



**I.T.S - INSTITUTE OF MANAGEMENT
GREATER NOIDA**

Announces

National Seminar

on

**Ethical Imperatives for Contemporary Business
Organisations**

20th & 21st January, 2012

Venue of the Seminar

**Seminar Hall, I.T.S- Institute of Management
46, Knowledge Park III, Greater Noida-201308**

Ph: 0120-2331000/1062/1069, 9212180556

E Mail ID: imseminar@its.edu.in

Website: www.itsim.edu.in

About I.T.S-The Education group

I.T.S is a fast growing education group in Northern India. Established in 1995 with its first campus at Ghaziabad, the Group has more than 700 faculty members and 9000 students in 8 Institutions located at 4 campuses. With the prime objective of providing quality education and building on its reputation, the I.T.S Group has evolved as a brand amongst the premier educational institutions in the field of Management, Information Technology, Engineering, Dental, Biotechnology, Pharmacy, Paramedical Sciences and related vocational courses.

The vision of I.T.S - The Education Group is "Creating a Thinking Professional Order", and the group makes incessant endeavors to create learning processes in response to the changing managerial paradigms.

About ITS-Institute of Management

I.T.S - Institute of Management aims to provide excellence in management education and intends to become first choice for management aspirants. The Institute is strategically located at Knowledge Park III, Greater Noida in National Capital Region (NCR). Greater Noida was strategically conceptualized to be an industrial centre for growth of industrial units with knowledge parks for imparting management education, engineering education and other areas of education.

I.T.S – Institute of Management offers AICTE approved two years full time PGDM programme. It is an ISO 9001:2008 certified institution which has received Rashtriya Shiksha Shiromani Award in 2010 for imparting quality management education. I.T.S-IM is the life member of National HRD Network, New Delhi, Federation of Indian Chamber of Commerce and Industry (FICCI), Associated Chambers of Commerce and Industry in India (ASSOCHAM), Indian Society for Training & Development (ISTD), All India Management Association (AIMA), Noida Management Association, an associate member of PHD Chamber of Commerce and Industry and a member of Association of Management Development in South Asia (AMDISA). The institute holds the Greater Noida Chapter of ISTD.

Seminar Introduction

The main purpose of organizing this seminar is to bring the luminaries from Industry and Academia under one roof to deliberate the ethical issues and challenges faced by business organizations in the contemporary business world. The seminar attempts to demystify the gray areas under the scope of Business Ethics.

Seminar Objectives

The main objectives of the Seminar are:

1. understanding and analyzing various dimensions of ethics and indispensability of ethics in business;
2. finding out major issues and challenges faced by the business organizations today in practicing business ethics; and
3. suggesting various ethical imperatives for business organizations ensuring their sustainability in competitive business environment.

Call for Research Paper

For creating more awareness about the seminar theme, we have thought of inspiring research on the issue and hence well researched papers on the following subthemes are being called from academicians/researchers from business schools, practicing managers and future managers.

Paper would be reviewed by a review committee for acceptance and selected papers would be published in the compendium to be released during the course of the seminar. Based on the evaluation of the review committee and presentations, three prizes will be awarded to research paper contributors.

Subthemes

Research papers and articles based on original studies are invited for presentation in the seminar on the following subthemes:

1. Issues in Business Ethics

- a. Good Governance
- b. Employees' conduct in an organization
- c. Conflict of Interest
- d. Bribery and Extortion
- e. Corporate Intelligence and Spying
- f. Discrimination on Race, Color, Religion, Gender etc.
- g. Environmental issues like pollution
- h. Fraud in Business
- i. Deceiving Customers for gains
- j. Insider Trading
- k. Issues of Corporate Governance
- l. Intellectual Property Rights
- m. Privacy Issues of Individual inside as well as outside the business organization

2. Challenges in Business Ethics

- a. Role of Management Education in orienting managers in Business Ethics.
- b. Environmental Ethics and Resource Conservation.
- c. Social responsibility of Business Organisations.
- d. Protection of Human Rights, Gender Rights, Rights to a basic standard of living.
- e. Eliminating Corruption
- f. Corporate Accountability
- g. Globalisation and Equity in its benefits
- h. Fulfilling future energy requirement.

3. Ethical Imperatives in various functional areas of Business Management.

- a. Ethics in Operations
- b. Ethics in Finance
- c. Ethics in marketing
- d. Ethics in HR
- e. Ethics in Information Technology
- f. Ethics in Economics
- g. Any area of business where major decision making is involved

Best paper awards:

- **First Prize: Rs 5000/-**
- **Second Prize: Rs 4000/-**
- **Third Prize: Rs 3000/-**

All participants would be awarded a certificate for contributing papers.

Submission Deadline:

- **Deadline for Abstracts: 25th August 2011**
- **Deadline for Full Paper: 30st September 2011**
- **Deadline for registration (receiving of duly filled-up form): 30th September 2011**

Seminar Schedule

Day 1 (January 20, 2012 - Friday)

09:00 Hrs	:	Registration
10:00 Hrs	:	Inauguration
11:00 Hrs	:	<i>High Tea</i>
11.30 Hrs	:	Technical Session I Issues in Business Ethics
13:00 Hrs	:	<i>Lunch</i>
14:00 Hrs	:	Technical Session II Challenges in Business Ethics
15.30 Hrs	:	<i>Tea</i>
17:30 Hrs	:	Panel discussion Ethical Imperatives in Various Functional Areas of Business Management.

Day 2 (January 21, 2012 - Saturday)

10:30 Hrs	:	Paper Presentation Session I
11:30 Hrs	:	<i>High Tea</i>
12:00 Hrs	:	Paper Presentation Session II
13:30 Hrs	:	<i>Lunch</i>
14. 30 Hrs	:	Valedictory Session

Who should participate?

Academicians from various Business schools, Industry Practitioners and Students will benefit from the seminar through an interactive learning from the invited experts as they would receive valuable inputs from the experts who might be practicing this in their organizations or moving forward towards establishing well governed organizations.

Guidelines for Abstract Submission

Paper contributors are requested to adhere to the following guidelines:

Length	:	300 words(not exceeding)
Margins	:	2.5 cm or 1 inch
Font	:	Times New Roman, 12 font
Spacing	:	1.5 lines
Title page	:	Title, author(s), Affiliation(s)
Key Words	:	Five to six at the bottom.

Names of the authors (maximum three), their address (postal and email address) and phone numbers should be indicated. Only electronic submission in the form of a word file as an email attachment is required to be sent.

- Authors will be informed of acceptance within 10 days of the receipt of Abstract.
- Selected papers after blind review will be eligible for publication in the Seminar Proceedings.

Guidelines for Full Paper Submission

- The papers will have to be original and being presented for the first time. A written declaration about the originality from the Author should be sent along with full paper.
- The papers should be neatly typed and should not exceed 6000 words.
- Use Times New Roman 12 size font with 1.5 line spacing.
- All graphs/tables should be sent from MS office application.
- Profile of Author should be sent on a separate sheet.
- The paper presenter will be given 10 to 15 minutes for presentation if selected.

The Abstract and Full Length Papers should be mailed to imseminar@its.edu.in

Seminar Registration Fee

The fees for registration for the Seminar are as follows:-

Students	:	Rs 250/-
Academicians	:	Rs. 500/-
Research Scholar	:	Rs. 300/-
Corporate	:	Rs. 1000/-

The duly filled-in registration form along with Demand Draft/Local Cheque drawn in favour of "I.T.S- Institute of Management" payable at Delhi/Noida/Ghaziabad should be sent to:

**Prof. Animesh Singh (Seminar Convener),
I.T.S-Institute of Management, 46- Knowledge Park-III, Greater Noida. U.P.
Pin- 201308. Phone: 0120-2331000/ 2331062/ 2331069,
e-mail: imseminar@its.edu.in, Mobile: 09212180556**



**NATIONAL SEMINAR
ON
ETHICAL IMPERATIVES FOR CONTEMPORARY BUSINESS ORGANISATIONS**

January 20-21, 2012

REGISTRATION FORM

FIRST NAME _____ MIDDLE NAME _____ SURNAME/FAMILY NAME _____

ORGANISATION NAME _____ DESIGNATION _____

CONTACT ADDRESS _____

STATE _____ PIN _____

TELEPHONE _____ MOBILE _____

FAX _____ E-MAIL _____

PLEASE SPECIFY THE CATEGORY (PUT A \surd)

RESEARCH SCHOLAR

ACADEMICIAN

STUDENT

CORPORATE PARTICIPANT

TITLE OF PAPER ABSTRACT SUBMITTED (IF ANY)

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REGISTRATION FEE (PER DELEGATE/PAPER PRESENTER)

STUDENT	Rs. 250.00
RESEARCH SCHOLAR	Rs. 300.00
ACADEMICIAN	Rs. 500.00
CORPORATE PARTICIPANT	Rs. 1000.00

PLEASE FILL THIS REGISTRATION FORM AND SEND ALONG WITH REGISTRATION FEE TO:

SEMINAR SECRETARIAT

I.T.S – INSTITUTE OF MANAGEMENT
46, KNOWLEDGE PARK – III, GREATER NOIDA.
INDIA. PIN-201308

PHONE: +91-120- 2331000, 2331062, 2321069

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