



International Management Institute, Bhubaneswar
Shaping global leaders for tomorrow

INTERNATIONAL MANAGEMENT INSTITUTE, Bhubaneswar, India



EGADE Business School
Tecnológico de Monterrey

Minds Igniting Change

EGADE Business School, Mexico City, Mexico

*Jointly organize an **International**
Conference on*

**Global Business Environment: Strategies for Business Analytics and Cyber
Security Management**
December 11-12, 2015

Furtiveness in marketing among existing and emerging companies in the global market place has increased in the twenty-first century and has driven tactical thinking among firms to manage the market competition. Due to increasing competition, shifting market trends and rapid emergence of consumption patterns, multinational companies are finding it difficult to manage their markets through conventional strategies. Unlocking the hidden insight in data presents companies with a viable alternative to determine their source of competitive advantage. This means that graduates with business analytics skills are in high demand across the globe. Multinational companies are employing covert market strategies to gain first mover advantages and stay sustainable in the market against growing competition. Most companies are inviting their resources in analyzing the market data through statistical and operations analysis to understand the market dynamics and guide formation of predictive models by application of optimization techniques and the communication. These techniques are integrated in business analytics, which have emerged as a powerful tool to measure the market transformations and suggest the right ways of developing marketing strategies for sustaining against market competition. Companies play around both marketing strategies and tactics in an integrated mode to gain competitive advantage. The stealth marketing, thus conceptually embedded in the competitive marketing strategies that are being practiced in the global markets.

Besides the applications of business analytics in assessing the market trends and forecasting, use of Internet in business has enhanced the cyber threats despite the opportunity of being omnipresent on the global platform. Hackers use frequently the global network to steal vital business information and bow companies to compromise on various businesses issue. Thus, organizations today have to rethink their defenses and move from reaction to anticipation. Managing information security is a more complex issue than the technical challenges. The information management is built on the critical infrastructures, organization, and technology. Although critical infrastructures are beyond the direct control of the organization, balancing them is a critical component of corporate governance. Security lapses are management failures more than technical failures.

This conference aims at providing an international forum for rich discussion on reviewing and learning lessons from contemporary and innovative strategies in managing business analytics as

well as the cyber security issues in the global markets. Discussions in the conference would be able to develop new taxonomy of business analytical strategies for emerging markets and further provide suggestions as how firms can improve cyber security in their business for securing against the data theft. Contrary to conventional wisdom, the conference would also contemplate on developing new visions on business analytics and cyber protection strategies for emerging markets. Discussions will also be encouraged on the different levels of global market management for cutting costs and creating value that companies can use in each phase of their business growth.

Who should attend?

- Academics, research scholars, and business consultants concerned with the business analytics, operations management, marketing strategy formulation, e-commerce, corporate social responsibility, corporate culture, and information management systems.
- Top and middle level executives of corporate, SMEs, and public sector undertaking companies engaged in business-to-consumers and business-to-business operations in products and services sectors
- IT and E-commerce company executives
- Cyber law enforcement authorities, regulatory organizations, Non-government Organizations
- Entrepreneurs, who want to express new insights, share research contributions and discuss best practices

What would you achieve?

- An interactive and hands-on approach to work with business analytics tools and techniques
- Ways to explore cyber business opportunities in global markets
- Gaining valuable insights on business information protection and working with the concept of Big Data
- Examples, illustrations and case studies of best practice interventions around the world
- Opportunity to delve deeper into areas such as globalization, innovative marketing strategies, market economics, market environment, trade policies, brand management, investment, market behavior, and more
- A networking opportunity to meet international colleagues and professionals who are grappling with similar issues, problems and concerns
- Opportunities for collaborative research with experts in the field.
- Opportunities for offering joint training modules with experts in the areas of business analytics and cyber security management.

Themes and Topics

Track 1: Business Analytics and Business Modelling

- Information assessment and analysis
- Managing data warehouse and data mining processes
- Planning and designing of business information system
- Operations process modeling
- Data visualization, interface, and predictive models

- Business forecasting

Track 2: Information Management System

- Business intelligence
- Big data and knowledge discovery
- Website analytics
- Search engine optimization, web page optimization, mobile marketing and analytics
- Components of business information system – Media, Technology, Process, People, Regulation, and System.

Track 3: Cyber Protection and Business Growth

- Information protection technology
- Data usage, monitoring, and control
- Data thefts, misuse, and impact on business operations
- Cyber security laws and enforcement administration
- Program management, technology, and applications
- Cyber-warfare practice and theory
- Restrictive information flow, malware, phishing and spam, threats
- Information and communication technology audit

Track 4: Internet Business Modelling: Innovation and Technology

- Internet Business Modelling: Innovation & Technology
- Mobile and Internet computing
- E-commerce modelling
- Cloud computing
- Internet performance, user experience, and business growth
- Performance evaluation, measurement and optimization
- Quality of services, critical to quality and voice of customers

Track 5: Globalization and Technology in Marketing

- Technology transfer and business growth
- New marketing technologies
- Disruptive technology and threats in business
- E-commerce and mobile marketing
- Internet marketing and management information system

Track 6: Analytics in Marketing

- Banking and financial services marketing
- Leisure and tourism marketing
- Customer relationship management
- Customer services and value creation
- Retail marketing
- Identifying shifts in socio-cultural market behavior

Track 7: Role of Technology in BFSI Sector

- Stock market prediction
- Product and portfolio optimization modeling
- Customer lifecycle management
- Risk modeling
- Fraud detection

Track 8: Multinational Companies and Regional Expansion

- Innovations, technology, and opportunities
- Leveraging CSR
- Corporate governance analytics
- Sustainable development modeling

Track 9: Globalization and Business growth

- Globalization and business diversity
- Modes of entry in emerging markets
- Resource planning
- Mergers, acquisitions, and marketing strategies
- Best practices in global-local business
- Managing business organizations: Competition versus cooperation

Track 10: Global Business Environment

- Global branding
- Product innovation management across markets
- Global pricing
- Global supply chain management
- Global market segmentation
- Market assessment and entry
- Emerging economies
- Comparative marketing systems
- Global competitive strategy
- Information technology and global marketing
- International alliances in marketing.

Paper Submission

Conference organizers invite full papers, abstracts, and extended abstracts from the interested academics, professionals and researchers on the above stated topics. The length of the full papers should not exceed 30 pages in double space. The important dates on submissions are as detailed below:

- Conference Announcement-Call for Papers: May, 15, 2015
- Submission of abstracts: July 31, 2015
- Submission of final papers: September 15, 2015
- Acceptance of papers: October 15, 2015
- Conference registration: November 05, 2015 onwards

All submissions must be typed, double spaced with 2.5 cm or one-inch margins using 12 point Times New Roman font in a single MS Word file. All submissions must include a Title, Authors (names, affiliations, e-mails of all authors and a notation (*) of the corresponding author), an Abstract (no more than 150 words) and 3-5 Keywords. Final paper should not exceed 30 pages, including the Abstract, body of the text (Introduction, Theory, Methods, Findings, Discussion, Conclusions and Implications), Tables, Figures and References. All paper submissions must include a discussion, which addresses the contribution of the author's work to the advancement of business and business-related science and practice in the Conclusions and Implications section.

All submissions must be entirely original, not previously published, and must not be under concurrent consideration or scheduled for presentation elsewhere.

All abstracts and papers must be submitted electronically via e-mail to the conference convener Dr. Sourabh Sharma, Assistant Professor, International Management Institute, Bhubaneswar (gbe@imibh.edu.in) and Dr. Rajagopal, Professor and National Researcher, EGADE Business School, Mexico City (rajagopal@itesm.mx).

Workshop

Two workshops of one hour duration each are scheduled to provide hands on practice to the interested participants. Prof. (Dr.) Rajagopal Professor and National Researcher, EGADE Business School, Mexico City & Adjunct Professor, Boston University, Boston, MA, will deliver public lectures on the following topics:

1. The Butterfly Effect in Competitive Markets: Driving Small Changes for Large Differences (As an author of series of books published by the Palgrave Macmillan, Basing Stoke, Hampshire, UK).
2. Building Research and Publication Skills: Gateway to the Quality Academic Outlets (in the capacity of Editor of four refereed international journals).

Academic Output

All papers presented in the conference will be summarized in the conference proceedings along with the reports of the interactive workshops. **Selected papers would be published in the *International Journal of Business Competition and Growth* and anthology of selected papers will be published by IGI Global Publishers, Hershey, Pennsylvania as a book in 2016.**

Registration and Fees*

Early Bird Fee (On or Before November 05, 2015)		Late Fee (After November 05, 2015)	
Academician	3500	Academician	4000
Corporate	5000	Corporate	6000
Research scholar	2000	Research scholar	2500
Student	750	Student	1000
Foreign delegate (Academician)	US \$200	Foreign delegate (Academician)	US \$200
Foreign delegate (Research scholar)	US \$100	Foreign delegate (Research scholar)	US \$100

*Fee to include refreshments, lunch, conference dinner and conference material.

Hospitality

The conference is being held at IMI Bhubaneswar campus. Limited number of rooms are available on payment on first come first serve basis. The room tariffs are given below:

Single occupancy AC room	2500 per day
Single occupancy non-AC room	1500 per day
Single occupancy hostel room	750 per day

The tariff is inclusive of breakfast and dinner. Request for reservation of room should be sent along with full payment by November 05, 2015.

The Demand Draft can be drawn in favour of **International Management Institute** payable at **Bhubaneswar** and should reach to the conference convener mentioned below:

The Conference Convener,
Global Business Environment,
International Management Institute,
IDCO, Plot # 1, Gothapatna,
PO: Malipada, Dist: Khurda,
Bhubaneswar- 751003, Odisha

The details for NEFT/RTGS transfer are:

International Management Institute, Bhubaneswar
Allahabad Bank, Account No. 50071252726
IFSC-ALLA0210329, Branch Code-0329
Bapuji Nagar, Bhubaneswar-751009

In case of RTGS/NEFT transfer, also email to conference convener (gbe@imibh.edu.in) providing the following details: *Name and Designation of the Participant, Bank Name, UTR Number, Date of Transfer, Amount of Transfer.*

Conference Co-Chairs

1. Prof. Ramesh Behl, Professor and Director, International Management Institute, Bhubaneswar, India
2. Dr. Rajagopal, Professor and National Researcher, EGADE Business School, Mexico City

Conference Advisory Board

IMI-Bhubaneswar

1. Prof. Ramesh Behl, Director, International Management Institute
2. Dr. Sourabh Sharma, Assistant Professor, International Management Institute
3. Dr. Manit Mishra, Assistant Professor, International Management Institute

EGADE Business School

1. Dr. Rajagopal, Professor, EGADE Business School, Mexico City, Mexico
2. Dr. Raquel Castaño, Professor and Director, EGADE Business School, Monterrey, Mexico, NL

Indian Schools

1. Prof. Mithileshwar Jha, Professor of Management, Indian Institute of Management, Bangalore
2. Prof. Gopal Nayak, Director IIIT Bhubaneswar and Professor, XIM Bhubaneswar
3. Prof. D.P. Goyal, Professor, MDI Gurgaon
4. Prof. M.L. Singla, Professor, FMS New Delhi
5. Dr. B.B. Mishra, Professor and Head, Department of Business Administration, Utkal University.
6. Prof. Saroj Kumar Datta, Pro Vice Chancellor and Dean, School of Business, Galgotias University, Greater Noida, UP, India
7. Prof. Ch.S. Durga Prasad, Dean, Vignana Jyothi Institute of Management, Hyderabad
8. Prof. Aparajita Ojha, Indian Institute of Information, Technology, Design, and Management, Jabalpur
9. Prof. Arpita Khare, Professor of Marketing, Indian Institute of Management, Rohtak
10. Prof. V. Ravi, Professor, Institute for Development and Research in Banking Technology, Hyderabad
11. Prof. Sabita Mohapatra, Chair, Marketing Area, Indian Institute of Management, Indore
12. Prof. Suresh Advani, Dean, Mody University of Science and Technology, Sikar, Rajasthan.

Overseas Faculty

1. Venky Shankararaman, Professor of IS at Singapore Management University, Singapore
2. Ravi Seethamraju, Professor at University Business School, University of Sydney, Australia
3. Leon Teo, Professor at School of Business IT & Logistics, RMIT University, Melbourne, Australia
4. James Dong, Professor of IS & OM, University of Auckland, New Zealand
5. Dr. Vladimir Zlatev, Associate Professor of Practice, Department of Administrative Sciences, Boston University, MA
6. Dr. Hiranya Nath, Professor of Economics, Sam Huston University, Hunts Ville, TX
7. Dr. Angappa Gunasekaran, Chair, Department of Decision Sciences, Charlton College of Business, University of Massachusetts, Dartmouth, MA
8. Dr. Angelos Stavrou, Computer Science Department, George Mason University, Fairfax Drive, Arlington, VA
9. Dr. Suresh Kalathur, Director of Analytics Program, Metropolitan College, Boston University
10. Dr. Tom Breur, Vice President, Data Analytics, Cengage Learning Inc., Boston, MA
11. Dr. Anitesh Barua, Professor of Information Management, McCombs School of Business, University of Texas at Austin, TX
12. Dr. Gianpiero Lugli, Professor of Retail Marketing; Dean of Faculty, University of Parma, Parma, Italy
13. Dr. Jack McCann, Professor, Tusculum College, Greeneville, TN, USA
14. Dr. Geetha Duppati, Associate Professor, Waikato University, New Zealand
15. Dr. Narendra Rao, Professor of Finance, North Eastern Illinois University, Chicago

*** Some more participant names from Industry are yet to be included in the Advisory Board**

PROFILE OF CONFERENCE PARTNER INSTITUTES

About International Management Institute (IMI) Bhubaneswar

International Management Institute (IMI) Bhubaneswar was established in 2011 to carry forward the legacy of IMI Delhi, India's first corporate sponsored Business School, founded in 1981 in collaboration with IMI Geneva (now, IMD, Lausanne). IMI Bhubaneswar draws sustenance through creation; dissemination and application of knowledge which integrate seamlessly with each other to translate into research, teaching and training for our stakeholders. Nested in an ecologically invigorating ambience and sculpted by a renowned architect, IMI epitomizes a



"gurukul." IMI B currently offers two-year full-time Post Graduate Diploma in Management (PGDM) and PGDM (WE) for working executives. The state government of Odisha recognizes IMI Bhubaneswar as a premier institution for recruiting executives for State Public Sector Units (SPSU). The National HRD Network of India has acknowledged IMI Bhubaneswar as an emerging institution of repute in 2014 and again in 2015.

About EGADE Business School, Mexico City

EGADE Business School is the graduate business school of Tecnológico de Monterrey, a university recognized throughout Mexico, North America, and Latin America for the development of entrepreneurial and globally competitive leaders who create and sustain value. The School has locations in Monterrey and Mexico City and has three international accreditations comprising AACSB, EQUIS, and AMBA. It has developed a robust reputation based on the quality of its graduates, its innovative educational model, high-quality instruction and research achievements, and the global nature of its academic programs. EGADE Business School is a community of minds, internationally recognized faculty, talented students, successful alumni, distinguished business leaders, and prestigious international academic partners.



About Venue:

International Management Institute is located in **Bhubaneswar** and very close to **Popular Tourist Place Puri, Lake Chilika** and **Konark (Black Pagoda)**

Bhubaneswar



Bhubaneswar is often called the **'Temple City of the East'** and was once the capital of an ancient kingdom. The imposing spire of the **Lingaraj Temple**, the quiet beauty of the **Viswa Shanti Stupa** in **Dhuli** and the pink translucence of the Mahavira Jain Temple in nearby **Khandagiri**, inspire feelings of wonder at their sheer beauty and their cross-cultural permutations. The temples have stood testimony to the area's history, which spans 25 centuries. The **Lingaraj**, the **Parsurameswar**, the **Mukteswar** and the **Rajarani** temples are unique in themselves, not only in their architectural beauty but also in the wonderful sculptures which enhance their presence.

Other Popular Tourist Places around Bhubaneswar:

Puri

The city of Puri is known for its history from time immemorial, Sanctum sanctorum of the Trinity, architectural magnificence, balance climate and divine significance. Counted among the most sacred pilgrim centres for Hindus in India, the destination is a seat of Lord of Universe, Jagannath as per testimony of Skanda Purana. Honoured with the famous Jagannath shrine, the spiritual city is also known as Jagannath Puri. Besides, the destination is a repository of art and architecture of India with testaments dating



back to 3rd Century B.C. This ancient town has ruins and testaments belonging to the period from 3rd Century B.C. to 17th Century A.D.

Chilika Lake



Spread over an area of 1100 sq.km, the Chilika is Asia's largest brackish water lake. Home of millions of colourful birds throughout the including migratory birds who descend on it from as far off as Siberia in winter and cavorting Irrawaddy Dolphins. Dotted with numerous islands (Kalijai, Brakefast, Honeymoon), Chilika can be best enjoyed from Barkul and Balugaon (100 km from Bhubaneswar) and from Satapada (50 km from Puri)

Konark

The Sun temple at Konark, poetry in stone and a World Heritage Monument is often described as the grandest achievement of the Eastern school of architecture. This 13th Century AD architectural marvel in stone designed as a chariot of the Sun God with 12 giant wheels fixed on either side, whirled by seven horses in the translation of a Rig Vedic allegory in stone.



Bhitarkanika National Park



Bhitarkanika National Park is a national park located in the Kendrapara District Odisha in eastern India. Core area of 145 square kilometre of the Bhitarkanika Wild Sanctuary, spread over 672sqkm, has been designated as a National Park since 1998. The national park is surrounded by the Bhitarkanika Wildlife Sanctuary. Gahirmatha Beach and Marine Sanctuary lies to the east, and separates mangroves from the Bay of Bengal. The park is home to the endangered Saltwater Crocodile (*Crocodylus porosus*), White Crocodile, Indian python, King Cobra, black ibis, darters and many other species of flora and fauna.

Conference Venue:

International Management Institute,
IDCO, Plot # 1, Gothapatna,
PO: Malipada, Dist: Khurda,
Bhubaneswar- 751003, Odisha

Conference Convener:

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