



59th

All India Commerce Conference

**Annual Conference of
The Indian Commerce Association**

28 - 30 December, 2006

HOST

ANDHRA UNIVERSITY

Faculty of Commerce & Management Studies



Conference Secretary

Prof. L. Venugopal Reddy

Vice-Chancellor

Andhra University

VISAKHAPATNAM - 530 003. (AP). INDIA.



Indian Commerce Association (ICA)

The Indian Commerce Association (ICA) was founded as the oldest professional body in the year 1947 as a cohesive group of management experts, economists, business community, technologists etc, with multifarious objectives such as... *to serve as a forum for the exchange of ideas, experiences; collection and dissemination of information on business, trade, commerce and management; to promote the research activities and to bring coordination in the Commerce and Management curriculum at national level.* The members of this oldest professional association consist of academicians, businessmen industrialists, administrators, management experts, economists, students, educational institutions and other interested entities. The core activities of ICA include organization of seminars, conferences, workshops, and meetings; promotion of research; providing technical assistance and consultancy to the clientele world and publication of books, journals and periodicals, etc. The ICA, till date, has successfully organized 58 Annual Conferences throughout the country. The Faculty of Commerce and Management Studies, Andhra University, Visakhapatnam is organizing the 59th Conference.

The Conference Theme

The arrival of the global village and international interdependence has brought both challenges as well as opportunities before the Indian Economy. An environment of confidence, positive business expectations, a renewal of rule-based fiscal consolidation, stable and orderly financial markets and institutions and progressive integration with the global economy today, characterizes the Indian economy. The Indian industry is finding itself in an environment of *excel or exit*. The Indian industry has made a considerable progress in terms of increase in volume of production and productivity, technological advancement and product diversification. All the Indian companies started increasingly realising the fact that multi-national companies with vast resources, modern systems, advanced technology and professionally trained managerial skills are redefining the concept of competition. In such a scenario, changes in traditional aspects of commercial and managerial arena are of paramount importance. Against this backdrop, the 3-Day Annual Conference aims at providing an integrated platform to those concerned in the field of academics, research and business, to discuss and deliberate upon the identified technical tracks specified hereunder to unveil new ways and methods to redefine the concepts and aligning the strategies to suit to the demands and requirements of the corporate world.



Technical Tracks at the 59th Conference

Technical Track-I : Brand Marketing Practices in India

- Chairperson:** **Prof. K. Sasi Kumar**
Dept of Commerce, University of Kerala, Trivandrum, Kerala
- Co-Chairperson:** **Dr. D.M. Gujarathi**
3, Orange Cornor, Near BST College, Sangamner,
Distt. Ahmedabadnagar - 422 605, Maharashtra.
- Keynote Speaker:** **Prof. D. Himachalam**
Dept. of Commerce, Sri Venkateswara University, Tirupati, AP

Technical Track-II : Financial Derivatives and Stock Decisions in India

- Chairperson:** **Prof. S.A. Ansari**
Dept. of Commerce & Business Admn., University of Allahabad,
Allahabad (UP)
- Co-Chairperson:** **Dr. M.D. Somani**
Government PG College, Mhow District, Indore, (MP)
- Keynote Speaker:** **Prof. R.K.Bal**
Dept of Commerce, Utkal University, Bhubaneswar (Orissa)

Technical Track-III : Outsourcing - Myths and Realities

- Chairperson:** **Prof. Nayan Barua**
Dept of Commerce, Gauhati University, Gauhati (Assam)
- Co-Chairperson:** **Dr. S.K.Sharma**
Dept. of Business Management
Dayalbagh Educational Institute (*Deemed University*), Agra, UP.
- Keynote Speaker:** **Prof. J.N.Mishra**
Dept of Commerce & Business Admn.,
University of Allahabad, Allahabad.

Technical Track-IV : Infrastructure and Economic Development in India

- Chairperson:** **Prof. T.N. Mathur**
Dept of Eco. Admn & Fin. Mgt.
University of Rajasthan, Jaipur (Rajasthan)
- Co-Chairperson:** **Dr. Gurucharan Singh**
University School of Business Studies, Punjabi University,
Guru Kashi Campus, Talwandi Sabo - 151 302
- Keynote Speaker:** **Prof. Umesh Holani**
Dept. of Commerce & Management, Jiwaji University, Gwalior.



Seminar : Value Based Management - Indian Perspective

- Chairperson:** **Dr. P.N. Mishra**, Director, IIPS
Taxshila Campus, Khandwa Road, Devi Ahilya University,
Indore, (MP)
- Co-Chairperson:** **Dr. P.T. Chaudhari**
Dept. of Commerce, MJ College, Jalgaon, (Mah.)
- Keynote Speaker:** **Prof. Y.P. Singh**
Dept of Commerce, Delhi University, Delhi

The participants are requested to send their full length papers alongwith abstract in not more than 500 words latest by 31st October 2006. Papers shall be sent in hardcopy along with soft copy (MS WORD Format in CD) to the Chairperson of the respective Technical Track and Seminar. The delegates are requested to communicate their travel plan latest by 30th Nov. 2006, to:

Prof. J.V. Prabhakara Rao, Organising Secretary
Principal, University College of Arts & Commerce,
Andhra University, Visakhapatnam - 530 003

Ph: 0891-2755075(O); 2552250 (R); Fax: 0891-2755075; 2755967

The Best Business Academic of the Year Award (BBAY Award)

The BBAY Award is instituted under the auspices of the ICA with effect from the year 2005 to encourage the youth in the field of research in Commerce and Management. This award comprises of — BBAY Gold medal for the best paper contributed to the All India Commerce Conference, and BBAY Silver medal for the best paper contributed in every technical track and Seminar of the All India Commerce Conference. The papers submitted for presentation at various technical tracks and seminar of ICA within the stipulated date, i.e., on or before 31st October 2006 are only considered for the award by the scrutinizing committee.

Prof. R.N.Singh Memorial Lecture

On the occasion of ICA Annual Conference, Dr. Om Prakash, Professor (Retd) of Commerce, University of Rajasthan, Jaipur, will deliver Prof. R. N. Singh memorial lecture. Dr. B.P. Singh, Professor (Retd) of Commerce, Delhi School of Economics, University of Delhi, Delhi, will preside over the memorial lecture.

Visakhapatnam : Cynosure of all Eyes

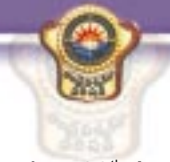
Visakhapatnam, *renowned as the City of Destiny*, is a harmonious blend of magical past and an exotic mixture of nature's beauty. The city is a place of unique charm with long beaches, hills, mountains and popular tourist sites of Araku Valley and Borra Caves with a million years legacy. It is the jewel on the East Coast of India with Eastern Ghats in the west and Bay of Bengal in the East. Matchless in beauty and landscape, Visakhapatnam is said to have derived its name from the deity "Visakha" (the Goddess of Valor). The history of the town can be traced back to Ashoka the Great, (272-232 B.C.) when it was a small fishing



village of the Kalinga Empire. The City is experiencing a boom in industrial and service sectors, particularly tourism, as it is transforming into a tourist paradise endowed with rich cultural heritage. Visakhapatnam the port city-turned-steel city, has one of the Asia's major ports and major industrial houses including an integrated steel plant. It has developed into a industrial hub in South India with the location of major industries in the public and private sector such as Visakhapatnam Steel Plant, Hindustan Shipyard Ltd, Hindustan Zinc Ltd, Hindustan Petroleum Corporation Ltd, Essar Steel, Coromandal Fertilizers Ltd, Bharat Heavy Plate & Vessels Ltd, Dredging Corporation of India Ltd, Visakhapatnam Port Trust, National Thermal Power Corporation, Visakhapatnam Special Economic Zone, etc. Visakhapatnam is the head quarters of the Eastern Naval Command of the Indian Navy. The city has many upcoming projects on its anvil such as Pharma City, Apparel Park, IT Tower, International Air-port, and mega expansion of NTPC, VSEZ, NTPC and VSP. Today the region is a hub for industrial, commercial, recreational services and a base for export promotion. Visakhapatnam has got highest satisfaction index, among its population as a preferred choice to live and work. It is the right destination for any business ventures, educational institutions and upcoming informational technology sector. The City of Destiny is backed up by a good educational infrastructure providing quality education both technical and managerial. Visakhapatnam has emerged as a seat of higher learning with the location of one of the oldest Universities in India, the Andhra University, attracting students not only from different parts of the state, but also from other countries. Apart from the city, the interior of the district has a rich historical and religious background. Simhachalam, the uphill temple of Lord Narasimha, 13th Century architecture, is situated about 24 kms from Visakhapatnam. The Eastern Ghats enplanes the city with its natural grandeur. It has a most picturesque 24 kms long beach road, a scene enchanting those passing by Bheemunipatnam, a Dutch settlement is located at about 25 kms distance with a number of monuments. (for detailed information on tourist sites visit www.tourisminap.com (or) vizagininfo.com/html)

Accessibility

Visakhapatnam is air-connected with Hyderabad, Chennai, Bangalore, Kolkata, Bhubaneswar, Raipur, Mumbai, Pune and Delhi. The Airport is located at a distance of 15 kms from Andhra University campus. Visakhapatnam (*Erstwhile Waltair*) Railway Station is situated just 4 kms away from the University. The City is located mid-way between Howrah and Chennai. It is well connected by train network to all-important stations in the country. Visakhapatnam Railway Station has number of trains directly connecting Delhi (Link/Samatha/Hirakud Express), Mumbai (Konark Express), Kolkata (Mail/Coromandal/Faluknama), Bangalore (Prasanti), Chennai (Mail/Coromandal) and Hyderabad (Godavari/Visakha Express) There are a number of trains available from Vijayawada and Bhubaneswar Railway Junctions, with hardly 6 hours journey on either side. The Chennai-Howrah National Highway (NH-5) passes thorough Visakhapatnam city.



Andhra University...

The Andhra University, established on 26th April 1926 is the first to be conceived as a residential teaching-cum-affiliating institution devoted to teaching, research, consultancy and extension. As a result of dedicated and devoted work of scholars and administrators, this Alma Mater has grown by leaps and bounds and is renowned as one of the famous seats of higher education in the subcontinent with an international reputation. The University, to its credit, produced a Noble Laureate and one of its former Vice-Chancellors became President of India, on whose birthday the Nation celebrates Teachers' Day. It has, in all, 71 Academic Departments and over 10000 students and 750 teachers on the campus. The University occupies a sprawling campus spread over 250 hectares, dotted with over one hundred buildings. Besides the regular courses, the University also offers part-time courses in Business Administration, Law, Engineering and several other diploma courses. It has four PG Extension Centers at Srikakulam, Kakinada, Vizianagaram, and Tadepalligudem. It has over 450 Affiliated Colleges offering UG and PG programmes of the Andhra University. An Academic Staff College has been started to impart training to teachers. The School of Distance Education, which was started in 1972, offers graduate and post-graduate courses through distance education with an enrolment of over 85000 students.

Department of Commerce and Management Studies (DCMS):

The Department of Commerce and Management Studies came into existence in 1934 by starting B.Com (Hons) for the first time in South India. It has a creditable record of imparting Commerce education for more than seven decades at the under-graduate and post-graduate levels and thus has been contributing for promotion of commerce education not only in Andhra Pradesh but also in the entire country. The Department has unique distinction of pioneering management education in India by starting MBA Programme as early as 1957 and produced talented executives for nearly five decades who have been occupying coveted positions in India and abroad. It has a strong faculty who have carried out extensive research in the areas of Commerce and Management. It has the distinction of completing three phases of UGC Special Assistance Programme (SAP) in Commerce and the UGC ASIHSS Programme is underway.

The DCMS offers M.Com, MBA (Day), MBA (Evening), MBA (Executive), MBA (Retail Management), M.Phil (FT & PT) and Ph.D (FT & PT) Programmes. It has the credit of producing the largest number of Doctorates in the faculty of Commerce and Management. So far 220 Ph.Ds and over 350 M.Phils have been awarded. The faculty has completed about 120 major research projects and published 76 books. The DCMS undertakes consultancy projects sponsored by the clientele; designs and organizes need-based training programmes on the contemporary issues facing the industry. The faculty makes a perennial effort to achieve new heights of academic excellence and to cater to the dynamic needs of the society.



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59th All India Commerce Conference

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