



Gujarat Technological University

Centre for Business Ethics & CSR (CBEC&SR)

In collaboration with



C. K. Shah Vijapurwala Institute of Management
Founded By
Shri Mahavira Jaina Vidyalaya Education Foundation



Organize

5th International Conference on

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

February 5 - 6, 2016

Venue: GTU, Chandkheda, Ahmedabad (India)

REPORT OF THE CONFERENCE



The **5th International Conference on “Impact of Business Ethics, Governance and CSR on Society”** was jointly organized by Gujarat Technological University-Centre for Business Ethics & CSR (GTU CBE-CSR), Ahmedabad in collaboration with SMJV’s C K Shah Vijapurwala Institute of Management (CKSVIM), Vadodara, on **5th & 6th February, 2016** at GTU Ahmedabad.

The **purpose** of this conference was 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 successfully provided a global forum to academic researchers, practicing managers as well as students to discuss critical issues concerning management of global organizations.

The Conference was addressed by key note speakers, eminent thought leaders and had a host of panel discussions, paper presentations, and served as a platform for networking to collaborate with global scholars from Academia, Industry and Government.

The organizers are grateful to the never before seen giant team of **11 Knowledge Partners** supporting this conference, right from **PRME (New York), ACBSP (USA), DHBW-Stuttgart (Germany), Peregrine Academic Services (USA) and EUROASIA Shah Consultants (Germany)** to leading Industry Associations of **FGI, ISTD, VIC, VCCI, SEAA (New Delhi), Venture Studio of Ahmedabad University, and 3 other Leading MBA Colleges of GTU - NICM, Som-Lalit and Marwadi Institute** as our Academic Partners.

The **GTU-CBECSR** through its Conferences, Workshops, and Seminars has become the transforming seed and a place for ‘Technological Reflection and Dialogue’ for rediscovering ‘wisdom’ to build a much wiser world. To move a small step towards this vision GTU CBECSR in collaboration with **SMJVs CKSVIM, Vadodara**, organizes conference every year to encourage research. This is **CKSVIM’s signature conference with GTU since 2010**. So far GTU and CKSVIM has organized five ethics conferences, of which two were National and three were International Conferences, which witnessed **five Special Conference issues of ‘SANKALPA: Journal of Management and Research’** with about **500 Researchers, 200 Speakers & Research Presenters and 2000 Participants!**

The five Ethics Conferences organized by GTU and CKSVIM are:

- **1st National Conference** by GTU and CKSVIM on 'Business Ethics for Global Success of Indian Businesses' organized on **25th - 26th September 2010** at AMA, Ahmedabad.

- 2nd National Conference by GTU, CKSVIM and FGI on 'Business Ethics & Corporate Governance' on 22nd- 23rd September 2011 at Federation of Gujarat Industries (FGI), Vadodara.
- 3rd International Conference by GTU CBECSR and CKSVIM on 'Business Ethics, Governance and Sustainable Enterprises' organized on 8th - 9th February 2013.
- 4th International Conference by GTU CBECSR and CKSVIM on 'Business Ethics for Good Corporate Governance and Sustainability' organized on 6th - 7th February 2015.
- 5th International Conference by GTU CBECSR and CKSVIM on 'Impact of Business Ethics, Governance & CSR on Society' organized on 5th - 6th February 2016.

The 5th International Conference focused on four main themes:

Theme 1: Business Ethics and its Impact on Society

Theme 2: CSR, Sustainability and its Impact on Society

Theme 3: Ethical Governance and its Impact

Theme 4: Principles for Responsible Management Education and being Responsible Business Enterprises.



We received responses from **115 authors**, who submitted **75 abstracts** and **60 full papers** for the Conference. After a blind review of the papers, **43 selected papers** were Published in the journal 'SANKALPA: Journal of Management & Research', Vol. 6, Conference Issue, ISSN No. 2231-1904, Impact Factor 2.813 (ISRA: JIF, Year 2016). **21 eminent Speakers** from India, Germany, Qatar and Tanzania (Africa) addressed around **150 faculties, researchers, student participants** and corporate personnel from Gujarat and some other States of India, and abroad, who made the conference successful with their active participation and interaction. Many eminent speakers from Government Heads, Professors and Industry Experts from Indian & German Universities, Private & Government Companies, SMEs, and Industry Associations delivered their key note speeches during the various sessions and round tables.

Day - 1, February 5th 2016

Inaugural Session

The Conference started by welcoming the dignitaries followed by Lighting of Lamp. The Chief Guest, Smt. Vasuben Trivedi, Hon. Minister of State for Women & Child Welfare (I.C.), Higher & Technical Education, inaugurated the conference by lighting the lamp, along with the dignitaries Dr. Akshai Aggarwal, Hon. Vice Chancellor, Gujarat Technological University; Shri J. C. Lilani, I/c Registrar, GTU and Dr. Rajesh Khajuria, Convener and Director, SMJV's CKSVIM, in the presence of more than



150 participants who attended the Conference.

Dr Rajesh Khajuria, Convener, Director, SMJV's CKSVIM, welcomed the guests and delivered an introductory speech at the conference. He welcomed the participants on behalf of GTU, SMJV Trust and CKSVIM Business School. He thanked Dr. Akshai Agarwal, Hon. Vice Chancellor for his kind support and constant motivation in making the Conference a grand success. He requested everybody to do meditation for 5 minutes. During the meditation, he briefed about our legendary Universities like Takshashila, Nalanda and Vallabhi. He welcomed the eminent speakers who came from abroad as well as various States of India. Dr. Khajuria recited a Sanskrit phrase "*Vasudhaiva Kutumbakam*" which means "the world is one family", as we believe in India.



He specially thanked the researchers and authors who submitted overwhelming number of 75 Abstracts and 60 full Papers for the Conference publication and presentations.



Dr Akshai Aggarwal, Hon. Vice Chancellor, Gujarat Technological University - Patron's Address: He welcomed all the dignitaries who came from abroad and different parts of the

country for the Conference. He talked about the various activities of GTU and specially mentioned that GTU has become the Best Technological University in our Country. He discussed about the various activities of Centre for Business Ethics and CSR (like Leadership Summits, National as well as International Seminars/Conferences on ethics etc). He also threw some memoirs of the previous four conferences which were organized by GTU and CKSVIM. He said CKSVIM is the first Institute to start conference with GTU in the history of Management Education at GTU. He congratulated and motivated all the young researchers who contributed in the conference.



Smt. Vasuben Trivedi, Hon. Minister of State for Women & Child Welfare (I.C.), Higher & Technical Education - Chief Guest, said that ethics have to be within ourselves. She mentioned about three types of ethics i.e. Personal Ethics, Business Ethics & Government Ethics. Everybody should think about doing CSR activities. She stated in Hindi *“Desh hame deta hai sab kuch, Hum bhi to*

kuch dena sikhhe”. She said that we should start thinking from today, for the future of children as well as for the country. She further shared, that government plays a key role in taking up various socially relevant activities to uplift the lives of the citizens and her government is trying every bit to uplift the lives of women as well as children in the state of Gujarat. She appreciated the organizers for organizing the conference on ethics & CSR and suggested to discuss the issues which will help government and its schemes.

Dignitaries present on the dais, **released the Conference Issue titled 'SANKALPA: Journal of Mgt. & Research', Vol. 6, Conference Issue, ISSN No. 2231-1904, Impact Factor 2.813 (ISRA:JIF, Year 2016)** of the 5th International Conference on **“Impact of Business Ethics, Governance & CSR on Society”** organized by GTU-CBCECSR and CKSVIM, Vadodara.



Shri. J. C. Lilani, I/c Registrar, GTU, delivered the Vote of Thanks for Inaugural Session and gracefully conveyed his gratitude to all who were directly or indirectly involved in



the conference including the Hon. Minister, Speakers, Deans, Directors, Participants, Organizers, Print and Media as well as students. He specially thanked the GTU & CKSVIM team to work closely with each other to make the conference successful.

Keynote Address: Swami Gyan Vatsalji:

Swami Gyan Vatsalji, BAPS Swaminarayan Mandir, Vadodara, Guest of Honour & Keynote Speaker, gave history of 108 years old Bochasanwasi Shri Akshar Purushottam Swaminarayan Sanstha (BAPS) and its present guru Pramukh Swami Maharaj. BAPS is present in 60 countries with 3,850 centres, 55,000 volunteers and over 1 million followers around the world. He shared example of the Emergency aid provided to 409 villages, 9 lacs food packets distributed, and 1.8 million hot meals served after the earthquake in Kutch region of Gujarat in January 2001. BAPS volunteers rebuilt more than 4000 homes and 49 schools in 15 villages which were adopted by them. He specially mentioned about the unique Relief Kit distributed during the Earthquake. **He shared that when we work with 3 H: Hand, Head & Heart, it becomes Art which means Ethics.**



He gave examples of various scams and frauds, national as well as international, which demeaned the name and fame of the people and companies involved, over just a few minutes to spoil the image built over many years! According to Swamiji, we should never play with Business Ethics and there is no shortcut to success. He concluded his speech by mentioning the famous book **“How the Mighty Fall”** written by **Jim Collins**. The gist of the

book he mentioned is **“The mighty fell because of undisciplined pursuit for more”**.

The Keynote Address was followed by three Round Tables.

Session 1: PRME / International Round Table

Dr. Rajesh Khajuria, GTU Representative to PRME Conference, New York & Chairperson of this Round Table wished a warm welcome to all the dignitaries on the dais. He mentioned Six Principles of PRME: Purpose, Values, Method, Research, Partnership and Dialogue. He said that he attended PRME UN Global Conference, New York organized on June 23-24, 2015 and its report is published in the Conference Issue.



Then he requested **Prof. Wolfgang Amann** to share his ideas on PRME and its impact on Society.



Prof. Wolfgang Amann, HEC Paris in Qatar and Global Humanistic Management Scholar & Member of PRME (Principles of Responsible Management Education), A UN Initiative, shared that there are four challenges faced by our Universities i.e. 1) Do we treat our students as customers? 2) How we manage University's costs? 3) Should we have more Education Doctors along with Management Doctors? And 4) How we use KPI to measure courses? He shared his experience of how he got attracted towards the field of this unique initiative by being a part of PRME.

Dr. Shiv K. Tripathi, Professor & Head of Dept of Business Studies, Mzumbe University, Dar-Es-Salaam, Tanzania & Member of PRME, A UN Initiative, first of all thanked Dr. Rajesh Khajuria for allowing him to share his views on PRME. He delivered a presentation on the topic, "Role of Management Education in fighting Private Sector Corruption: Some Perspectives on turning Business Ethics to Action". He discussed a Business Case on Private



Sector Anti-Corruption. He finally gave a solution of teaching of anti-corruption issues by integrating it with different courses in Graduate / Post-Graduate.

Dr. Satendra Kumar, Chairperson, Research Centre, C. K. Shah Vijapurwala Institute of



Management, commented with a statement that Organizations who are driven by positive values are the Organizations facing challenges. He told the students participants that student with intelligent and pure values, will always succeed. He finally concluded by stating that students should focus on those values which can transform minds from

impure to pure emotions.

Prof. Dr. Ramesh Shah, Professor for International Management, Strategic Management & Communication, DHBW University, Stuttgart, Germany,

talked about 1 value of PRME i.e. Partnership. He highlighted 4 phases of life wherein Partnership plays an important role. They are, 1) Phase-1 Childhood period, 2) Phase-2 Education period, 3) Phase-3 Professional period, & 4) Phase-4 Seniority period. In childhood period, partnership is with Parents, Siblings etc. In Education period, if good education is given to a child then he could be good partner with the society. He finally stated that idea behind partnership is to gain good values.



Ms. Krutika Raval, Assistant Professor, GTU announced the special Certificate of Appreciation to Prof. Wolfgang Amann, Dr. Shiv K. Tripathi, Prof. Dr. Ramesh Shah, Prof. Dr. Beate Sieger - Hanus and Prof. Dr. Jan Breitweg.

Session 2: Industry - Academia Round Table

Dr. J. P. Joshipura, Director, Som- Lalit Institute of Management & Chairperson, of the Academia Round Table welcomed all dignitaries on the dais. He put the ball rolling by stating that most of the PSUs are settling their Accounts after almost 2 years. Then he called upon Mr. T. Raman to share his views on impact of Business Ethics on Industry - Academia partnership.

Mr. T. Raman, Founder Chairman, Standards for Educational Advancement & Accreditation

(SEAA) Trust, New Delhi, started his speech with the ethical dilemmas that we face in our daily life. He very well explained the concept of Business Ethics with National examples like Harshad Mehta case, Bofors Guns, Satyam, Commonwealth Games, 2G scandal, Telgi Stamp Paper scam etc. He also gave various examples of scams conducted at International level like Enron, Worldcom, Lehman Brothers, VW Emission scandal etc. He said with a firm voice that whether we get benefits or not, we have to follow ethics. Those B-Schools who want to get accredited, should adopt ethics & values. He finally concluded by saying that B-Schools carry huge responsibility in teaching ethics, values, social commitment and sustainability.

Mr. P. V. Khubalkar, Chairman, Indian Society for Training & Development, Vadodara Chapter, said that in running institutions, we divide people into Top / Middle / Lower Management or Gents / Ladies. He stated that there are three elements to run business: 1) Buddham Saranam Gacchami i.e. Supreme intellect within you which leads you with discrimination of right and wrong, 2) Dharmam Saranam Gacchami i.e. always be righteous - so surrender to the righteous behaviour and character, & 3) Sangham Saranam Gacchami i.e. Surrender to the Society by involving your life for the good of the society even at the expense of your own comforts in your life.

Mr. Ravin Sanghvi, Head Coach, Venture Studio, Ahmedabad University, Ahmedabad, in his speech said that we all are moving towards better Governance. He gave examples of Tata Group and how a school teaches its blind students to do farming as well as other modes of earning a livelihood.



Towards the end of the Round Table, the participants asked questions to the Panel members which were well answered by the dignitaries on the dais.

Mementos were presented to all the dignitaries on the dais.

Session 3: Environmental and Cooperative Ethics Round Table

Dr. K. N. Sheth, Director - Operations, Adani Institute of Infrastructure Engineering (AIIE), Ahmedabad & Chairperson, of this Round Table welcomed all dignitaries on the dais. He delivered a presentation on the topic, “Indian Ranking on Environmental Performance Index (EPI)”. He shared that Environmental Ethics means ethical principles applied to define the relationship between humans and nature. What could be said “human” in human and nature relationship has been attempted by developing index for each nation. This is termed as Environmental Performance Index. India’s rank is 155th out of 179 countries on EPI. He concluded by stating that there should be a balance between Environmental, Social & Economic Performance. Then he called upon Mr. Satish Panchal to put forward his points on Environmental & Cooperative Ethics.

Mr. Satish Panchal, Managing Director, Vadodara Enviro Channel Limited, Vadodara (Through VCCI), shared his views by stating that there is erosion in value chain. He mentioned that in today’s era, we require **Smart People** rather than **Smart Cities**. He gave presentation titled, “Ethics for Environmental Management”. He quoted the statement of Gandhiji i.e. “**Earth provides enough to satisfy every man’s need, but not every man’s greed**”.

According to him, Ethics is about doing more than you are required to do, but less than you are allowed to do. In his presentation, he discussed about Ethics & Economics, Evolution of Environmental Ethics, and Responsibilities to Stakeholders groups. He finally ended his speech by mentioning that in India, we should have decentralized Sewage Treatment Plant rather than Common Sewage Treatment Plant.

Ms. Ranjita Banerjee, Assistant Professor, CKSVIM gave concluding remarks and plan for the next day.

Towards the end of the day, was one of the most awaited times by the research scholars...the **Paper Presentation Sessions**. Around 43 researchers were invited to present their papers in the conference, which was divided in 5 Tracks. Spread across both the days of the Conference (5th & 6th February).

The day 1 concluded with positive vibrations...setting the stage for the second day of the conference.

Day - 2, February 6th 2016 (Saturday)

Session 1: Ethic Myth or Reality

The second day of the conference started with the session on “Ethics Myth or Reality” by Dr. Shailesh Thakkar, Hon. Director, Centre for Business Ethics on CSR and Motivational Trainer. He distinguished between “*what is my right to do & what is right to do*”. His major area of concern was “*why bad things happen to good people*”. As per his opinion, it happens because there is difference between people’s perception which varies from person to person. He emphasized on including ethics in our individual lives, family lives, work places, institutions and Nation. He kept the audience live by incorporating some activities in between the discussion and made the audience smile and laugh. He completed his speech by saying “*nobody is same but they can be same by values and ethics*”.



Session 2: Environmental Ethics

Mr. Apurva Parmar, Head- Environment & Safety (India and South Asia), Linde Engg. India Pvt. Ltd., Vadodara, explained about environmental philosophy which includes human & non-human world. He gave an overview as to why managing the environment is of utmost importance. He gave a different concept on ‘waste’ and introduced **TIM WOOD** concept which means: Transportation, Inventory, Motion, Waiting, Over-Production, Over-Processing and Defects (Termed as ‘Magnificent Seven’). He opined proper management of this magnificent seven would reduce the amount of waste. In his concluding remark, he introduced the concept of **ECO⁴** which stands for Save Energy, Improve Efficiency, Achieve Sound Economic Value, and Protect the environment, as a best ethical practice.



Round Table: “Issues of Good Governance on Government as well as NGO”

Dr. Pukhraj Maroo, IAS (Rtd) & Member, National Monuments Authority, Ministry of Culture, Government of India, and Chairperson of the Session, started session by asking about ‘*what is government?*’ He opined that no system should aim for profit making. NGO should work on public welfare as happiness can’t be measured. He said, that the biggest trouble to our society is the ‘*I*’ syndrome. He expressed that if a job of choice is given to the individual then person is happy and will also work ethically. He gave mantra of happiness that is ‘*Swasth Raho, Vyast Raho, Aur Mast Raho*’... (i.e. Be Healthy, Be Busy and Be Happy!).



Prof. Dr. Ramesh Shah, Professor for International Management, Strategic Mgt. & Communication, DHBW University, Stuttgart, Germany, emphasized on helping mankind. He believes that everyone should be ready to help people with an ethical bent of mind. He stated that life is a challenge and all should try to meet the challenges of life. There is no use of universe if every individual doesn’t say “*Yes, I want to do something*” and “*Yes, I want to do!*”

Prof. Dr. Beate Sieger-Hanus, Associated Dean & Head of Department-Service Management & Prof. Dr. Jan Breitweg, Head of Department- Account Management & Auditing, DHBW University, Stuttgart, Germany, were the other panel members in the



Round Table. Towards the end of the Session, in the Open-forum, the audience had asked some queries to the Panel Members, which were answered satisfactorily by the Panel from different perspectives. Overall the session was very interactive and discussions were carried out throughout the round table conference.

Mementos were presented by Dr. Kerav Pandya.



The Round Table was followed by **Paper Presentation Sessions of 3 Parallel Tracks. Valedictory Session & Award Ceremony**

The two days International Conference, with an arena of thought processes and speakers came towards an end and the last session was the Valedictory & Award Ceremony, chaired by **Dr. Akshai Aggarwal, Hon. Vice Chancellor, GTU**. The other dignitaries on the dais were **Dr. Rajesh Khajuria, Convener of Ethics Conference & Director CKSVIM; Dr. Chaitanya Buch, MD & Telemedicine Expert, Vadodara (Key-note); Dr. G.P. Vadodaria, Member Secretary, ACPC & Principal, L.D. College of Engineering and Dr. Pukhraj Maroo, IAS (Rtd)**. The Valedictory Session began by giving a special Citation to **Prof. Wolfgang Amann**, for his contributions in the PRME awareness as well as for his precious visit to India.



Valedictory session started with the vibrant **key note address** delivered by **Dr. Chaitanya Buch, MD & Telemedicine Expert, Vadodara**. He stated that we should set **SMART (Specific, Measurable, Achievable, Realistic, Time-Bound) Goals**. He opined about doing something extra in the job apart from the regular work. He gave a new

concept of living life **“Reach More - No More Rich”**. Out of his vast experience of social work, he promoted that we should not underestimate our capacity of work. He emphasized to develop the attitude of SEWA (Social Ethical Work Attitude) for the benefit of the society. His vivacious deliverances, backed up by the enormous live experiences which he delivered to the society, gave him a standing ovation by the audience.



Dr. G.P. Vadodaria, Member Secretary, ACPC & Principal, L.D. College of Engineering, expressed that involvement of the students in the CSR activities can bring significant change in the society. He stated that student community can do wonders in learning and spreading knowledge in the poor section of the society. He gave live examples of the work done by the

students of L. D College of Engineering to uplift education and help the destitute. Towards the end he concluded that we should practice ethics in our own profession - be it doctor, engineer, teacher etc.

Dr. Akshai Aggarwal, Hon. Vice Chancellor, Gujarat Technological University, in his concluding remarks thanked Dr. Rajesh Khajuria, Convener of Ethics Conference & Director, CKSVIM, for organizing Ethics Conference successfully since the last five years consecutively, along with GTU. He opined that CSR should be practiced by everyone and it is the responsibility of every



individual. Ethical practices are not only required in business houses but also in the Management Institutes. He appraised the transparency of GTU System, which makes it unique and an innovative university. He further suggested that every rupee invested

should be seen as the hard-earned money of the poorest of the poor, by way of the indirect taxes which he is paying to buy something, and thus, should be utilized in the best possible manner ethically.

Dr. Rajesh Khajuria, Convener of Ethics Conference & Director CKSVIM, expressed his heartfelt gratitude to Dr. Akshay Aggarwal, Dr. G.P. Vadodaria, Dr. Pukhraj Maroo, Dr. Chaitanya Buch and Dr. S.O. Junare, Director, NICM (National Institute of Co-operative Management), Dr. K.N. Sheth, Dr. Jagdish Joshipura and others. He conveyed his special gratitude to all the Knowledge Partners as well as the Academic Partners and the entire team of GTU and team CKSVIM in organizing the conference. He further congratulated all the winners of the paper presentations. He made the announcements of the most awaited time...the announcement of the Award Winners for the 10 Best Presentations.

Best Paper Award Winners

Three Best Papers were awarded from each of the tracks, wherein the participants were honored with cash prize (Sponsored by Prof. Dr. Ramesh Shah, Germany), certificate and a memento. The Tracks were framed based on the following Themes:

Theme 1: Business ethics and its impact on society

Theme 2: CSR, Sustainability and its impact on Society

Theme 3 & 4 (Merged, due to less number of participants, compared to Theme 1 & 2): Ethical Governance & Its impact on society; PRME (Principles for Responsible Management Education) & Being RBE (Responsible Business Enterprises).

The award winners of Best Papers for each track are as mentioned in Table 1.

Sr.	Theme	Author/s & Affiliation	Title of the Paper
1	1	Subhashchandra Yadav , Asst. Prof. Narmada College of Management, Bharuch	An exploratory study on antecedents and consequences of work place spirituality among B2B sales people.
2	1	Amola Bhatt & Dr. Shahir Bhatt , Asst. Professors, Institute of Management, Nirma University, Ahmedabad.	Aligning the goals of Teaching- learning Business ethics
3	1	Tejal Shah & Amita Garg , Asst. Professors, PIMR (Parul Institute of Management & Research) , Parul University, Vadodara.	Privacy Issues in social networking sites in Gujarat: A Pandora's box
4	2	Dr. Abhay Raja , Associate Professor, Shanti Business School, Ahmedabad.	2% CSR : A constructive Insight on section 135
5	2	Rashmi Ghamawala , Asst. Prof. & Dr. Trupti Almoula , Professor & Director, Narmada College of Management, Bharuch	Inclusion of Contract Labor as Beneficiaries to CSR initiatives of company in Bharuch district.
6	2	Ami Pandya & Chandni Oza , Asst. Professors, Shree Sahajanand Institute of Management, Bhavnagar.	A study on CSR Reports and its impact on society with reference to TCS & CISCO.
7	3	Ranjita Banerjee , Asst. Prof. & Dr. Rajesh Khajuria , Director, CKSV Institute of Management, Vadodara.	Ethical governance in SMEs at Vadodara District: The Road Ahead
8	3	Chandramani P Singh , Income Tax Dept., Gujarat.	Indian Corporate Governance
9	4	Dr. Kaushal A Bhatt , Asst. Prof. GTU, Ahmedabad & Juhi Kataria , Asst. Prof. SVET Managed Commerce & BBA College, Jamnagar.	Application of PRME in practice: A pilot study of selected B-Schools affiliated to GTU.
10	1	Kalgi Shah , Asst. Prof., NICM (National Institute of Co-operative Management), Gandhinagar.	Ethics in Restaurants : Customers Perspective

The Organizers express their **heartfelt gratitude** to the **Session Chairs** as well as **the Track Conveners** and **Track coordinators**, across the six Tracks held on both the days of the Conference.

Table 2: List of Track-Chair persons, Track Conveners & Track Co-ordinators of the Presentations

The me	Session Chairs	Track Conveners and Track Coordinators from GTU
DAY 1: 5th February 2016		
1	Dr. Satendra Kumar , Chairman, Research Centre, SMJV's CKSV Institute of Management, Vadodara Dr. Pankajrai Patel , Director, Gujarat Technological University, Ahmedabad	Dr. Ritesh Patel , Assistant Professor, Gujarat Technological University Ms. Avni Mehta , RA, GTU
2	Dr. Mitesh Dadhania , Deputy Director (Academics), Gujarat Technological University Dr. K. N. Sheth , Director - Operations, Adani Institute of Infrastructure Engineering (AIIE), Ahmedabad	Ms. Krishna Vaghela , Assistant Professor, Gujarat Technological University Ms. Dhvani Vyas , RA, GTU
3 & 4	Dr. Trupti Almoula , Director, Narmada College of Management, Bharuch Dr. S. O. Junare , Director - Technical Campus, National Institute of Cooperative Management, Gandhinagar	Mr. Vikrant Vala , Research Associate, Centre for Financial Services, Gujarat Technological University Ms. Shreya Dave , RA, GTU
DAY 2: 6th February 2016		
1	Dr. S. O. Junare , Director - Technical Campus, National Institute of Cooperative Management, Gandhinagar Dr. Pankajrai Patel , Director, Gujarat Technological University, Ahmedabad	Dr. Ritesh Patel , Assistant Professor, Gujarat Technological University Ms. Avni Mehta , RA, GTU
2	Dr. K.N. Sheth , Director - Operations, Adani Institute of Infrastructure Engineering (AIIE), Ahmedabad Dr. J.P. Joshipura , Director, Som-Lalit Institute of Management	Ms. Darshana Chauhan , OSD, GTU Dhwani Vyas , RA, GTU
3 & 4	Dr. Sunita Sharma , Asst. Professor, FMS, The Maharaja Sayajirao University of Baroda. Dr. Ajit Singh Rana , GTU, Ahmedabad.	Mr. Vikrant Vala , Research Associate, Centre for Financial Services, GTU Ms. Shreya Dave , RA, GTU

Report Prepared by:

Mr. Sameer Rohadia, & **Ms. Preeti Singhal**, Asst. Professors, CKSVIM;

Ms. Krutika Raval, Asst. Prof., Centre for Business Ethics & CSR, GTU.

Student Reporters: Ms. Renu Rajawat, Ms. Abhila Pillai & Ms. Radha Parolekar (MBA- Sem II, CKSVIM)

Report Edited & Compiled by: Ms. Ranjita Banerjee, Asst. Prof. & Ms. Nusrat Campwala, Web Officer, CKSVIM

Master of Ceremony: Ms. Krutika Raval, Asst. Prof., Centre for Business Ethics & CSR, GTU

Conference Organizing/ Support Team:

GTU Team: Ms. Krutika Raval (Asst. Prof.), Mr. Rajesh Ramani (Asst. Prof.), Ms. Hema Rajput (Research Assistant), Mr. Bhavik Chauhan & Ms. Asha Chauhan (Conferece Department), Mr. Ankit (Photography)

CKSVIM Team: Mr. Ankit Shah (Training & Placement Officer), Ms. Ranjita Banerjee (Asst. Prof.), Ms. Nusrat Campwala (Web Officer), Dr. Kunjal Sinha (Associate Professor), Ms. Anjali Bhadsavle (Admin Officer), Ms. Reshma Mulye (Counsellor), Mr. Sameer Rohadia (Asst. Prof.), Mr. Nehal Kapadia (Accountant), Mr. Chetan Patel (Office Assistant) and vibrant Student's Team along with all faculties of CKSVIM.

HAPPY READING!!

Dr. Rajesh Khajuria

Convener, Ethics Conference

Director, C K Shah Vijapurwala Institute of Management, Vadodara

Date: 11th February, 2016.

MEMORABLE MOMENTS OF THE CONFERENCE





Press Coverage

व्यापार में नैतिक मूल्यों का पतन चिंताजनक-त्रिवेदी

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जीटीयू में आयोजित अंतरराष्ट्रीय कॉन्फ्रेंस का किया शुभारंभ

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patrika.com/city
उच्च एवं तकनीकी शिक्षा राज्य नगरी मन्त्रालय निदेशों ने कहा अपने व्यापार व उद्यम जगत् से जबरदस्ती स्वच्छता बनती जा रहे है। इनमें नैतिक मूल्यों

का पतन हो रहा है, जो चिंताजनक है। हमें संकल्प करना होगा कि व्यापार में नैतिकता का पतन ना हो। इसके लिए हमें युवा पीढ़ी को नैतिक मूल्य सिखाने की जरूरत है।
जो शुक्रवार से जीटीयू में शुरू हुए थे दिल्ली में अंतरराष्ट्रीय कॉन्फ्रेंस के शुभारंभ समारोह को संबोधित कर रही थी। इस कॉन्फ्रेंस में 43 विस्मय पैदा संकल्प मैनेजमेंट जर्नल में प्रकाशन के लिए चुने गए हैं। देश व

विदेश के 150 विचारधर्मों व प्राध्यापकों ने शिरकत की। इसमें जर्मनी के तीन प्राध्यापक, 15 विद्यार्थी भी शामिल है।
कॉन्फ्रेंस में बड़ोदरा वेल्स स्नातकोत्तराध्ययन मंदिर के स्वामी ज्ञाननाथलाल स्वामी, जीटीयू कुलपति डॉ अश्व अग्रवाल, जर्मनी की डीएलसीडब्ल्यू यूनिवर्सिटी के प्रोफेसर डॉ.रमेश शाह ने भी अपनी विचार व्यक्त किए।

अने माहिती आपना विराट शहर उके उके नभवा वर्गना आवेको के
शुभारंभ के दौरान, विविध अंतरराष्ट्रीय अंतरराष्ट्रीय प्रतिनिधियों का एक प्रतिनिधिमंडल का आयोजन किया गया।

अमान-उ-आवा आर्थिक नीति में प्रयास करना वही मायें सहभागी भागवती प्रवृत्ति के अंतर्गत चलायी है।

उद्योग के अने दरक नभवावला पाप युमपी उद्योगी फा डबलप के।

बिजनेस एथिक्स & CSR पर अक्सपर्ट टॉक योजाई

शुभारंभ के दौरान, विविध अंतरराष्ट्रीय अंतरराष्ट्रीय प्रतिनिधियों का एक प्रतिनिधिमंडल का आयोजन किया गया।



हो विस्मय निष्ठांतो, विविध अंतरराष्ट्रीय अंतरराष्ट्रीय प्रतिनिधियों का एक प्रतिनिधिमंडल का आयोजन किया गया।

समावेश था। आ परिषद माटे उप नेटवा पैपर मन्ना के लेमापी पसंदगी पामेला उउ पैपरो संकल्प मैनेजमेंट जर्नलमा प्रकाशित करवाया आयु छे,वनू विभोयन पक्ष आ परिसंवादमा करवाया आयु छे, आ अंसने जर्मनीनी डीएलसीडब्ल्यू यूनिवर्सिटीना प्रोफेसर डॉ.रमेश शाह अने डबल-नेस-सुधान युनिवर्सिटीना प्रो. विन त्रिपाठी तेमज संयुक्त संयोजनमा प्रो.नेल्लेग पर पातानो मंतव्यो रशु कर्मा सता.

गुणगुण
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