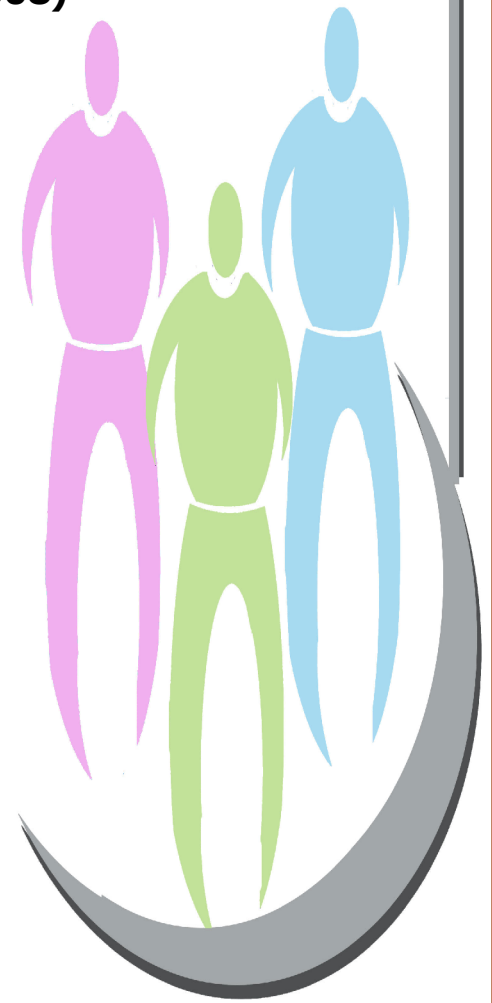


IIC 2008

**Third National Conference on
Interdependence, Integration and Co-creation**

Theme: Retail Business

(November 29 & 30, 2008)



Jointly organized by

Jaipuria Institute of Management

Lucknow, Noida, Jaipur

&

Global Institute of Flexible Systems Management

Delhi

ABOUT THE CONFERENCE THEME

Independence, integration and co-creation (IIC) was taken up as the subject matter for analysis and deliberation, at Jaipuria Institute of Management, Lucknow (JIML) in the year 2006. Consequently the first ever conference, held on this subject IIC'06 was organized at the institute in collaboration with Global Institute of Flexible Systems Management. In IIC'06 key issues around the theme were examined in details. This was followed up in IIC'07 in which implications of the identified issues were analyzed for certain selected sectors of business.

This year-in IIC'08-the focus is retail business. This particular sector has been chosen because of its fast growth and the nature of forward and backward linkages

retail business seems to create with many other types of organizations, agencies and individuals. Banks, for example, are using multiple platforms to reach the "bottom of the pyramid". Value-chain productivity and its innovation have become critical concerns in this business.

The specific objectives of this year's conference (IIC'08) are:

- i. to promote refined understanding of various opportunities and challenges retail business is faced with;
- ii. to take note of the interest of various stakeholder groups;
- iii. to identify possible alternative business models that could help the sector to grow meaningfully, remaining consistent with a rapidly changing world.

SESSION THEMES

- i. Retail Business – opportunities and challenges
- ii. The market orientation
- iii. Organizational design and control across multiple markets.
- iv. Information needs and action strategies to adopt to local tastes
- v. Innovation logic
- vi. Reconfiguration of value constellations

BRIEF SESSION DETAILS

RETAIL BUSINESS - OPPORTUNITIES AND CHALLENGES

Despite many anxieties and apprehensions the juggernaut of retail business seems to roll on, with more and more players showing interest in this form of business and appearing in the marketplace with their value propositions, singly or in

collaboration with others. Sensing opportunities of future growth, investments are being made in organized retail despite (a) objections from certain quarters about the possible fall outs on unorganized retail; (b) not so successful experience with big malls; (c) growing pressure on the margins. According at A.T. Kearney, revenues from modern retail was growing at 49.73% and

the total retail billing is expected to go up to 22% by 2010. Growth in retail banking is also being witnessed over the past few years.

Notwithstanding such optimisms there are some big questions that need detailed examination. Some of these are:

- How to receive greater acceptance?
- How to devise prudent risk management approaches?
- What should be the focus in performance management - actions and outcomes or interactions and implications?

THE MARKET ORIENTATION

Companies expand into different markets for many reasons: to leverage the organization's competencies, to diversify risks, to strengthen the company's brand name, to achieve economies of scale etc. However, traditional marketing literature tends to overly focus on the transaction between the producer and a consumer. Such approach is ill-suited in the emerging scenario in which the line between producer and consumer is not only blurring, but vanishing. Therefore, the issues that need to be examined are:

- Is there a need to reexamine the exchange paradigm?
- How does the process of co-creation of value work among providers and customers?
- How to bring in changes in customer thinking, participation and capabilities to create and realize value?
- What should the integration orientation be - to relieve or to enable?

ORGANIZATIONAL DESIGN AND CONTROL ACROSS MULTIPLE MARKETS

The most common types of organizations serving multiple markets are chain organizations. While there are advantages of serving multiple markets, companies that serve a diversity of clients face significant control problems. Therefore, issues that would be of concern are:

- What are the control problems that emerge from serving customers in a diversity of markets?
- How these problems could be responded to through organization design and control choices?
- Would franchising and/or decentralization help in minimizing the control problems arising from market-type dispersion?

INFORMATION NEEDS AND ACTION STRATEGIES TO ADOPT TO LOCAL TASTES

Research reports have indicated that market-type dispersion not only has the effect of limiting information flows to headquarters, it also generates a greater need to adopt to the tastes of divergent customers. Such a situation increases the value of branch manager's input in the sales process as a highly divergent market-type requires market-sensing and entrepreneurial skills as opposed to operational skills which are overwhelmingly focused on by the headquarter.

The key questions in this segment are:

- What would be the contours of an information system that prompt persons at the

headquarter to recognize the need to motivate store managers to increase their efforts to adopt to the tastes of local customers?

- How to design the most effective information system?

INNOVATION LOGIC

It is being increasingly recognized that a firm can only create a value proposition; the customer must be involved for value co-creation to occur. Therefore, any innovation logic will be valued differently by different customers, some of whom may even initially view an innovation as inferior to existing offerings. Hence, what needs to be understood are:

- How customers play different roles, and as, users, payers and buyers?
- Which of the three roles the innovation logic is attempting to change? And, in which way?
- Sustainability of the logic for a minimum period of time.

RECONFIGURATION OF VALUE CONSTELLATIONS

Market exchanges are no longer restricted to two parties but rather are open to many actors. Value constellation describes the interplay among market participants or the actors which comprise of suppliers, allies and customers. Value constellations are becoming increasingly relevant as opposed to firm - bounded value chains with the end of knowledge monopolies. The relevant questions in this segment are:

- How to strategically connect the various actors?
- What operational mechanisms are likely to work most effectively depending on the nature of market - type dispersions and the diversity of clients served?
- What co-creational prospects can be created and how to create those?



CALL FOR RESEARCH PAPERS / CASE STUDIES

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

Papers must not exceed 5,000 words in length. Papers will be selected on the basis of peer-review process. 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.

The deadline for submission of Full Paper is

October 31, 2008.

Contributors whose papers are selected for full paper submission and presentation will be intimated by **November 10, 2008.**

Only electronic submission in the form of a **MS Word** (version 2003) of the paper should be mailed to:

iic2008@jimpl.ac.in

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 2008 provided at least one author registers for the conference by **November 20, 2008.** 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 **October 31, 2008.** Such papers, if deemed to fit in with 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 during the conference. Presentation time to be made available will be 15 minutes which will also include questions on the paper and author's response to those.

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.2500/-	each
Students from various Institutions	Rs.800/-	each

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

The payment is to 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 20, 2008**.

The registration fee includes conference kit, admission to all technical sessions, tea breaks, lunches (November 29-30, 2008) 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 are 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 2007 held on December 1 - 2, 2007

Theme : Interdependence, Integration and Co-creation

- Sub-themes :
- Banking
 - Seeking interdependencies: Basel II
 - Exploiting integration: Consolidation
 - Co-creating with other parties: Financial inclusion – Seeking and servicing new markets
 - Retail
 - Seeking interdependencies: Mapping the supply chain
 - Exploiting integration: Leveraging IT to manage growth
 - Co-creating with other parties: Manning Modern Retailing
 - Telecom
 - 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
 - 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
 - Seeking interdependencies: Strategic outsourcing
 - Exploiting integration: Merge select processes, improve quality
 - Co-creating with the other party: Create variety
 - Information Technology
 - Seeking interdependencies: Knowledge process outsourcing
 - Exploiting integration: Customized resource planning
 - Co-creating with other parties: Peer discussion groups

Key Speakers :

Mr. Yogesh Agarwal, CMD, IDBI Bank
Dr. K. C. Chakrabarty, CMD, Punjab National Bank
Mr. Satish Kumar, GM(Mobiles), UP East, BSNL
Mr. Anil Bhandari, Former Chairman, ITDC
Mr. Ashok Chowgule, Executive Director, Chowgule & Company, Goa.
Mr. Pawan Kumar, Former President, IBM Global Services & Member Pan IIT Alumni Board
Prof. S. K. Chakraborty, Founder, Centre for Human Values, IIM, Calcutta
Ms. Neeru Singh, Pantaloons Retail India Ltd.
Dr. Devi Singh, Director, IIM, Lucknow
Dr. R. P. Singh, Vice Chancellor, University of Lucknow
Prof. V. Sridhar, Former Dean, MDI, Gurgaon
Mr. A.P Verma, Former Chief Secretary, Government of U.P.
Prof. Prem Vrat, Vice Chancellor, U.P Technical University
Prof. Bharat Bhasker, Former Dean, IIM, Lucknow

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 Khozicode
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 Coordinator

Prof. Ranjanabh Chatterjee
Jaipuria Institute of Management
Vineet Khand, Gomti Nagar,
Lucknow – 226010
Phone: 0522 2394296/97
Fax: 0522 2394295
Mobile: +91 9415150364
Email: rchatterjee@ns.jiml.ac.in
Website: www.jiml.ac.in

HOTEL TARIFF

*Taj Residency, Gomti Nagar, Lucknow (Near to Ambedkar Park) Ph : 0522-2393938

S.No.	Details	Amount	Discount	After Discount
01	Single Occupancy (AC)	7500/-	NIL	7500/-

*COMFORT INN, Vibhuti Khand, Gomti Nagar, Lucknow Ph : 0522-2720988

S.No.	Details (AC Rooms)	Amount	Discount	After Discount
01	Deluxe Room – Single Occupancy	4200/-	NIL	2800/-
02	Elite Rooms	5400/-	NIL	4500/-
03	Suite	7000/-	NIL	6000/-

Tariff is inclusive of buffet breakfast.

*Medows Inn, 2/84 Vijay Khand, Gomti Nagar, Lucknow Ph : 0522-2305237

S.No.	Details (AC Rooms)	Amount	Discount	After Discount
01	Executive Suites (Single)	1800/-	15%	1530.00
02	Executive Suites (Double)	2150/-	15%	1827.50
03	Deluxe Room (Single)	1450/-	15%	1232.50
04	Deluxe Room (Double)	1800/-	15%	1530.00

*HOTEL SUNRISE INN, CP-12, VIKAS KHAND, PATRAKARPURAM, LUCKNOW Ph : 0522-4075804

S.No.	Details	Amount	Discount	After Discount
01	Single Room AC	1450/-	150/-	1300/-

*Chandra Guest House, Vivek Khand, Gomti Nagar, Lucknow Ph : 0522-2394944

S.No.	Details	Amount	Discount	After Discount
01	Double Occupancy (AC)	990/-	20%	792/-

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

CHECK OUT TIME : 12 Noon.

IIC 2008

November 29 & 30, 2008

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 Coordinator:

Prof. Ranjanabh Chatterjee

Jaipuria Institute of Management

Vineet Khand, Gomti Nagar, Lucknow – 226010

Phone: 0522 2394296/97

Fax: 0522 2394295

Mobile: +91 9415150364

Email: iic2008@jiml.ac.in, rchatterjee@ns.jiml.ac.in