



ICBC 2009

Dr. H. M. Jha “Bidyarthi”, Professor and Head, Department of Business Administration And Research of our college chaired a session in the International Conference on Business Cases (ICBC-2009) held at the Institute of Management Education (IME), Shahibabad in collaboration with George Masson University, USA during 28 – 30 November 2009. Prof. Paul Lapoule of France made a presentation of his case paper during this session.

ICBC 2009 Detailed Schedule		
November 26, 2009 (Thursday)		Day 1
9:30 AM 10:30 AM to 11:45 AM 11:45 AM to 12:20 NOON 12:30 NOON to 13:30 PM 13:30 PM to 14:15 PM	Registration Inaugural Session The Interactive Plenary Session - Prof. Tojo Thanchankery Lunch	Conference Hall Conference Hall
14:15 PM to 15:45 PM	Session I: Focus on KM, Technology Transfer and Information Technology Chair: Prof. A. E. Day Co Chair: Parvati Dhanraj The Innovative Technique for Employee Engagement at Thomson Raventk Agarwal, Manoj Choudhary and Srinivasan Srinivasan Digital Content Delivery & Monetization Issues at iReach Praveen Choudhary and Rajesh Dey KM Implementation in India: Public Sector: A Case Study of MTPC Also Gopal, Ganga Naray and Shrinu Pruthi Managing Technology Transfer using the Stage Gate Approach Springs Joseph, Shoban Mathew and Robert Jansen Session II: Focus on Diversification, Acquisition, New Ventures-I Chair: H. M. Jha “Bidyarthi” Co Chair: Rajit Singh Launching Innovation into Backlog and Recovery Sectors: The Case of Doonmel Subhakar and Siddhant Kumar Carrefour and its competitors in India Ravi Choudhary Ordeyans in Calcutta: A Mystery Unraveled Anindita Ray and Sudha Kulkarni Diversification and Financial Performance: The case of Maser Beer India Ltd. Subrata Chatterjee Session III: Focus on Diversification, Acquisition, New Ventures-I Chair: Prof. Gary Steensperg Co Chair: Meenaj Joseph Steerline Technologies: Right for Survival Smita Shukla and Kavita Jagtap Diversification Plans of Prime Technologies Torana Gauthier and Anurag Agrawal Bollywood Distribution System: A case of No-show Shikhar K. Kulkarni Competitive Strategies of TripTiger Open- A Travel Portal Bhramarshi Shah and Anil Srivastava	Room No. B Room No. D Board Room
15:45 PM to 16:30 PM	Tea Break	
16:30 PM to 17:30 PM	Session IV: Focus on Corporate Governance, Business Ethics, CSR and Environmental Challenges-I Board Room Chair: Prof. Jitendra Mehta Co Chair: Deepak Kishor CSR at Dow Chemical International M.L. Kulkarni, M. B. Kadam and P.P. Akhoy Innovations in CSR from Global Business Leaders at Pennants, Thomson Reuters and Konyang B-School Manika Chakraborty Eco-Gate, Impact Pvt. Ltd. M. J. Wankar and P. V. The Organic Food Industry: A turning point in food trade M. V. Anand	Board Room
16:30 PM to 17:30 PM	Session V: Focus on Corporate Governance, Business Ethics, CSR and Environmental Challenges-II Room No. B Chair: Prof. K. M. Nihal Co Chair: Rajeev Gupta How to cope with Environmental Turbulence: A case of Excel Crop Care Ltd. Sapan A. Wankar and KM Choudhary Leveraging Acquisitive Intelligence for Positive Investment: A case study of a small investment firm Susan Jethava, Gopal and Tojo Thanchankery Dynamics of Corporates and Stakeholders perspective of CSR: A Case of Sports Goods Industry, Maruti R. K. Tripathi ASHA: The Twilight of Hope Kunaldeep Sach and Ranish Ghosh	Room No. B
17:30 PM to 18:30 PM	Session VI: Focus on Immigration, Outsourcing, Rebranding Chair: H. Anwarul M. Mohammad Shariq Co Chair: Gurjati Agarwal Hindal Stainless Steel at Cross Roads Gyanendra Agrawal, Anurag Srivastava and Anand Srivastava KMR Rebranding Corporation Manmohan D. Ghosh Shoppers Stop Rebranding at New Fashion Systems IPL- Small Gains, Big Entertainment & Bigger Money Hrishikesh Parthasarathy and Senati N. Tripathi	Room No. D
19:00 PM to 21:30 PM	Conference Dinner – Delegates & Invites	