

PROGRAM SCHEDULE

Venue: Hall 1 & 2

- 0900 - 0905 : Invocation Song and Lighting of Lamp
- 0905 - 0910 : Guests to be honored with Ponnadai
- 0910 - 0915 : Welcome address - Venkat R. Krishnan, Great Lakes Institute of Management
- 0915 - 0925 : Dean's address - Bala V. Balachandran, Northwestern University
- 0925 - 0950 : Address by Shyam Sunder, Yale University
- 0950 - 1035 : An Approach to Customer-Based, Cost-Effective Service Enhancement: An Application to the Indian Railways Train Service between Chennai and Bangalore
Seenu V. Srinivansan, Stanford University
- 1035 - 1045 : Tea Break

Presentation by Keynote Speakers

- 1045 - 1115 : Linking Ethical Leadership and Corporate Responsibility
Vasanthi Srinivasan, IIM Bangalore
- 1115 - 1145 : The flow of ideas and innovations from India to the West
Siva Nathan, Georgia State University
- 1145 - 1215 : Responsible Leadership
Navniet Sekera, I.P.S, Lucknow
- 1215 - 1245 : Relevance of Indian religious traditions for international leadership wisdom
Gerrit De Vylder, Leuven University, Belgium
- 1245 - 1330 : Lunch Break

PAPER PRESENTATION

- 1330 - 1345 : Motivational Factors Promoting Tourism in Jaipur City
Shanu Gupta, Yaduveer Yadav & Sweety Singhal (Amity University, Rajasthan)
- 1345 - 1400 : Effectiveness of Economic Value Added (EVA) and Conventional Performance Measures - Evidence from India
A.K.Sharma & Satish Kumar (IIT, Roorkee)
- 1400 - 1415 : Help-Seeking From Locals and Its Impact on Expatriate Adjustment: A Study of Indian Expatriates in the United States
Ashish Mahajan (University of Windsor, Canada)
- 1415 - 1430 : Strategic HRM Practices by Organizations and Their Impact on HRM Professionals' Work Attitudes and Performance
Manoj Mathew (Rajagiri School of Management, Ernakulam)
James Manalel (Cochin University of Science & Technology)
- 1430 - 1445 : Information and Technology Sector - A Champion in Corporate Social Responsibility (CSR): Myth or Reality
Ruchi Tewari (IBS, Ahmedabad)
- 1445 - 1500 : Knowledge Transfer by Repatriates for Organizational Competitive Advantage
B. R. Santosh (Reva Institute of Technology & Management, Bangalore)
Krishnaveni Muthiah (PSG Institute of Management, Coimbatore)
- 1500 - 1515 : Tea Break
- 1515 - 1530 : Influence of Retail Atmospheric on Customer Value in an Emerging Market Condition
Ishwar kumar, Ruchi Garg & Zillur Rahman (IIT, Roorkee)
- 1530 - 1545 : Impact of Leader's Self-Monitoring on Transformational Leadership and Followers' Karma-Yoga
Ram H. H. (Hindustan Springs Mfg. Co, Bhadravati)
Venkat R. Krishnan (Great Lakes Institute of Management, Chennai)

- 1545 - 1600 : A Descriptive Study on Entrepreneurial Traits
S.Sowmiya & A.Rajamohan (Annamalai University)
- 1600 - 1615 : Business Models of Vegetable Retailers in India
Paulrajan Rajkumar & Fatima Jacob (Anna University, Chennai)
- 1615 - 1630 : HR Innovative Practices to meet the Challenges of Globalization
Vijaya Mani (SSN College of Engineering, Kalavakkam)
- 1630 - 1645 : Valedictory Function