



# Gujarat Technological University

Centre for Business Ethics & CSR (CBECSSR)

In collaboration with



organizes

**5<sup>th</sup> International Conference on**

**“Impact of Business Ethics, Governance and CSR on Society”**

on

**February 5 - 6, 2016**

**Venue: GTU Chandkheda Campus, Ahmedabad, India**

## Conference Prologue

The 5th International Conference on ‘Impact of Business Ethics, Governance and CSR on Society’, organized by GTU- Post Graduate Centre of Business Ethics & CSR, Ahmedabad, in collaboration with SMJV’s CKSV Institute of Management, Vadodara, envisages to provide a global forum to academicians and practising managers to discuss critical issues pertaining to the impact of ethics, governance and CSR on society. The conference will also provide opportunities for networking and collaboration amongst management scholars from different disciplines across continents.

## Objective

To bring together researchers, young faculties and practitioners working in multi-disciplinary fields to discuss and deliberate on challenges, opportunities and strategies involved for business enterprise with respect to the impact of ethics, governance and CSR initiatives on society. The conference will provide a global forum to academic researchers and practicing managers to discuss critical issues concerning management of global organizations.

## Conference Organisers

### Gujarat Technological University

Gujarat Technological University is relatively a new technology University established in the year 2007 by the Government of Gujarat vide Gujarat Act No. 20/2007. The University caters to the entire field of Engineering, Pharmacy, Business & Management Studies and Computer Applications in Gujarat State. Today, the University has more than 4,00,000 students, a large number of Master’s Programs and a robust Doctoral Program. It has 480+ Colleges affiliated to it. Today it is the largest University of Gujarat.

GTU offers an ideal modern educational infrastructure that offers a space not only for the administrative work of the university but also space to conduct workshops and conferences with all the modern amenities. The University will also offer a Research laboratory building and PG Research Centres building very soon. GTU wishes that its graduates should be able to build a new India, which would stand for a more harmonious and more humane world, with a better quality of life for all.

## Post Graduate Centre for Business Ethics and CSR

The GTU-Post Graduate Centre for Business Ethics and CSR through its Studies, Conferences, Workshops, and Seminars has become the transforming seed that helps change both the economy and education. The Center is a place for 'Technological Reflection and Dialogue', for rediscovering "WISDOM", so that we could use our technical and educational skills to build a much wiser world.

To move a small step towards this vision GTU CBECSSR organises an annual conference to encourage research. The First National Conference on "Business Ethics for Global Success of Indian Businesses" was organised on 25-26 September 2010. Subsequent conferences were organised on 22-23 September 2011, 8 - 9 February 2013 and 6<sup>th</sup> & 7<sup>th</sup> February 2014. The Centre also organises Leadership Summit every year since 2011. International Seminar on Ethical Dilemmas was organised by the Centre. Various International Faculty Development Programs are also organised by the centre every year. Centre has been working for carrying forward the idea of ethics in both the academic circle and Industries and Business.

## SMJVs CKSV Institute of Management, Vadodara

CKSVIM, founded by 100 Year old SMJV Trust, Mumbai, is one of the leading Management Institute since 2009, approved by AICTE and affiliated to GTU. CKSVIM-MBA is the first B-School in India Accredited by ACBSP, USA. It is an ISO 9001:2008 Certified Institute.

The institute's Motto

**is: Education... Ethics... Enterprise... Empowerment.**

It has been Ranked by Competition Success Review (Nov 2015) to be among the Top 3 Private B-Schools in Gujarat, and among the Top 16 Promising B-Schools in India. Declared 1st among MBA Institutes under GTU and 4th among MBA Institutes in Gujarat by Times B-School Survey 2014 partnered with The Nielsen Company.

It has been judged as one of the 2<sup>nd</sup> Best Emerging Management Institutes, and one of the 9 Best Management Institutes (other than IIMs) in India as per the AICTE - CII Survey of Industry - Linked Technical Institutes 2013. It has been Awarded A+ for three consecutive years (2013, 2012 & 2011) in Best 'B- Schools Survey' conducted by Business India

## Call for the Papers

The researchers are invited to submit and present their valuable research work in the area of related topics mentioned herewith. Researchers are also welcome to present their research apart from the given sub themes but having relevance to the main theme.

### Theme-1:

#### Business Ethics and its Impact on Society

- Should profit be the sole objective of businesses?
- Ethics for local and global success
- The paradigm shift- Business Ethics now and then
- Future of Business Ethics
- Ethical Index for Companies
- Ethics for Illicit Business Practices
- Ethics in Education
- Environmental Ethics
- Case applications

### Theme-2 :

#### CSR, Sustainability and its Impact on Society

- CSR: Philosophical and ethical aspects
- CSR Policies and guidelines across the world
- Aligning CSR with Brand and image building
- Learning from Best practices in CSR
- Sustainable Business and Industry in India and globally
- Environment Sustainability
- Sustainable Education - Higher and School Education
- CSR Reports/Case studies of Mgt. Institutes/Corporate & its impact on society.

### Theme-3 :

#### Ethical Governance&its Impact

- Corporate Governance - Laws, Practices and its implications
- Governance in Governmental /Private organizations
- Governance in MSMEs
- Global Governance and Corporate Liability
- Corporate Governance in developing and transition economies

### Theme-4 :

#### Principles for Responsible Management Education and being Responsible Business Enterprises

- Transparency and anti-corruption issues in global supply -chain
- Role of management education in ensuring transparency in globalized economy
- How to develop managerial capacity to check corruption and unethical behaviour
- Professional dilemmas and ethics in solving management challenges

### \*\*\* Best Paper Awards \*\*\*

Twelve (12) Papers -3Papers from each of the four above mentioned Themes will be awarded at the Valedictory session.Each Author / co-author must register and pay the conference applicable fees in order to receive a Certificate of Participation. Authors present in conference will be eligible for Award.

### Author Guidelines for Submission of Paper/ Case-studies

Selection of papers/ case-studies for presentation and publication will be based on blind-review of full paper and conformance to author guidelines mentioned below.The abstract must include a clear indication of purpose of research, methodology, expected results and implications.

The manuscript should conform to:

Length	Abstract: 300 words excluding title Cover page Full Paper: 2500-5000 words excluding title / cover page / abstract
Font Type & Size	Times New Roman & 12 Points
Line Spacing & Page Margins	1.5-inch & 1-inch all around
Page/Chart/Table Numbering	Consecutively Numbered as Table 1: _____. (Mention 'Source': _____, below Table/Figure)
Declaration Form	Declaration Form, duly signed (by author & co-author) and scanned, should be submitted alongwith the full paper compulsorily.(View the link mentioned on next page)
Title Page	Title, author(s), Designation, affiliation(s), e-mail (s) & Contact No(s).
Reference Style	APA Referencing Style
Paragraph Formatting Style	Justified

### Registration Form

All delegates must register online using following link:<http://goo.gl/forms/TOC9F2v8lY>

[Registration fees once paid will not be refunded. All International delegates will be required to remit in equivalent foreign currency in US \$. Registration fee includes cost of conference Journal, conference kit, Tea/Coffee, Breakfast & Lunch served during the conference.

All delegates and authors / co-authors need to register and make payment through online mode only by following mentioned payment and registration links.]

Submissions should be made electronically in MS Word format only to:

[cbecsr@gtu.edu.in](mailto:cbecsr@gtu.edu.in)

Payment Mode / Process All payment must be made using online payment mode by following online payment link:

<https://www.onlinesbi.com/prelogin/institutiontypedisplay.htm>

For instructions and query related to online payment, kindly refer: <http://www.gtu.ac.in/ImpCircular/SBIPayment%20Instructions.pdf>

### Declaration:

The below mentioned proforma (Link) shall be the first page of the full paper and Author(s) are requested to submit this declaration form along with full paper in a single word file through only e-mail to:

[cbecsr@gtu.edu.in](mailto:cbecsr@gtu.edu.in)

### Declaration

**Form:** [https://docs.google.com/a/gtu.edu.in/document/d/1nN2ktgrtC1Vh8vD\\_wW7Y6gbQSlD0oX-riCpZnB1F6dU/edit](https://docs.google.com/a/gtu.edu.in/document/d/1nN2ktgrtC1Vh8vD_wW7Y6gbQSlD0oX-riCpZnB1F6dU/edit)

### Important Dates:

Registration Begins	09 <sup>th</sup> December, 2015	<p><b>Please send full paper along with the declaration form on:</b>  <a href="mailto:cbecsr@gtu.edu.in">cbecsr@gtu.edu.in</a>  <b>Early Bird Discount:</b>                      Avail an early bird discount of 50% on the registration fees mentioned below. [Only for the delegates, whose payment is received by the organizers before 31<sup>st</sup> December, 2015 using online payment mode mentioned above].</p>
Last Date for Abstract Submission	31 <sup>st</sup> December, 2015	
Early Bird Discount for the registration	31 <sup>st</sup> December, 2015	
Last Date for Full Paper and Declaration Submission	5 <sup>th</sup> January, 2016	
Confirmation of Full Paper Acceptance	On or before 25 <sup>th</sup> January, 2016	
Payment of Registration Fees	On or before 27 <sup>th</sup> January, 2016	
Conference Dates	5 <sup>th</sup> - 6 <sup>th</sup> February, 2016	

### Fee Structure:

Category	On or Before 5 <sup>th</sup> January, 2016	After 5 <sup>th</sup> January, 2016
Industry Delegates & Experts	Rs. 1000/-	Rs. 2000/-
Academician/ Research Scholar	Rs. 500/-	Rs. 1000/-
Alumni	Rs. 300/-	Rs. 600/-
Student	Rs. 200/-	Rs. 400/-
International Representatives	US \$ 150/	US \$ 200/

### Highlights of the Conference:

- The conference will have plenary sessions by internationally and nationally renowned researchers and industry leaders.
- Selected and recommended research articles/contributions shall be published in 'SANKALPA: Journal of Management & Research', Vol. 6, Special Conference Issue, February, 2016, bearing ISSN No. 2231-1904, after blind-review and acceptance by the publishers.
- The conference will host workshops/panel discussions on contemporary themes.
- Paper presentations of recommended papers by authors and contributors.
- Certificate of Participation shall be awarded by the University to all the Speakers and Participants.
- Networking with national and international dignitaries, professors and students.

### **Chief Patron**

Dr. Akshai Aggarwal, Hon. Vice Chancellor, Gujarat Technological University (GTU)

### **Patron**

Shri Shrikant Vasa, Chairman, Trust Board, Shri Mahavira Jaina Vidyalaya (SMJV-EF), Mumbai

### **Convener**

Dr. Rajesh Khajuria, Convener - Director, CK Shah Vijapurwala Institute of Management, Vadodara

### **Co-Convener (GTU)**

Ms. Krutika Raval & Mr. Rajesh Ramani,  
Assistant Professors, CBECSR, GTU

### **Advisory Committee:**

Shri J. C. Lilani- I/c Registrar, GTU

Dr. S. O. Junare- Dean, Faculty of Management, GTU, Director, Shri Jairambhai Patel Institute of Management, Gandhinagar

Dr. Chinnam Reddy - Dean, Faculty of Management, GTU, Director, Faculty of Management, Marwadi Foundation Group of Institutions, Rajkot

Dr. K. N. Sheth- Dean, Alumni Affairs & Interdisciplinary Research, GTU, Director, Adani Institute of Infrastructure Engineering, Ahmedabad

Dr. Jagdish Joshipura- Director, Som Lalit Institute of Management Studies, Ahmedabad

Prof. Rajnikant Patel - Advisor, Research & Consultancy Cell, GTU

Dr. Pankajrai Patel - Director, GTU

Dr. Shailesh Thaker, Honorary Director, GTU-Centre for Business Ethics and CSR, Ahmedabad

Dr. Charles Savage, Member, Board of Advisors, CBECSR, President & Mentor, Knowledge Era Enterprising International, Germany

G. Narayana (Guruji), Member, Board of Advisor, GTU's Centre for Business Ethics and CSR

Dr. Trupti Almoula, Director, Narmada College of Management, Bharuch

### **CKSVIM Committee Members**

Dr. Kunjal Sinha, Asso. Professor, CKSVIM

Ms. Ranjita Bannerjee, Asst. Editor, SANKALPA

### **GTU Committee Members:**

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Dr. Kaushal Bhatt, Assistant Professor, GTU

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Ms. Krishnaba Parmar, Assistant Professor, GTU

Mr. Hitesh Gujarati, Research Associates, GTU

Mr. Vikrant Vala, Research Associates, GTU

Ms. Hema Rajput, Research Assistant, GTU

### **Co-Conveners: (Contact Persons)**

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### **Address and Conference Venue:**

**Gujarat Technological University**

**Post Graduate Centre for Business Ethics & CSR**

**Nr. Vishwakarma Govt. Eng. College**

**Chandkheda, Ahmedabad - 382 424, Gujarat (India)**

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