

Expected Speakers and Title of the Papers

SI No.	Author(s)	Paper Title
1	Sanjan Haque, Riffat Jahan and Harun-ur Rashid	Graduating the extreme poor of Bangladesh: competition, transparency and accountability in managing a pro-poor challenge fund
2	Harsh Arora	'Value Network', an initiative to incorporate the changing needs in the conventional model of 'Value Chain'- A conceptual study
3	Susweta Guha Thakurta	Influences of Change Management to Team Effort and Its Performance
4	Suryamani Roul	Inclusive Value Chain and Entrepreneurship Development Linking Farmers to the Market- A Model that works
5	B B Sarkar, Nabendu Chaki	Modeling of Virtual Data Warehouse for Distributed Decision Making Using Petri Nets
6	Mousumi Guha Banerjee, Anindya Banerjee	Corporate Social Responsibility: The Modus Operandi towards Accomplishing Business Sustainability
7	Anupam Alok, Shubhankar Sharma	Corporate Social Responsibility
8	Shashi Bhushan, Suraj Prakash	Corporate Social Responsibility – Various Dimensions in the 21st Century
9	Mukul Mitra	Corporate Social Responsibility: A paradigm shift from philanthropy to inclusive growth
10	Rajbir Singh Bhatti, Pradeep Kumar and Dinesh Kumar	A framework for corporate social responsibility in global supply chains
11	José G. Vargas-Hernández	Types of Relationships Between Firms, Communities and Governments and Their Obstacles
12	Arindam Banerjee	Corporate Governance – Issues and Challenges
13	A Suryanarayana	Corporate Social Responsibility: Strategies to Create Sustainable Business and Social Value
14	Pulak Dhar, Arup Barman	Social Innovations through CSR in India (Cases on community involvement by select corporations in Assam)
15	Shayam Bahadur Katuwal	A Discourse on Corporate Social Responsibility in Nepal
16	Sumana Ghosh	Moving from "Corporate Social Responsibility to Corporate Stakeholder Responsibility : Case study of few selected private sector companies in India
17	Shyama Kumari	CSR Expectations: Focus on ethical issues in Advertising
18	Aloke Gupta	Corporate Social Responsibeness in India - Some Select Cases
19	Sujit Kr. Paul Partha Sarathi Mondal	Role of Corporate Sector towards Sustainable Development of the Society: A Study in Rural Bengal
20	Joy Prakas Misra	State of Art Review of Energy Management

21	Debashis Ray	Carbon Credit - Its Implication and Evaluation
22	Umesh Kumar Gupta	Climate Change, Energy Crisis, Trade Vulnerability and Emission Trading Right, an Indian Perspective
23	Ranjit Vidyarthi	Role of Energy for Sustainable Development
24	Anirban Kundu Anupam Nath A K Chakraborty Tapan Santra	Some Aspects of Auxiliary Power Consumption in Thermal Power Plant - A Case Study in Kolaghat Thermal Power Station
25	Subhasis Banerjee Les Duckers Richard Blanchard Dr. B K Chowdhuri	Comparative Study of Wave Energy Systems , Ocean Thermal Energy Conversion & Tidal Schemes : Considering Environmental Consequences from LCA & their Economy
26	K.M.Mital and Vivek Mital	Renewable Energy, Clean Development Mechanism and Climate Change
27	Raj Banerjee	Challenges of Emission Free Well Testing
28	A Suryanarayana	Designing Environmental Management Strategies For Sustainable Development
29	Samrat Goswami	Tank Irrigation Management in West Bengal– A Case of Purulia
30	Joyeeta Roy Paul	Environmental Accounting – A Corporate Social Responsibility Tool for Sustainable Development
31	Vineet Kumar and J.Biswas	Perspective of Cyclonic Disaster Management in West Bengal: Aila a case study
32	Indrani Chakraborty Somnath Sen	Rain Water Harvesting in Kolkata, A Big Challenge for sustenance
33	Susmita Sen	Fresh Water Wetland Management and Wise Use – Lessons from West Bengal
34	Prabir Kumar De	Biodiversity Board in West Bengal: An Instrumentality For Sustainable Use of Bio-resources
35	Prabhakaran Paleri	Resource Management in a sinking World — Land and Geoproperty Rights
36	Kuhali Mukherjee Mitali Sen J K Pattanayak	Influence of Firm Specific Factors on Environmental Reporting Practices- A Study of Select Indian Companies
37	N R Mahankale	Synthetic Fertilizer: A Source of Agricultural Pollution
38	Kuang-Yang Kou	An Impact Assessment Study for Energy Utilization and its Emission due to Growth of Transportation in Taiwan
39	Jose G. Vargas-Hernandez	Historical Social and Indigenous Ecology Approach to Social Movements in Mexico and Latin America
40	G Chowdhuri	An Efficiency Study of Indian Banks

41	Anindita Ghosh	Sub-Prime Crisis : Moral Hazard as a Consequence of Policy Failure?
42	Ashutosh Kar Aniruddha Kundu	White Label ATM: A new concept in Indian Scenario
43	Avijit Brahmachary	Impact of Group based Microfinance Programme on Community Development: An Exploratory Study in the Context of West Bengal
44	C A Rashmi Narayanswamy	Real Options based Capital budgeting: A New Tool for Financial Engineering
45	S B Singh Dr. V K Gupta	An Appraisal of State-VAT in India
46	Ruchi Bhatia	Recession and its after Affects: Financial Engineering Emerges as Solution
47	Moumita Roy Pallab Pyne	Financial Engineering in Security Trading
48	Navindra Kumar Totala and Manish Joshi	GIC Re: Fire Remains
49	Sriparna Guha	A Strategic Approach to managing retention in BPO industries: A case of India
50	Kodjo E. Joseph	The Impacts of Human Resource Management Practices on Enterprise Performance
51	Kavitha Venkatachari	Human resource management in Restaurant employees
52	Kalpana Sahoo Debesh Kumar Dutta and Sasmita Mishra	Competency Mapping as an Aid to Sustainable Human Resource Management
53	Debaprasad Chattopadhyay	A New Look At HR
54	U K Haldar	Leadership in Learning Organization
55	Abhijit Pakira and Sujit Kumar Barua	Student Friendly Institutions: Need of the Time, Call of the Future.
56	A Suryanarayana	Designing HR Strategies for Sustainable Competitive Advantage - General Managers' Perspective
57	Jhilam Rudra De	Does Potential Appraisal help in finding the Right Man at Right Job?
58	Indranil Bose	Electronic performance monitoring and control in call centre industry : Issues and practices
59	Bindu Ramachandran	Depletion of Resources, Technology Shift and Economic Management: Survival Strategies of Fisherwomen in Kerala
60	Shefali Nandan	Performance Appraisal Practices in Indian Private Sector and Public Sector Organisations: A Comparative Analysis

61	Premashis Roy	Changes in organizational culture – an indispensable step towards sustainable development
62	Shalaka Parker	Human Resource Functions and Activities in the 21st Century to Attain Competitive Advantage
63	Bindu K Nambiar	Customer Relationship Management for the New Age Customer
64	Nirmalya Bandyopadhyay	CRM: A holistic conceptualization from strategic, analytical and operational perspectives.
65	Richa Arora	Consumer's Expectation from Pharmaceutical Companies in Pune
66	Debjani Dutta Sonali De	Colour : A Branding Feature in Advertising
67	Jayanta Banerjee	Mobile Education: A Technological Innovation in Education Delivery Sub-Theme: Rethinking Marketing.
68	Megha Mathur	Rethinking Marketing "Hit the Bull's Eye"
69	Parthana Banerjee, Subhadip Roy	Choupal Sagar: Organized Retailing Arrives in Rural India
70	Mahua Banerjee, Rajib Dasgupta	Impact Of Malls And Organized Retail On Traditional Kirana Stores In Kolkata
71	Moumita Poddar	Relationship Marketing
72	Sudeep Chatterjee	Rethinking Marketing: Does Conformity to Ethical Marketing lead to higher Brand Equity?
73	Amar V Gandhi, Indrajit Bandyopadhyay Rashmi A Gandhi	Green Marketing – A Study on the use of Greener Electronics
74	Biswajit Roy	Marketing strategies of IT companies and its dependence on socio- economic structure of a country.
75	Reeti Debnath	Rethinking Hospital Marketing Strategies- Need to be more aggressive in the future?
76	Faisal Talib Zillur Rahman Jamshed Siddidui	Total quality management and service quality: an exploratory study of management practices and barriers in service industries
77	Srinivasan V Birasnav M	Perceptions of Organizational Readiness for Change and Transformational Leadership: A Literature Review
78	Pradip Kumar Mallik Pradyumna Tripathi	Dynamics of Human Behaviour in New Age Organizations: A Globalization Perspective
79	Kankana Mukhopadhyay	IT Supported Competency Management Initiatives for Sustainable Development by Innovative Organizations
80	Soma Basu,	'Social Impact of Pink Slip'

	Saroj Datta	
81	Aditi Sharma Anshu Choudhary	Executive Compensation vis-à-vis Firm Performance: Examining the behavioral dynamics of corporate world
82	Rita Basu	Promoting Employee Innovativeness for Sustainable Development
83	Bijay Baran Paul Shyamal Sen Mousumi Kumar	An Interval-Valued Goal Programming Approach to Long-Range Land Utilization Planning in Agricultural System: A Case Study
84	Bijay Baran Paul Debjani Chakraborty Papun Biswas	A Genetic Algorithm Method to Fuzzy Goal Programming Formulation Based on Penalty Function for Academic Personnel Management in University System
85	Bijay Baran Paul Papun Biswas Shyamal Sen Aniban Mukhopadhyay	A Genetic Algorithm Based Goal Programming Approach to Bilevel Fractional Programming Problems with Interval Parameter Sets
86	B Mallick O N Dutta Santanu Das	Application of Selective Control Techniques in Inventory Management of a Manufacturing Industry – A Case Study
87	Amar KJR Nayek	From Traditional Firm and Producer Company to a sustainable Community Enterprise System
88	Lopamudra Maitra	Transformations from local to global:- Understanding oral folk tradition and lore through digital media and publications (based on field work of lateritic West Bengal conducted between 2004 and 2006-2009).
89	Ramkrishna Nallathiga	Participatory Approaches to Poverty Alleviation: Analysis and experiences
90	Dhrubajyoti Ghosh Dhruba Das Gupta Mithun Mandal	Beyond participatory irrigation management – using information as an enabling tool in the Kumari Command area
91	Tanuka Roy Sinha	Tagore's Philosophy of Rural Reconstruction: an Approach towards Sustainable Development
92	V Mary Jessica B.Renuka	Management of Inclusive Growth:The Five Pillars of Strength
93	Piyal Basu Roy	Introduction of Pro-Poor Tourism in Cooch Behar District of West Bengal: An Approach towards Community Development
94	Gopinath Chatopadhyay V. Varma, M.M.K. Khan	Modelling Quality of Life for Sustainable Development
95	Paritosh Bhattacharya Rakhi Bhattacharjee	Computational Experiment for Estimating the Parameters of Weibull Distribution
96	A Suryanarayana	Using Statistical Thinking for Sustainable Quality Management
97	Kaushik Banerjee and Madhumita Mohanty	Inter- State Variation on Human Development Index (HDI) and Social Expenditure – An analysis