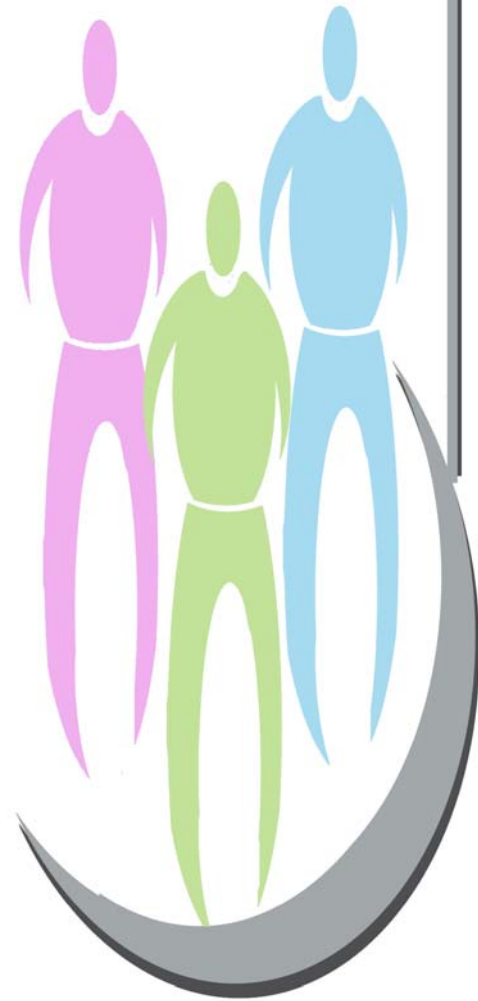


IIC 2007

Second National Conference on
Interdependence, Integration and Co-creation
(December 1 & 2, 2007)



Jointly organized by
Jaipuria Institute of Management
Lucknow, Noida, Jaipur

&

Global Institute of Flexible Systems Management
Delhi

In the last few years, the industrial and economic scene in India has been viewed with a mix of optimism and serious concern. The optimism is based on continuing healthy growth rates, increased flow of foreign direct investments, rising profitability, and vibrant entrepreneurial class. The concerns arise out of the realization that resources, skills, competencies of any one type are no longer proving to be sufficient to make progress at the same rate. So much so, acquiring and managing heterogeneous resources and skills are also not easy options as these cause managerial nightmare, in addition to capital crunch. In such a scenario joining of hands in a strategic manner is being seen as a possible mechanism to effectively cope with the situation.

To initiate a dialogue on this emerging areas of corporate as well as societal interest, Jaipuria Institute of Management, Lucknow held a National Conference on the theme, 'Interdependence, Integration and Co-creation', in the year 2006 (IIC 2006). Since no conferences were ever held on such a theme, the institute requested all the participating delegates to express their views if they saw any significance of a strategy of this kind. The responses were overwhelming indicating the need to explore more deeply into it. This led to the decision of continuing with the theme for the second year in succession. However, unlike last year, when issues like potentials that may exist, mindset required for synergistic interdependencies, possible pay-offs, etc., were discussed, the focus this year is on certain industries for whom the strategy of IIC may be relatively

more paying than others. Thus, IIC 2007 is a continuation of the dialogue based on the foundations laid in 2006.

Admittedly, there is no ready solution that can answer the question as to how interdependence and integration between parties should be carried out in practice in order to co-create value. The conference IIC 2007 is an attempt to analyze possible ways of doing so. The conference intends to focus on

- Examining interdependency as the source for co-creation of value in certain specific sectors
- Analyzing the dynamics of integration within a sector
- Mapping value chain as a tool to determine the utility and effectiveness of co-creation in a sector

The conference is organized around the issues arising from the current realities as well as the emerging new dynamics of market in various sectors. The sub-themes for the conference are being laid down sector-wise to better understand the various nuances operative in a sector and their implications.

Banking

Banking sector in India stands transformed today. This coming of age of the banking industry has radically altered the relationship between Reserve Bank of India and commercial banks from one of micro regulation to that of macro management. The banks in India

are now at a phase where they need to adopt international benchmarks like Basel II norms, improve management practices and corporate governance, and upgrade technological infrastructure.

This segment would examine issues such as

- Seeking interdependencies: Basel II
- Exploiting integration: Consolidation
- Co-creating with other parties: Financial inclusion – Seeking and servicing new markets

Retail

During the last few years, organized retail activities have witnessed a fast growth in terms of number of agencies coming up with retail businesses, amount of floor space created, number of outlets opened, alternative formats presented, type of commodities dealt with, and so on. Presumably all these have happened on the basis of assessed potential the sector holds. However, potentials do not necessarily get converted into achievements unless various core activities are strategically managed. It is in this area of strategically managing activities, that organized retail faces its biggest challenge of the day.

This segment would examine issues such as

- Seeking interdependencies: Mapping the supply chain
- Exploiting integration: Leveraging IT to manage growth
- Co-creating with other parties: Manning Modern Retailing

Telecom

India's telecom sector has made spectacular strides over the last one decade. The entry of private sector operators has extended the network and brought in a variety of new value added services. India now has the fifth largest telecom network in the world with a wide range of services including basic, cellular, internet, paging, V-sat, etc. However, the current teledensity is around 9% and needs to be increased to 15% by 2010. This will amount to 175 million telephone connections. Making that happen is a big challenge the sector is faced with.

This segment would examine issues such as

- Seeking interdependencies: Public Private Partnership
- Exploiting integration: Leveraging IT to integrate and create a win-win formula
- Co-creating with other parties: economizing the infrastructure

Tourism and Hospitality

On landing at the Indira Gandhi International Airport, Delhi, one sees a huge glowing signboard "Incredible India". However for a variety of reasons India had not been able to attract the number of tourists to this country in comparison to its assessed potential. Tourism products, available in this country, are mostly of a bygone era. Thus, while India attracts the imagination of global tourists, certain ground realities here put many of them off. Challenge is to provide a truly incredible experience.

This segment would examine issues such as

- Seeking interdependencies: Developing innovative products
- Exploiting integration: Servicing existing markets effectively and seeking new markets
- Co-creating with the consumer: Forging closer bonding and developing new relationships

Manufacturing

Manufacturing is often considered as the main engine of economic growth. However the state of manufacturing has been stagnating at a low level of 17% of GDP for over two decades. The major reason for this low level of contribution by manufacturing has been the inability to build and maintain the competitiveness needed to meet the global challenges as well as to develop larger domestic market through low cost production. Increasing productivity is the key to maintain competitiveness in manufacturing for which effecting steady improvement in products and manufacturing processes within major technology life cycles is a critical imperative.

This segment would examine issues such as

- Seeking interdependencies: Strategic outsourcing
- Exploiting integration: Merge select processes, improve quality
- Co-creating with the other party: Create variety

Information Technology

India has emerged as a leading world player in Information Technology (IT). IT has been identified as an area where India can quickly establish global dominance both in terms of wealth creation and also in generation of high quality employment. India has accounted for 44% share of the global outsourcing of software and business process outsourcing of US\$ 40 billion in 2004. Nasscom estimates that the total global exports of these services is expected to increase to US \$94 billion and the value of Indian exports will go up from US\$ 17.2 billion in 2004 to US\$ 48 billion in 2008. This will require faster movements up the value ladder into high margin segments like research and development, design and embedded systems.

This segment would examine issues such as

- Seeking interdependencies: Knowledge process outsourcing
- Exploiting integration: Customized resource planning
- Co-creating with other parties: Peer discussion groups



CALL FOR RESEARCH PAPERS / CASE STUDIES

As an integral part of the Conference, papers on the theme both conceptual as also empirical are invited from:

- Researchers including students from educational institutions and universities
- Professionals including executives, practitioners and consultants from industry
- Policy makers, professional bodies and associations

PAPER SUBMISSION PROCEDURE

FOR ABSTRACTS: Abstracts must not exceed 1,000 words. Papers will be selected based on the abstracts submitted. The abstract must include:

- Title of presentation
- Three to five key words
- General topic of relevance for the Conference selected
- Author's name, title, organization affiliation, addresses (postal and email), phone/fax numbers, and
- Clearly delineated objective, scope, developments, and conclusions are to be covered

The deadline for submission of **ABSTRACT** is

September 30, 2007.

Contributors whose papers/abstracts are selected for full paper submission and presentation will be intimated by **October 10, 2007**. The deadline for submission of full papers / presentations is **November 15, 2007**. Only electronic submission in the form of a **MS Word** (version 2003) of the paper should be mailed to:

iic2007@jiml.ac.in
or ankitmeh@jiml.ac.in

All paper submissions will be subject to blind review by multiple reviewers. Authors should avoid identifying themselves in the text or title. The Conference organizers will have the final authority over the review process and all decisions relating to acceptance of papers. Review criteria include originality of ideas, managerial and technical soundness, significance of results, and quality of presentation. Notification of acceptance or rejection of submitted papers will be communicated to the corresponding author.

CONFERENCE PROCEEDINGS

Conference proceedings consisting of papers which the committee would find to be enriching would be published in the form of a book which will be released during the inaugural session of the Conference. All accepted papers will be published in the hard copy and CD-ROM versions of the IIC 2007 provided at least one author registers for the conference by **November 20, 2007**. Some selected papers may also be published in "Management Dynamics" – the bi-annual journal of Jaipuria Institute of Management, Lucknow.

PAPER PRESENTATION IN ABSENTIA

Those who cannot come to the Conference for reasons beyond their control, but wish to present a paper in absentia are encouraged to send in full paper by **November 15, 2007**. Such papers, if deemed fit in the conference theme and volume, could as an exception, be included in the conference proceedings. A processing fee of Rs. 500 should be included for each paper submitted for presentation in absentia.

PAPER PRESENTATION SCHEDULE

Selected papers from the accepted entries will be invited for presentation in a 15 minute period including time for questions at the Conference Venue.

BEST PAPER AWARDS

Outstanding paper awards may be given to the best papers, one in each of the three categories viz., interdependence, integration and co-creation, presented at the conference, if in the opinion of the conference committee the paper makes a significant contribution.

REGISTRATION FEE

For Participants/Delegates

Delegates from Academic Institutions	Rs.1200/-	each
Corporate/Industry Delegates	Rs.1800/-	each
Students from various Institutions	Rs.700/-	each

Members of GIFT will be entitled to a concession of Rs. 200/- in all of the above categories.

The payment can be made through a crossed demand draft/cheque drawn in favor of "**Jaipuria Institute of Management**", payable at **Lucknow**.

All participants attending the conference are required to register for the conference by **November 25, 2007**.

The registration fee includes conference kit, admission to all technical sessions, tea breaks, lunches (December 1-2, 2007) and other social events.

ACCOMODATION

The Conference Committee will be making all efforts to provide good and affordable accommodation to all participants on cost basis, in hotels/hostels close to the conference venue. Payments to be made in advance. [Details of accommodation along with tariff are listed at the end.](#)

PRESENTATIONS / PLENARY SESSIONS

The conference will also have invited presentations on major themes by eminent personalities / industry leaders, and academicians. Besides this, the plenary sessions will be chaired / conducted by experts in the respective fields.

HIGHLIGHTS OF IIC 2006 held on December 1 - 2, 2006

Theme	:	"Interdependence, Integration and Co-creation"
Sub-themes	:	Creating a sharing mindset Seeking interdependencies: partnering for growth Integrating the value chain Assessing and managing the risk and return of integration Effective downstream co-creation Effective upstream co-creation
Key Speakers	:	Swami Muktinathananda, - Secretary, Ramkrishna Math, Lucknow Mr. Rakesh Mittal, IAS - Commissioner, Lucknow Prof. Vinaysheel Gautum - IIT, Delhi Mr. Rajan Johri – CEO and Practice Head, KONSORTIA Mr. S.K. Breja – Group Manager-TQM, NCCBM Dr. M.S. Sodha - Former VC, University of Lucknow Prof. Krishna Kumar – Director, IIM Khozikode Dr. P.K. Suri - Technical Director, National Informatics Center Prof. Bhoomitra Dev – Former VC, Agra University Dr. Nitya Anand – Former Director, Central Drug Research Institute Mr. K.C. Girotra – Vice President, Tata Motors Ltd.

Please address all your queries regarding papers and other conference details to

Conference Convener:

Dr. Ankit Mehrotra
Jaipuria Institute of Management
Vineet Khand, Gomti Nagar,
Lucknow – 226010
Phone: 0522 2394296/97
Fax: 0522 2394295
Mobile: +91 9450643200
Email: ankitmeh@jiml.ac.in
Website: www.jiml.ac.in

HOTEL TARIFF

Taj Residency, Gomti Nagar, Lucknow (Near to Ambedkar Park)

S.No.	Details	Amount	Discount	After Discount
01	Single Occupancy (AC)	--	--	4500.00

Taxes & Govt. Levies as applicable will be charged extra.

COMFORT INN, Vibhuti Khand, Gomti Nagar, Lucknow

S.No.	Details (AC Rooms)	Amount	Discount	After Discount
01	Deluxe Room	3500/4000	20%	2800/3200
02	Elite Rooms	4500.00	20%	3600.00
03	Suite	7000.00	20%	5600.00

Tariff is inclusive of buffet breakfast. Taxes extra.

Medows Inn, 2/84 Vijay Khand, Gomti Nagar, Lucknow

S.No.	Details (AC Rooms)	Amount	Discount	After Discount
01	Executive Suites (Single)	1800.00	20%	1440.00
02	Executive Suites (Double)	2150.00	20%	1720.00
03	Deluxe Room (Single)	1450.00	20%	1160.00
04	Deluxe Room (Double)	1800.00	20%	1440.00

5% Luxury tax charged extra. Govt. Levies as applicable with service charges on F&B charged extra.

TRINCA RESIDENCY, 3/544 Vivek Khand, Gomti Nagar, Lucknow

S.No.	Details	Amount	Discount	After Discount
01	Single Room AC	770.00	10%	693.00
02	Double Room AC	880.00	10%	792.00

Taxes extra

Chandra Guest House, Vivek Khand, Gomti Nagar, Lucknow (Near to Lohiya Park)

S.No.	Details	Amount	Discount	After Discount
01	Double Occupancy (AC)	650	20%	520.00

Taxes & Govt. Levies as applicable will be charged extra.

CHECK OUT TIME : 12 Noon.

IIC 2007

Dec 1 & 2, 2007

Registration Form for delegates/participants

Name of the delegate: _____

Paper title: _____

Designation: _____

Organization: _____

Address for communication: _____

City: _____ Pin: _____

Phone: _____ Mobile: _____

Email: _____ Fax: _____

If a GIFT member, provide membership number and other details.

Lodging and boarding required: Yes/No (if yes, specify the details)

Payment details:

Demand draft / Cheque / Cash Amount: _____

DD/Cheque No: _____ Dated: _____

Drawn on bank: _____

(Drawn in favor of "Jaipuria Institute of Management" and payable at Lucknow)

Date: _____

Signature: _____

Complete Registration form should be sent/ mailed /faxed to

Conference Convener:

Dr. Ankit Mehrotra

Jaipuria Institute of Management

Vineet Khand, Gomti Nagar, Lucknow – 226010

Phone: 0522 2394296/97

Fax: 0522 2394295

Mobile: +91 9450643200

Email: iic2007@jiml.ac.in or

ankitmeh@jiml.ac.in