



# NATIONAL CONFERENCE

## Leadership and Management in the Era of Emerging Markets



10th Oct., 2014, Tecnia Auditorium, TIAS, New Delhi

Paradigm Shift through E-Governance, Social Media,  
Information and E-Resources

Date and Day

*10<sup>th</sup> October 2014, Friday*

Venue

*Tecnia Auditorium,  
Madhuban Chowk, Rohini, Delhi-110085*

*Organized by*



**TECNIA INSTITUTE OF ADVANCED STUDIES**

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University, Recognized under Sec 2(f) of UGC ACT 1956

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The National Conference on Leadership and Management in the Era of Emerging Markets-Paradigm shifts through E-Governance, Social Media, Information and E-Resources is being organized to bring together and provide a platform to Management, Information Technology, Library Information Sciences and Media Professionals, academicians, students and research scholars to present, discuss and exchange their experiences and expertise on the current issues pertaining to the theme of the conference.

## Genesis

Most of successful companies are fully aware that over the last two decades context of leadership and governance has changed dramatically; putting tremendous pressure on traditional models of management and organization. Today's leaders are faced with highly unpredictable and volatile environments that defy the static nature of long-range planning. These organizations are enmeshed in a new interconnected world of complex global networks that engage in novel ways of co-evolution and co-creation across the globe. To turn these challenges into opportunities, leaders have realized that they need to shape highly creative, agile and flexible planning which requires a more "horizontal" leadership culture that fosters the cross-boundary dialogue, participation and collaboration.

The internet and modern technology have opened to markets for business which allows the business promotion to new geographic locations and cultures. Given that it can now be as easy to work with people remotely as it is to work face-to face. Cross- cultural communication and coexistence in located volatile business eminent of today is inescapable.

The main goal of one day national conference is designed solely to discuss a certain number of responses related to Leadership and Management in the era of emerging markets paradigm shift through E-Governance, Social Media, Information and E-resources.

The conference will provide an appropriate platform to all Academicians, Intellectuals, and Researcher and, Scientists for capturing & sharing expertise on:-

- **E-Governance-** E-governance is the application of information and communication technology (ICT) for delivering government services, exchange of information communication transactions, integration of various stand-alone systems and services between government-to-customer (G2C), government-to-business (G2B), government-to-government (G2G) as well as back office processes and interactions within the entire government framework. Through e-governance, government services will be made available to citizens in a convenient, efficient and transparent manner. The three main target groups that can be distinguished in governance concepts are government, citizens and businesses/interest groups. In e-governance there are no distinct boundaries



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- **Social Media-** Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals.
- **Information-** Information is conveyed either as the content of a message or through direct or indirect observation of something. That which is perceived can be construed as a message in its own right, and in that sense, information is always conveyed as the content of a message. Information can be encoded into various forms for transmission and interpretation.
- **E-Resources-**Electronic resource management (ERM) is the practices and software systems used by libraries to keep track of important information about electronic information resources, especially internet-based resources such as electronic journals, databases, and electronic books. The development of ERM became necessary in the early 2000s as it became clear that traditional library catalogs and integrated library systems were not designed to handle metadata for resources as mutable as many online products are.

## Objectives of the conference

- To provide a platform to the participants from Industry, Business Organization, Academicians and Students to discuss the strengths, weaknesses, opportunities and threats involved in management cross cultural context.
- To encourage Research Scholars to share their research work with other experts
- To provide the participants an opportunity to examine the different dimensions of current environment.

## Programme Structure

- Inaugural Session
- Technical Session
- Invited Lectures
- Report of the Conference



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## Key Issues

- Role of Management Leaders in innovation
- Developing strategic leadership capabilities
- Online leadership, creativity and entrepreneurship
- Impact of societal changes in business growth
- Knowledge Management
- Big data analytics- challenges for knowledge management
- Current Trends in E-Management
- Governance Challenges in the family-owned business
- Corporate social responsibility-stakeholder or stockholder driven
- Corporate governance in emerging economies
- Developing strategic leadership capabilities
- Leadership and management Style
- Leadership role in innovation
- Leadership challenges- barriers to effective communications
- Managing in the digital economy
- E-Learning platforms
- ERP
- E-education
- E-resources-Research Data from sectoral associations
- E-resources Evaluation and Content
- Campus Information Systems
- Leveraging digital skills for Innovation in the Society
- Corporate and Entrepreneurship
- Women Entrepreneurs education and development
- Self learning Integrated Methodology

## Important Dates

- **Conference Date:** 10th October, 2014
- **Submission of Full Papers:** 30th September, 2014
- **Decision on Acceptance of Papers:** 5th October, 2014
- **Camera Ready Copy and Registration:** 7th October, 2014



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## Guidelines for Paper Submission

This is an invitation to you to participate in the Conference and share your views by presenting a paper. Please confirm your valuable participation at the earliest. We shall be thankful, if you would share this information among your colleagues and students.

### A) Format And Size

1. All papers should be in Microsoft Word Version, Font Times New Roman, font size 12, page size A-4
2. Size of the paper - between 2500 to 3500 words.

### B) Title

1. The main title of your paper must not exceed 50 characters. This includes letters, spaces and punctuation.
2. The title should be capitalized and centered at the top of the first page of your paper.
3. If you choose to have a subtitle, it should be capitalized and centered directly below the main title.

### C) Headings

1. Headings and subheadings must be capitalized and left justified.
2. Use double space after the headings, before starting the next paragraph.
3. Font size of the main heading should be 16 and sub heading of 12.

### D) Illustration Guidelines

1. Illustrations such as photographs, charts, graphs, drawings, and diagrams should be labeled, so that they correspond with their mention in the text (e.g. Table-1, Figure-2, Diagram-3).
2. Use only black & white glossy prints and do not attach photos to your paper.
3. Indicate on the back of each photograph your name and where the photo should be inserted in the text.
4. Soft copy of commercial charting and graphing materials in back & white are acceptable.
5. Computer generated charts, sharp, diagrams, and maps are acceptable as long as they are printed on a printer that produces clear, sharp image (e.g. laser printers.)

### E) Photograph & CV

1. All papers must be accompanied by one passport size color photograph together with a full CV & a brief CV (not exceeding 50 words).

### G) Presentation

1. All speakers are allowed 10 minutes for presentation of their paper. The time for answering questions is additional.
2. Power point projector system with laptop would be available for presentation. Any additional aid required, may please be intimated in advance.





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## H) Paper Submission Checklist

1. Full text of your paper in Microsoft Word Version
2. Two CVs - one full length and one within 50 words.
3. One passport size color photograph.

## General Instructions For Paper Submission

1. Contributors are requested to ensure that their paper should not exceed 8 Printed pages. The paper should be typed in Times New Roman (12 pts.) font on one side of A-4 paper in double line spacing with wide margins.
2. One paper should not contain more than two authors.
3. All charts and graphs should be drawn and labeled clearly.
4. Only those references, which are actually used in the text, should be included in the reference list.
5. The contributor should certify on a separate sheet that the manuscript is his/her original contribution. It should be mentioned that the paper has not been submitted or accepted for publication anywhere else.
6. Paper should contain abstract not more than 500 words along with key words.
7. Paper must accompany the following details of authors :-
  - o Name of the author with designation
  - o Name of the co-author with designation
  - o Correspondence address, contact number, and e-mail ID
  - o Profile of the authors
  - o Organization / Institution name

## How to Participate?

Interested candidate are requested to send the duly filled registration form. The candidate who wishes to contribute their submission should send the electronic copy of their paper at the following e-mail: [lmeem@tecnia.in](mailto:lmeem@tecnia.in) . The submission for the Conference may be in the form of descriptive, critical, research papers and case studies to mirror theory, research, practice and reflective thinking in the above area. Paper should contain abstract not more than 500 words along with key words the abstract may be submitted through [lmeem@tecnia.in](mailto:lmeem@tecnia.in) .

## Participants Profile

- Academic Fraternity in LIS, Management Science and IT
- Professionals working in academic, Industry and research concerned with IT, Management, LIS, health sciences & medicine, agriculture, insurance, banking, technology etc.
- Students and Researchers
- Publishers
- IT and Information Service Providers



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**Conference Convener** : Dr. Mani Manjari, Tecnia Institute of Advanced Studies, Rohini, Delhi.

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## About Institute



*Tecnia Institute of Advanced studies- A flagship of Tecnia Group of Institutions, TIAS is an India's Premier Management and Information Technology education Institute established by Health and Education Society, Delhi. Institute is approved by All India Council for Technical Education, Ministry of HRD, Govt. of India and affiliated to Guru Gobind Singh Indraprastha University, Delhi. Institute offers MBA, MCA, BBA and BJ(MC) full time programmes.*

*Institute is recognized under sec.2 (f) of UGC Act 1956; rated 'A' category by Govt. of NCT of Delhi and included in Top 100 B-School and IT-School by Dalal Street Investment Journal. Institute is India's premier ISO 9001:2008 Certified by JAS-ANZ, Australia. This ensures that our system and procedures are of superior quality developing a very high value to the entire stake Holders. The institute has been consistently ranked among top B-School in the country.*

*The Institute has excellent ultra modern infrastructure including state-of-the-art Air Conditioned Library and Reading Room, Auditorium, Lecture Theaters, Tutorial Rooms, Seminar Halls, Computer Centre, Computer Laboratories with Audio Visual Aids for Presentations.*

*The Institute imparts Value Based Quality Education, Training, Research & Consultancy, in the field of Management and Computer Applications. At Tecnia, we bring together theory with hands on application, and it is this unique approach – action-based learning and interdisciplinary, team oriented situations – that develops leaders and ideas that change the world. The Institute offers the structure, the guidance, and the expertise, and students develop their own customized plan of action.*

*The Institute offers following electives in management stream Marketing, Finance, Human Resources Management, Information Technology and systems, Global Business Management. The students can also pursue electives e.g. Multimedia Technologies, Digital Signal Processing, Microprocessors, Fuzzy Sets and Logic, Compiler Construction, Distributors DBMS etc. in MCA Programme. The Institute has all the elements with which to transform future of the students and your career.*

**-: Contact at the following addresses:-**

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