Dissertation/Thesis	Dr. Nik Maheran Nik Muhammad, Universiti Teknologi Mara, Malaysia  Dr. Matthew Kuofie, USA
6 pm- 7pm Dinner (on your own or in groups)	
Closing Remarks	Prof .P.S.P. Swamy, HOD, Dept Of Commerce, APSE College, Bangalore University, Bangalore, India  Dr. Matthew Kuofie, USA