स्वच्छ भारत
एक कदम स्वच्छता की ओर

INTERNATIONAL CONFERENCE
2nd Tecnia SRFLISindia Summit 2015

GREY TO GREEN

Creating Sustainable Environment through Green Management
Librarianship, ICT, Entrepreneurship & Corporate Social Responsibility

11-12 April, 2015, Tecnia Auditorium, New Delhi

In Collaboration with

UN Information Centre
for India and Bhutan

Jointly Organized by

Tecnia Institute of Advanced Studies

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Approved by AICTE, Ministry of HRD, Govt. of India,
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2015

Tecnia Institute of Advanced Studies, Madhuban Chowk, Rohini (Delhi) and **Satija Research Foundation for Library and Information Science (SRFLISindia)** are jointly holding an **International Conference on the topic** "**Grey to Green**"- **Creating Sustainable Information Environment** through Librarianship, Green Management, Green ICT, Green Innovative Entrepreneurship, Knowledge Management, Open Education Resources and Corporate Social Environmental Responsibility**.**

The conference 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

Over the past century, the world has fallen into a pattern of unsustainable economic growth. Accelerated consumption of hydrocarbons and deforestation resulting into ecological imbalance are only the most visible indices as to how we are exhausting the planet's natural resources and accelerating climate change. This in turn threatens life-sustaining ecosystems and putting extensive burden on global economy. Nations and organizations around the world are making a considerable effort to save the world health and environment. It is common notion that developed economies lack to combat mounting carbon emissions, and major emerging markets like China and India are hesitant to implement policies aimed at reducing their respective carbon foot prints.

UNO data shows that China topped in the year 2014, with emission of 9 billion tons of CO2 followed by the US and European Unions. India is the world's fourth largest carbon dioxide polluter (2.2b tones). India's carbon emission have shot up by 7.5% to 2.2 b tones over the past year, while those recorded in developed markets like US and European has declined by 1.8% to 5.2 billion tones and 2.8% to 4.3b tones emission of CO2 respectively. "India's Carbon emission level will be at par with China by 2020," says Corrine Le Quere, a Professor specialized in climate change (University of East Anglia Research Study). There is a wide spread consensus that environmental sustainability pays dividend for the sustainable development and therefore our present situation increasingly demands a transition from Grey to a Green economy concept that does not worsen climate or destroy the planet and also to achieve target of maintaining 2°C increase in environmental temperature by 2020.

Universities and Governments, all over the world are moving into the management model for research with a focus on Grey to Green Concept in diversified areas of knowledge, Technology, Services, Infrastructure and Resource management. We need to rediscover methods and approaches towards sustainable usage of natural resources with honesty, transparency and integrity. Researchers also need to establish a balance between all the consumption pillars, with special focus on non-regenerative resources.

ABOUT THE CONFERENCE

The conference aims at discovering and conceptualizing broad spectrum of green management, green ICT initiatives, environmental governance, social intelligence, Green Innovative Entrepreneurship, Knowledge Management with E-Learning. Artificial Intelligence and Expert System has vital role in controlling E-Waste Management by reducing Carbon Foot Prints in industries, business houses and service sectors. This will work in a multidisciplinary way across various fields and perspectives through which we can address fundamental aspects of Green Management.

This interdisciplinary forum invites scholars, teachers and professionals from different professional streams for their significant contribution in a holistic perspective where environmental, social, cultural and economic concerns are preserved, maintained and developed for human well being.

The conference is dedicated to the advancement and dissemination of knowledge and information on Green Management and Technology for substantial increase in literature, research paper decoupling from grey areas and replacing them with new set of knowledge, methods, policies and techniques for healthy, ethical and all round development of business and society. Sustainability being a perfect field for interdisciplinary and multicultural evaluation of contemporary study, the conference has become a significant venue at the beginning of the 21st century for researchers, academicians and professionals in those areas to meet, originate, discuss, share and disseminate their new ideas and concepts.

THEMES

The theme of this two day international conference will focus on numerous issues which may incorporate and facilitate Green management concept and application in business and industry at international level.

Paradigms in Librarianship-Tools and Technologies

- Innovation in Grey Literature
- Paradigms Shift in Collection Development and Management
- Development of Electronic and Online Information Products
- CMS and Content Development
- Social Networking Sites and Libraries
- Information Communication Technology (ICT) and libraries
- Best Practices and Total Quality Management (TQM) in Libraries
- LIS Education and Curriculum Development
- Marketing of Library and Information Science Products
- Human Resource Management of Libraries
- Collaborative Knowledge Creation
- Mobile Technology and Service-Oriented Architecture
- Information and Communication Model
- Knowledge management best practices
- Information storage and retrieval system
- Open Educational Resources
- Library Consortia and Resource Sharing
- Institutional Repositories and Digital Libraries
- Open Source Software
- Open Access Scholarly Publishing
- Cloud Computing and Libraries

Knowledge Management, Knowledge Representation and Ontologies

- The Knowledge Society and Information Systems
- Knowledge and Ontologies in Information Systems
- Ontologies and Ontology
- Information Systems Knowledge Management and Engineering
- Enterprise Knowledge Management and Engineering
- Natural Language Processing

- Ontology Coupling, Integration and Matching
- Semantic Web Applications
- Knowledge Management
- E- Business and Internet Computing
- Management of Technology in Education and Businesses
- E-Government strategies, implementation procedures, and case studies
- Technology Transfer, Marketing and Commercialization
- Knowledge Engineering and Discovery
- Information Quality Metrics and Assessment
- E-Commerce issues, trends, and case studies
- Cyber law, E-commerce Law, and Intellectual property rights
- Customer Relationship Management (CRM),
- Supply Chain Management (SCM)
- Data Warehouses and Data Mining
- Software engineering of e-business systems
- Data Mining Techniques
- Knowledge extraction and search

Green Management
- Motivations for greening within organizations
- Organizational adoption of sustainable business practices
- Information systems for raising environmental awareness
- Green awareness and communication for formulating organizational strategy.
- Green Business process.
- Green Marketing Initiatives.
- Green Supply Chain Initiative.
- Green HR initiatives.
- Knowledge Management, E-Learning and E-Library

Green Information Technology
- Green Information Communication Technology Initiatives
- Green Computing,
- Cloud Computing,
- Green Renewable Energy and Environmental Solution
- Environmental degradation
- Information Systems for lower carbon emissions
- Sustainable everyday life practices with help of information systems
- Information systems for the encouragement of green choices by consumers.
- Sustainable consuming with direct access to product information.
- Recycling of electronic devices

Environmental Governance in the Government Sectors and Multinationals.
- Environmental Sustainability & Human Consumption.
- Environmental Sustainability & Environmental Management.
- Cultural Sustainability: Protecting, Preserving and Conserving.
- Economic Sustainability: Environmental Challenges and Economic Growth.
- Economic Sustainability: Sustainable Businesses and CSR.
- Energy Economics and Ecological Economics.
- Facilitation of Environmental policies and Practices with reference to   BRICS countries

Corporate Social and Environmental Responsibility
- Social Sustainability & Social Justice.
- Social Sustainability, War and Peace.
- Social Sustainability & Sustainable Living.
- Social intelligence and Human development

Green Innovative Entrepreneurship
- Innovative Entrepreneurial Opportunities in E Waste Management Innovative Entrepreneurship and Reducing Carbon Foot Print.
- Social Entrepreneurship.
- Agripreneurship for Rural Development.
- Eco Tourism and Role of Libraries

Objectives of the Conference

This conference intends to provide a forum for discussion and exchange of ideas on the main theme as well as the various themes. The main objectives of the conference are to:

- Develop a clear understanding on the role of IT, Management Science and LIS Professionals in Knowledge Innovation and Knowledge Management.
- Discuss debate and develop strategies to manage information systems and libraries in web environment.
- Identify and share 'Best Practices' developed and adopted by various information systems and libraries.
- Increase the expertise and provide the best possible platform by educating students and attracting new researchers.

Programme Structure

- Inaugural Session
- Technical Sessions
- Invited Lectures
- Product Presentations
- SRFLIS Awards
- Best Paper Award Presentation
- Report of the Summit
- Valedictory

Important Dates

- Conference Dates: 11-12 April, 2015
- Submission of Full Papers: March 05, 2015
- Decision on Acceptance of Papers: March 10, 2015
- Camera Ready Copy and Registration: March 15, 2015

Call for Papers

Original papers on the areas of interest are invited. The list is indicative and not exhaustive in coverage. The contributors may include any other topic under the broad categories of main theme of conference.

Submission Guidelines of Papers

Papers on the theme listed above or any other issue related to the broad theme of the conference, based on research and practical experience in the field and case studies may be submitted for presentation. The authors should strictly follow the following structure and guidelines:

1. Paper should clearly indicate the title of the paper (title case), name (s) of the authors, E-mail Ids, address of the affiliation of the authors with telephone number.
2. Length of the paper should not exceeds 5000 words, single space, 10.5 point font size (Times New Roman or Arial), MS-Word.
3. Abstract should not be exceeding 300 words, and should includes, methodology, sample of population and salient findings.
4. Paper should have at least 3-4 Keywords.
5. Strictly Follow the APA Style for Reference for references and cited work. The specimen for various kinds of entries of APA Style is reproduced for ready reference

    - **For book entry**
    - O'Donoghue, T., & Clarke, S. (2010). Leading learning: Process, themes and issues in international contexts. London: Routledge.
    - **For e-book entry**
    - Chaffe-Stengel, P., & Stengel, D. (2012). Working with sample data: Exploration and inference. http://dx.doi.org/10.4128/9781606492147
    - **For journal article entry**
    - Singh, K.P., & Satija, M.P. (2006). A review of research on information seeking behaviour of agricultural scientists: International perspectives. DESIDOC Bulletin of Information Technology, 26 (2), 25-36.
    - **For magazine article entry**
    - Borowitz, A. (2004, November 15). Pavlov's brother. New Yorker, 80(35), 63-66.
    - **For conference proceedings article entry**
    - Game, A. (2001). Creative ways of being. In J. R. Morss, N. Stephenson & J. F. H. Rappard (Eds.), Theoretical issues in psychology: Proceedings of the International Society for Theoretical Psychology 1999 Conference (pp. 3-12). Sydney: Springer.
    - **For websites**
    - Sea Turtle Restoration Project. (2006). Threats to sea turtles. Retrieved from http://seaturtles.org/section.php?id=104.
    - Improve indigenous housing now, governments told. (2007). Retrieved from http://www.architecture.com.au/i-cms?page=10220
    - For more details click
    - http://www.apastyle.org/

6. Authors are supposed to prepare PPT for the conference presentation and should send before attending the conference.
7. **The accepted papers** for the authors, may submit 'Certificate of Originality and copyright' may be download (Create Link).
8. Paper may be sent to 'Organizing Secretary' at the address given on the last page of the brochure and also copy to: **tecniasummit2014@gmail.com**. On or **before March 05, 2015.**
9. Only Selected and registered papers will be published.

CONFERENCE FEE

Type of Delegates	For Indian Participants	For Foreign Participants
Academicians/LIS Professionals	Rs 2200	$150
TIAS/SRFLIS Members	Rs 1800	$125
Research Scholar/Student/Retried	Rs 1500	$100

• Payment should be made in form of a Cheque/DD in favour of **Satija Research Foundation For Library and Information Science, Payable at New Delhi,** with this form duly filled in through postal mail and confirmation through e-mail at this addresses:

For Electronic Transfer, kindly use the following details:

Beneficiary's Name	Satija Research Foundation for Library and Information Science
Bank Name	Canara Bank
Bank Account Number	2702101014172
IFSC Code	CNRB0002702
Branch Name and Address	Plot No.3, LSC 10, Sector 16, Rohini, New Delhi-110095 (India)

• Fee does not include accommodation, local/outstation travel. No refund will be allowed for cancellations made.
A certificate would be awarded to the participants.

• Outstation candidates needing assistance in accommodation (on payment) may contact the
  Dr. K.P Singh – 09818057510

• Applications for registration along with demand draft/cheque should be sent to:

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Institute is ISO 9001:2008 Certified by JAS-ANZ, Australia ensuring that our system and procedures are of a consistent quality, followed with precise rigidity. The Institute has been consistently ranked among the top B- Schools in the Country. TIAS features in 25 Top-Of-The-Mind Institutes by Mail Today B-School Survey and Rated as

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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.

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