

Guidelines for Submission of Abstracts

A minimum of 1000 words and a maximum of 3 A4 paper of abstract of the paper should be sent by 03rd February 2010. The abstract should include research objectives, methodology and significance, followed by keywords. It should include expected conclusion and references also. Full length paper should be in around 4000-5000 words, 1.5" line spacing, Times New Roman, font size 12 on A-4 size paper. Margins should be set at 1.0" on all sides. The paper must be accompanied with the author's name, affiliation, full postal address, email ID and brief author's profile on a separate page. Acceptance of abstract will be notified by February 09th, 2010.

Dates to Remember

Last Date for Submission of Abstract: February 03rd, 2010

Notification of Acceptance of Abstract: February 09th, 2010

Last Date for Submission of Full Paper: February 22nd, 2010

Notification of Acceptance of Full Paper: February 26th, 2010

Last Date for Registration: March 01st, 2010

Schedule of the Conference

10:00 – 11:30 AM	Inaugural Session
11:30 – 11:45 AM	Tea Break
11:45 – 12:45 PM	Technical Session I
12:45 – 01:45 PM	Technical Session II
01:45 – 02:45 PM	Lunch Break
02:45 – 03:45 PM	Technical Session III
03:45 – 04:45 PM	Technical Session IV
04:45 – 05:00 PM	Tea Break
05:00 PM	Panel Discussion

Contact Us

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Executive Director
CDAC Noida

Organizing Committee

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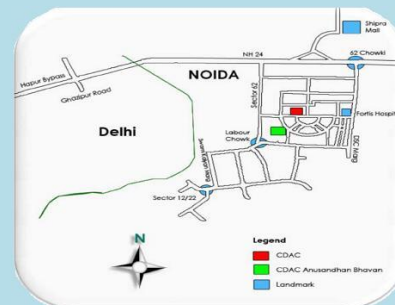
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How to Reach Us



Centre for Development of Advanced Computing
B-30, Institutional Area, Sector 62,
Noida, Uttar Pradesh.

Conference On Competitive Positioning In The Current Economic Perspective

EXCELLENCIA-2010



06th March, 2010



Venue:
Auditorium, Academic Block,
CDAC, Sec 62, Noida

CDAC

Centre for Development of Advanced Computing, a premier R&D organization of the Department of Information Technology, Ministry of Communications and Information Technology, Government of India, is engaged in design, development and deployment of cutting edge products and technologies for the benefit of masses. CDAC has country wide presence with 10 centers across the country.

VISION

To Integrate High-end Research, Development and Education – ‘Customer Centric’

CDAC Noida focuses on R&D in e-Governance, Health Informatics, Embedded Application Software, Multilingual Computing, Application Software Development and Geometrics. In the endeavor to integrate research & education and to meet the ever growing requirement of the industry for professionally qualified and highly skilled technical manpower, CDAC offers a number of specialized education and training programs through formal and non-formal mode of education.

The Institute prepares students to meet the ever-increasing technological and social challenges with its tradition of self-discipline, hard work, all round personality development and a creative approach to problem solving.

The School of Management in CDAC, Noida is to advance the management practices in a global context, through scholarly education, research, training & development, consultancy services and community services. It aspires to advance as a leading School of Management, furthering our global reputation for influential scholarship and for educational experiences that make a difference in the lives of our students and inspire pride among the diverse members of our community and industry.

Objectives of this Program are:

- To transform the technical professionals with Equally strong managerial skills.
- Deploying IT for productivity enhancement and on- line decision making.
- To inculcate knowledge for optimum utilization of ERP and other IT Tools in business.
- To prepare students to manage and lead in global business scenario which is getting increasingly complex and dynamic.

EXCELLENCIA – 2010

The conference with the theme, “**Competitive Positioning in the Current Economic Perspective**” is an initiative to bring together the experts of today and the managers of tomorrow on a common platform where the former can share their knowledge, wisdom and expertise with the latter so as to guide them on how to survive challenging market conditions and how to identify and take advantage of the opportunities at hand.

The Context

In the ever changing economic and market conditions it is challenging for any organization to gain a competitive position in the market and even to “survive” at times. Competitive positioning refers to an activity in which a firm tries to occupy a distinct position in the market relative to its competitors. It’s all about defining how the firm will “differentiate” its offerings and “create value”. To create value and differentiate it from other organizations, it requires skilled manpower which will come through knowledge sharing with institutions and academicians’.

Key Focus Area

- Healthy interaction between Industry & Institution.
- Industry – Institutional gap
- Current Economic Scenario
- Opportunities and Threats.

Key Outcomes

- Understanding the industry requirement in the Current Economic Scenario.
- Bridging the gap between Industry requirement and institutional curriculums.
- Focusing on extensive networking with industries and professionals.
- Keeping Industries upgraded with new research, theories and practices of academia.

Who Should Attend

The Conference shall be beneficial to decision makers from the industry in the fields of Information Technology/Business Management, Academicians and Researchers, Technology/Management Students and other related professionals in Technology/Management.

Call for Papers

Papers covering issues, practices, innovations, opportunities and strategies in various aspects of competitive positioning in current economic scenario from industrialists, professionals, academicians and researchers, consultants and students are invited. A list of indicative themes and subthemes is given below. You are not restricted to stick to these topics only.

Main Theme

“Competitive Positioning In the Current Economic Perspective”

Some of Suggested Sub Themes

FINANCE

- Financial Restructuring
- Behavioural Finance For Global Managers
- Accounting Issues And Global Standardization
- Managing Funds And Investor Relations
- Financial Instruments And The Credit Market

HRM

- Changing Dimensions In Human Resource
- Human Resource Development
- Organizational Change
- Competency Mapping
- Knowledge Management

MARKETING

- Applied Managerial Marketing
- Marketing In The Digital Age
- Marketing In The Global Competitive Area
- Corporate Positioning And Brand Building
- Evolving Promotional Strategies

INFORMATION TECHNOLOGY

- ERP In Business
- IT And Information Management
- E-Commerce Challenges And Solutions
- Applications Of Information Technology In Various Fields
- Knowledge Representation And Reasoning