



**MESD 2012 THIRD INTERNATIONAL CONFERENCE
DECEMBER 12-14, 2012,
NDMC CONVENTION CENTRE, NEW DELHI, INDIA**

PROGRAMME SCHEDULE

12 DECEMBER, 2012

REGISTRATION TILL 2:30 PM

Inaugural Session (3:00 PM to 4:00 PM) Main Auditorium

Smt. Sheila Dikshit, Hon'ble Chief Minister of NCT of Delhi

Prof. Dinesh Singh, Vice-Chancellor, University of Delhi

Prof. Umesh Rai, Director South Campus, University of Delhi

Shri Sidharth Mishra, Chairman Governing Body and Consulting Editor, The Millennium Post

Conference Theme Plenary (4:00 PM to 5:00 PM) Main Auditorium

"Role of MNEs towards Sustainable Society"

Chair: **Prof. Patrice LAROCHE**, Director, CEREFIGE, ENSIC, INPL, France

4:10 p.m. to 4:45 p.m.: Keynote Address - Prof. Paul Shrivastava, Professor & Director; David

O'Brien Distinguished Professor of Sustainable Enterprise, John Molson School of Business, Concordia University, Canada

TEA/COFFEE (5:00 PM to 5:15 PM)

Academic Plenary (5:30 PM to 6:45 PM) Main Auditorium

"Sustainable Development and Emerging Dimensions"

Chair: **Prof. Tamym ABDESSEMED**, Director, ICN Business School, France

5:35 p.m. to 5:55 p.m. Prof. Dharam Deo Sharma, Stockholm School of Economics, Stockholm, Sweden

"Market structure, Dynamics and Government-firm Interaction and Relationships for Sustainable Development"

6:00 p.m. to 6:30 p.m. Prof. João Paulo Vieito, Director & Dean, School of Business Sciences, Polytechnic Institute of Vianado Castelo, Portugal

"Sustainable Development and Neuroeconomic Management"

CULTURAL PROGRAMME (7:00 PM to 7:45 PM) Main Auditorium

Classical Dance, Folk Dance, Musical Evening

GALA DINNER (8 to 9:00 PM)

Workshop-I (9:00 a.m. to 9:45 a.m.) Main Conference Centre

“A New Perspective towards Corporate Responsibility”

Chair: Prof. Vera IVANAJ, Member of CEREFIGE, ENSIC, INPL, France

Sh. Sandeep Dikshit, Hon’ble Member of Parliament, Opening Remarks

Prof. K. V. Bhanumurthy, Dean and Head, Department of Commerce, Delhi School of Economics, University of Delhi, Workshop Presentation

Second Plenary (9:45 a.m. to 11:15 a.m.), Main Conference Centre

“MNE Strategies and Practices: Opportunities and Challenges in Global Markets”

Chair: Prof. P.K.Sahu, Vice Chancellor, Utkal University, India

9:55 a.m. – 10:15 a.m. Prof. Rossitsa Yalamova, University of Lethbridge, Canada

“Adaptive Dynamics and Sustainability of Multinational Enterprises: Complex Socio-economic Systems”

10:15 a.m. - 10:35 a.m. Prof. Chinmoy Ghosh, Department Head, Gladstein Professor of Business and Innovation, School of Business, University of Connecticut, USA

“Emerging Dimensions in MNE Strategies: Opportunities in Global Capital Markets”

10:35 a.m. – 10:55 a.m. Prof. S. K. Jain, Director, School of Management Studies, IIT, Delhi

TEA/COFFEE BREAK (11: 15 AM to 11:30AM)

Corporate/Enterprise Plenary Session (11:30 to 1PM) Main Conference Centre

“Innovative Strategies and Practices for Sustainable Development”

Chair: Prof. Silvester IVANAJ, ICN Business School, France

11:30 a.m. - 11:45 a.m. Shri Anuj Dayal, Delhi Metro Rail Corporation

“Delhi Metro-A Case Study on Sustainability in Urbanization”

11:45 a.m.-12:15 p.m. Prof. Nancy Henrietta Vaz & Dakhina Kannada Milk Union, Mangalore

“The Best Practices in Sustainable Development– A Case Study of Dakhina Kannada Milk Union”

12:15 p.m. to 12:30 p.m. Ms. Jyostna Kapur, CFM, New Delhi

“Adoption of Organic Farming Practices: From Subsistence to Sustainable Agriculture”

12:30 p.m. to 12:45 p.m. Dr. Ashok Ahuja, President Corporate Communications, Moser Baer

“Sustainable Development: A Perspective from Moser Baer”

12:45 p.m. to 1:00 p.m. Sh. Hitender Mehta, Co-Chair, National SEZ Council, ASSOCHAM

LUNCH BREAK (1:00 to 1:45 PM)

CONCURRENT SESSION: 1

Concurrent Session I (1:45 PM to 3:15 PM) Conference Hall 1

“MNEs and Innovative Strategies for Sustainable Development”

Chair: Prof. Gabriel Suder, Jean Monnet Chair of European Integration, European Union, SKEMA Business School, France

Prof. Rohit Dwivedi	IIM, Shilong	Corporate Colonialism: Unveiling Pathologies of Mass Production Systems
Dr. Monica Singhanian & Ms. SurinderKaur	University of Delhi, India	Performance Indicators and Human Resource Disclosures: An Empirical Investigation
Prof. Tarik-El-Malki , Prof. Bouchram'Zali & Prof. Patricia Augier	ISCAE, Casablanca, Morroco University of Quebec, Montreal, Canada ISCAE, Casablanca	The Relationship Between the Social Performance and the Financial Performance of the Company in the Context of an Emerging Maghreb Country: Morocco
Prof. Vera Ivanaj, Prof. Olga Ivanova, Prof. SilvesterIvanaj, Prof .Nuno DA Costa & Prof. Rabi Narayan Kar	INPL, Nancy, France ICN Business School, France University of Delhi, India	The Influence of the Institutional Context on the MNEs' Strategy Decision Making for Sustainability

CONCURRENT SESSION: 2

Concurrent Session II (1:45 PM to 3:15 PM) Conference Hall 2

“Sustainable Business Dynamics and Decision Structures”

Chair: Prof.V. K. Kaul, Dean & Head, Department of Business Economics, University of Delhi, India

Ahmad Tufail, Hoyeul Jung & Prof. Dong-Jin Kim	Pusan National University, Busan, South Korea	Efficiency and Competitiveness of Indian Dry Ports and the Implication to Port Industry
Anjali Prashad	Jawaharlal Nehru University, New Delhi, India	Hedging Performance of Nifty Index Futures
Prof. Sapna A. Narula	TERI University, New Delhi, India	Strategic Flexibility for Sustainable Competitive Advantage: A Case of Indian Pesticide Industry
Dr. Ajay PratapYadav, Mr.Rajan& Ms. VineyNarang	University of Delhi, India	Managing Sustainable Growth Rate: A Case Study on Tata Motors and Maruti Udyog

CONCURRENT SESSION: 3

Concurrent Session III (1:45 PM to 3:15 PM) Conference Hall 3

“Cross Border Strategies and Sustainable Development”

Chair : **Prof. David Griffith**, Austin College, U.S.A

Dr. Hamendra Kumar Porwal	University of Delhi, India	Does it Make Sense to Adopt M&A Strategy? Evidence from Indian Manufacturing Sector
Dr. Niti Bhasin & Ms. Vanadan Jain	University of Delhi, India	Push Factor Causing Outward FDI from Select Asian Economies: is Sustainability a Concern?
AsthaDewan	University of Delhi, India	Wal-Mart's Entry Strategies in India
Dr. Amit Kumar Singh & Prof. K. V. Bhanu Murthy	University of Delhi, India	“Do Foreign Institutional Investors Really Drive the Indian Stock Market?”
Prof. Dharam Deo Sharma	Stockholm School of Economics, Sweden	Foreign Market Entry Mode Strategies: Market Seeking & Client-Following

CONCURRENT SESSION: 4

Concurrent Session IV (1:45 PM to 3:15 PM) Conference Hall 4

“Emerging Dimensions towards Sustainability”

Chair: **Prof. Francis Ulgado**, Director of Research, GT CIBER, Scheller College of Business, Georgia Institute of Technology, U.S.A.

Darshna Banker	University of Delhi, India	Multinational Enterprises and Cultural Differences
Thounaojam Somokanta	Central University of Gujarat, India	Policy Framework of World Commission on Dams: A Social and Environmental Sustainability Approach
Dr. D. R. Bajwa	Government P.G. College, Ambala, Cantt., Haryana, India	E-Governance :- Issues and Opportunities
ManmeetKaur & Dr. R.C. Singh	University of Delhi, India	Compliance with Corporate Governance Norms – A Study of Foreign Banks in India
Saket Sharma	University of Delhi, India	Time for a Multilateral Framework for Competition Law

TEA/COFFEE BREAK (3:15 to 3:30 PM)

CONCURRENT SESSION: 5

Concurrent Session V (3:30 PM to 4:45 PM) Conference Hall 1

“Societal Perception and Sustainable Development”

Chair: Prof. Shailendra Kumar Singh, IIM Lucknow, India

Prof. Amit Soni & Dr. Rabi Narayan Kar	University of Delhi, India	Are People Prepared to Spend for Sustainable Development? An Empirical Study of Delhi Region
Prof. Kavita Sharma & Monica Bansal Dr. Puja Singhal	University of Delhi, India Amity University, Noida, India	Measuring Environmental Consciousness Making the Shift: From “Doing” Social Responsibility to “Being” Social Responsible
Prof. Sanajay K. Jain & Parul Goel	University of Delhi, India	Sustainable Development, Consumer well being and Life Satisfaction: Preliminary Findings and Strategy Implications from Survey in India
Prof. David Griffith	Austin College, U.S.A	Are Local Business or MNEs more Environmentally Sustainable? Some Evidence from Asia.

CONCURRENT SESSION: 6

Concurrent Session VI (3:30 PM to 4:45 PM) Conference Hall 2

“MNEs and Managing Sustainable Business Dynamics”

Chair: Prof. K.B. Dash, Head, Department of Commerce, Utkal University, India

Dr. Manoj Kumar Sinha & Prof. K.V. Bhanu Murthy	University of Delhi, India	Global Inward Foreign Direct Investment and Economic Development”
Prof. Bernard Girard	UQAM, Canada	New Regulations are Needed to Make the New Global Value Chains more Responsible
Prof. K. V. Bhanu Murthy & Dr. Niti Bhasin	University of Delhi, India	Environmental Kuznets Curve: CO2 Emissions, Pollution Havens and Type of Economic Development.”
Dr. Roopinder Oberoi	University of Delhi, India	Complexity in Regulating Multinational Corporates in Global Era – Understanding the Taxonomy of ‘Power’ and ‘Responsibilities’
Balram Rao	IIT Roorkee, India	MNE Dynamics and Implementation of CSR: Issues and Challenges

CONCURRENT SESSION: 7

Concurrent Session VII (3:30 PM to 4:45 PM) Conference Hall 3

“Normative and Corporate Governance Frameworks towards Sustainability”

Chair: **Prof. Corinne Gendron, UQAM, Canada**

Prof. Nirjhar Nigam & Prof. AfefBoughanami	ICN Business School, France	In Search for a Sustainable Bankruptcy Procedure
Prof. Renu Jonwall	University of Delhi, India	Corporate Social Responsibility: Efforts towards Environmental Consciousness in India
Prof. Slagjana Stojanovska,	IBF, Macedonia	Capture the Concept Sustainable Competitiveness and Beyond
ShipraSrivastava Rashmi Sharma RichaAgnihotri & Richa Joshi	MIET, Meerut, India Delhi Technical University, India	MNEs and Ethical Issues: “the Normative and Corporate Governance Frameworks - Strategic Approach”
Prof. Joseph Effiong	Apeejay Styra University, India	Convergence and Divergence of Transnational Regulation: The Issue of MNCs and Corporate Social Responsibility

CONCURRENT SESSION: 8

Concurrent Session VIII (3:30 PM to 4:45 PM) Conference Hall 4

“MNEs and Ethical Issues”

Chair: **Prof. Shrawan Kumar Singh, Professor of Economics, Director - School of Social Sciences, IGNOU**

Prof. Renu Rana	Echelon College, Faridabad, India	“Role of MNEs on Sustainable Development: an Appraisal”
Stephanie Bijlmakers	Leuven Centre for Global Governance Studies (K.U.Leuven) Belgium	Legal Concepts of Corporate Social Responsibility in India, The United States, and The European Union: A Comparative Analysis
Dr. Gopalswaroop Sharma & Prof. Vinay Goyal	Govt. College, Sirohi, Rajsthan, India & BihaniS.D.P.G. College, Rajsthan, India	Multinational Enterprises and Business Ethics
Dr. Rajendra P.Maheshwari & Ms. Triveni	University of Delhi, India	Building Pillars of Sustainability

TEA/COFFEE BREAK (4:45 PM to 5:00 PM)

CONCURRENT SESSION: 9

Concurrent Session IX (5:00 PM to 6:15 PM) Conference Hall 1

“MNE Strategic Choices and Sustainable Development”

Chair: **Prof. Renato Guimaraes**, ICN Business School, France

Prof. K. V. Bhanumurthy & Vishal Pandey	University of Delhi, India	Business Ethics and Corporate Responsibility: A Comparative Study of Multinationals and Domestic Firms in India
Dr. Deepak Tandon	LBSIM, New Delhi, India	An analysis of the Indian Cement Sector and Evaluation of the Impact of a Possible Merger between the Two Top Players - (ACC Ltd. and Ambuja Cements Ltd.)
Dr. Neelam Tandon & Ms. Deepti Dr. VanitaTripathi & Ms. AshuLamba Prof. Prem Kumar	JIMS, New Delhi, India LBSIM, New Delhi, India University of Delhi, India University of Delhi, India	Is Cross Border M&A Sustainable Business Strategy for Indian MNEs? FDI and Multinational Companies in Indian Telecom Sector

CONCURRENT SESSION: 10

Concurrent Session X (5:00 PM to 6:15 PM) Conference Hall 3

“MNEs and Operational Transparency and Ethics”

Chair: **Prof. Kaisa Sorsa**, Turku University of Applied Sciences, Finland

Prof. Kaisa Sorsa	Turku University, Finland	The Role of Multinational Enterprises in Promoting System Level Innovations in the Finnish Food Industry
Prof. Corinne Gendron	UQAM, Canada	Business as an Institution: Economic Governance in Political Democracy
Prof. Sanjay M. Bhale & Girish H. Kulkarni	MIT School of Management, Pune India	Supply Chain Management (SCM); Opportunities and Challenges in Today's Scenario in Fruit and Vegetable Retail Sector in India
Shalini Gupta	IIT Delhi, India	Application of Six Sigma in Supply Chain Management

CONCURRENT SESSION: 11

Concurrent Session XI (5:00 PM to 6:15 PM) Conference Hall 2

“MNEs and Innovative Sustainable Strategies “

Chair: Professor Rajkumar, Faculty of Management Studies, B.H.U., Varanasi, India

Niteesh Kumar Upadhyay & Neha Shukla	West Bengal National University of Juridical Sciences, India University of Delhi, India	Do We Need Hard Law for CSR Contribution or Not?
Dr (Ms) Roopinder Oberoi	University of Delhi, India	Context of Sustainability Reporting and Responses of Corporates- an Indian Story
Sh. SatyaNarayanaSahu	Joint, Secretary, Rajya Sabha Secretariat, Indian Parliament, India	Multinational Enterprises and Sustainable Development: Some Indian Perspectives on Ethics
Dr. Rashmi Kumar	University of Delhi, India	The Role of Multinational Enterprises in the Growth of Food Sector in India: A Case Study of Meat Sector in India and Netherlands

CONCURRENT SESSION: 12

Concurrent Session XII (5:00 PM to 6:15 PM) Conference Hall 4

“Multinational Enterprises and Emerging Nations”

Chair: Prof. A. K. Swain, MFC, Utkal University, India

Prof. José g. Vargas Hernández, Dr. Adrián León Arias, Dr. Andrés Valdez Zepeda& Dr. Víctor Castillo Girón	University Centre for Economic and Managerial Sciences University of Guadalajara, Mexico	Strategic Internationalization of Mexican Emerging Multinationals
Prof. Sanjeeb Kakoty	IIM Shilong, India	Sarvodaya and the Market Economy
Prof. Minakshi & Prof. Anil Kumar Swain	Delhi University, India Utkal University, India	Assessing the Role, Strategies and Practices of Agricultural Commodities Futures Markets: A Case Study of Odisha
Prof. Smrutirekha Mohanty	Echelon College, Faridabad, India	Competitiveness and Sustainability of Indian Agriculture-Role of MNEs
Neeraj Dangi & Prof. Sapna A. Narula	ABESIT, New Delhi TERI University, India	Green Practices among Non-scheduled Operators in Indian Aviation Industry: Effect of Aircraft Manufacturing MNCs
Dr. Masroor Ahmad Beg	University of Delhi, India	Financialization of Agricultural Commodities in India: Some Issues

Workshop II (9 AM to 9:45 AM) Main Auditorium

“Transdisciplinary Coalition for Sustainability Action in India”

Prof. Paul Shrivastava, Professor & Director; David O’Brien Distinguished Professor of Sustainable Enterprise, Department of Management, John Molson School of Business, Concordia University

Prof. Sanjeev Kakoty, IIM Shillong

Round Table (9:45 AM to 11:15 AM) Main Auditorium

“Incorporating Ethics into Strategy: Developing Sustainable Business Practices and Models”

Prof. Francis Ulgado, Director of Research, GT CIBER, Scheller College of Business, Georgia Institute of Technology, U.S.A.

Prof. John McIntyre, Director, CIBER, Scheller College of Business, Georgia Institute of Technology, U.S.A.

Prof. Bernard Girad, Distinguished Professor, UQAM, Canada

Dr. Soumaya Kanti Ghosh, Director, Research, FICCI, India

Prof. Paul Shrivastava, Professor & Director; David O’Brien Distinguished Professor of Sustainable Enterprise, Canada

Rajit Gadh, Professor, Henry Samueli School of Engineering and Applied Science, UCLA and Director, UCLA Smart Grid Energy Research Center (SMERC)

Prof. Kaisa Sorsa, Department of Life Sciences and Business, Turk University of Applied Sciences, Finland

TEA/ COFFEE (11:15 AM to 11:30 AM)

CONCURRENT SESSION: 13

Concurrent Session XIII (11:45AM to 1:15 PM) Main Auditorium

“Multinational Enterprises and Emerging Dynamics”

Chair: **Prof. Subroto Roy**, University of New Haven, Connecticut, U.S.A.

**Tarun Soni
&
Akshita Arora**

National Institute of
Financial Management,
Faridabad,
India

CSR in Multinational Enterprises: Are
They Better?

**Dr S. Ganapathy
Subramanian**

Anna University
Chennai, India

Sustainable Development and Legal Issues
in the Context of Social and Economic
Transformation

**Prof. Thierry Houe &
Prof. Renato
Guimaraes**

ICN Business School,
France

The Building Blocks of Social Media:
Implications for International Companies
Seeking A Sustainable Virtual Environment

Prof. Subroto Roy	University of New Haven, U.S.A.	Firm Sustainability Orientation (FSO) and Sustainable Innovation Generation Through
&	Lehigh University, U.S.A.	Business-to-Business Relationships: A
Prof. K. Shivakumar		Conceptual Model and Research Propositions

CONCURRENT SESSION: 14

Concurrent Session XIV (11:45 AM to 1:15 PM) Conference Hall 3

“Specialized and Innovative Strategies and Practices”

Chair: Prof. N. K. Chaddha, Department of Psychology, University of Delhi, India

Prof. Gabriele Suder	SKEMA Business School, France	The Internationalization Path of Indian SMEs: The Impact of Commitment Institutional Distance and Origin
Prof. Shrawan Kumar Singh	IGNOU, New Delhi, India	Engaging MNCs in Corporate Social Responsibility During Turbulent Times
Dr. Kanwal Deep Singh & Ankita Mehrotra	Amity Law School, Noida, India	Leading Role of the Indian Judiciary in Regulating MNCs and Promoting Sustainable Development in India
Dr. Sumati Varma & Dr. Rabi Narayan Kar	University of Delhi, India	Resource Dynamics of Outbound Acquisitions: Evidence from Indian IT Industry
Manish Kumar & Ghanshyam Yadav	University of Delhi, India	Sustainable Development in Multinational Company: A Case Study of Craft Food

CONCURRENT SESSION: 15

Concurrent Session XV (11:45AM to 1:15PM) Conference Hall 4

“Changing Perspectives in Sustainable Development”

Chair: Prof. Tarik-E-Malki, ISCAE, Casablanca

Dr. Namita Rajput Ms. Richa Kumar & Ms. Geetanjali Batra Surabhi Singh	University of Delhi, India	A Breakthrough for Renewable Energy: Issues And Prospects In India
	Institute of Management Studies, Noida, India	Best Practices in Management Education- A Case Study of IMS Noida
Dr. S.K. Grover	University of Delhi, India	The Evolution of Sustainable Marketing Role of MNCs In India

Dr. T.K. Mishra
&
Dr. Jaikishan Parasher
Shashank Mishra

University of Delhi,
India

VIT, Vellore, India

Crafting Ethics For Multinational
Enterprises

Something Clean and Green

VALEDICTORY (1:15 PM to 2:15 PM)

Chair: Prof. Vivek Suneja, Pro-Vice Chancellor, University of Delhi

Shri Arun Seth, President, Alcatel South East Asia

LUNCH (2:15 PM)