

8th IEF Conference Programmes

Creativity and Entrepreneurship: Imperatives for Sustainable Global & Knowledge Based Economy

(17-18 December 2008, MICA, Ahmedabad, India)

Welcome Reception			
19:30 Tuesday 16 December 2008 at MICA Auditorium			
Wednesday 17 December		Thursday 18 December	
08:00 08:50	Conference Registration and Refreshments	08:30 09:00	Conference Registration and Refreshments
08:50 10:30	Opening Plenary Session (Venue: Auditorium)	09:00 10:30	Panel Session 5 (Venue: Auditorium) Social Empowerment through the innovative use of Media and Communications
10:30 11:00	Coffee Break	10:30 11:00	Coffee Break
11:00 12:00	Panel Session 1: (Venue: Auditorium) Hottest Start-up by Young People: Motivations, Process and Challenges	11:00 12:30	Parallel Sessions 2 – Track Presentations Theme 6-10 (Venue: Auditorium, Seminar Halls 1,3 & CR- 1&2)
12:00 12:45	Guest Speaker: Dr. Ganesh Natarajan on Technology, Creativity and Entrepreneurship (Venue: Auditorium)	12:30 13:30	Lunch
12:45 13:30	Lunch		
13:30 15:00	Parallel Session 1 - Track Presentations Theme 1-5 & 9 (Venue: Auditorium, Seminar Halls 1,3 & CR-1&2)	13:30 15:00	Panel Session 6 (Venue: Auditorium) Innovative School Programmes for Social Transformation
15:00 15:15	Coffee Break	15:00 15:15	Coffee Break
15:15 16:45	Panel Session 2: Social and Community Entrepreneurship: Grass Root Level Innovations for Capacity Building (Auditorium)	15:15 16:15	Closing Plenary Session (Venue: Auditorium) Book Release Press Conference
16:45 18:00	Parallel Panel Sessions Panel Session 3 (Venue: Auditorium) Innovative Ways of Measuring Impact of Communications Panel Session 4 (Venue: Seminar Hall 1) Innovative Support System for Innovative Ventures: Regional Perspective	16:15 17:00	Remarks and Awards
18:00 19:30	Doctoral Workshop (Venue: Seminar Hall 1) Networking and Refreshment for Other Delegates	16:30 19:30	Networking and Refreshment
19:30	Conference Dinner at MICA	19:30 – late	Dinner in Ahmadabad (confirmation at registration)

Session	Venue	Date and Time	Speakers/Panellists	Affiliations	Chair	
Opening Plenary Session & Key Note Addresses	Auditorium	17 Dec 08:50 – 10:30	Reinhard Klein	Opening address	Unit of Entrepreneurship, European Commission, Belgium	Chair: Atul Tandan Rapporteur : Lakshmi Narayane Session Coordinator: Priyanka Kaushik
			Atul Tandan	Welcome and introduction to IEF	Mudra Institute of Communications, Ahmedabad, India	
			Gautam Raj Jain		Mudra Institute of Communications, Ahmedabad, India	
			Jay Mitra		Centre for Entrepreneurship Research Essex Business School, University of Essex, UK	
			Ajit Balakrishnan "Digital Entrepreneurship: Leveraging New Technology for Business Development"	Keynote speech	Rediff.com, India	
			Sergio Arzeni		Centre for Entrepreneurship, SMEs and LEED programme, OECD, France	
Panel Session 1 Hottest Start-up by Young People: Motivations, Process and Challenges	Auditorium	17 Dec 11:00 – 12:00	Shiladitya Bora		FullMarxx, India	Chair: Gautam Raj Jain Rapporteur : Rajna Rajan Session Coordinator: Archita Narain
			Sunny Vaghela		India	
			Shripal Shah		India	
			Pulkit God		India	
			Nayan Shah		India	

Guest Speaker	Auditorium	17 Dec 12 – 12:45	Dr. Ganesh Natarajan Technology, Creativity & Entrepreneurship	NASSCOM and Zensar Technologies, India	Chair: Jay Mitra Rapporteur : Sunil Kumar Session Coordinator: Priyanka Kaushik
Parallel Track Paper Presentation- Session – 1				Session Coordinator: Suyash Lakhtakia & Kaustubh Jha	
<p>Theme-1&2 Venue: Auditorium Theme 3- Venue: Seminar Hall -1 Theme 4- Venue: Seminar Hall -3</p> <p>Theme 5: Venue: Class Room 1 Theme 9: Venue: Class Room 2 (Half Session)</p> <p>Please See Parallel Track Paper Presentation Schedule for the list of paper to be presented under each theme</p>					
Panel Session 2 Social and Community Entrepreneurship: Grass Root Level Innovations for Capacity Building	Auditorium	17 Dec 15:15 – 16:45	John Bird	The Big Issue, UK	Chair: John Bird Rapporteur : Amit Srivastava Session Co- ordinator: Mrugank Shah
			Reemaben Nanavati	Self Employed Women's Association, India	
			Zhang Liyan	Tianjin University, China	
			Christine Robinson	Southend Credit Union, UK	
Panel Session 3 Innovative Ways of Measuring Impact of Communications	Auditorium	17 Dec 16:45 – 18:00	Jatin Pancholi	University of Middlesex, UK	Chair: Jatin Pancholi Rapporteur : Shreya Sinha Alok Rai Session Coordinator: Vineet Singh
			Anand Halve	Chlorophyll, India	
			Suraj Commuri	University of Albany, USA	
			Kunal Sinha	O & M, China	
			Shankar Maruwada	Marketics, India	
			Jay Ruparel	Azure, India	
Panel Session 4 Innovative Support System for Innovative Venture	Seminar Hall 1		Nardos Bekele Thomas	United Nation Development Programme, Benin	Chair: Nardos Bekele Thomas

Innovative Venture Growth: Regional Perspective			Mathew Manimala	Indian Institute of Management, Bangalore India	Thomas Rapporteur : Keerthana Ravi Session Coordinator: Sandeep Malhotra
			Reinhard Klein	Unit of Entrepreneurship, European Commission, Brussels (European), Belgium	
			Sergio Arzeni	Centre for Entrepreneurship, SMEs and LEED programme, OECD, France	
Panel Session 5 Social Empowerment through Innovative Use of Media and Communications	Auditorium	18 Dec 09:00-10:30	Vinod Nair	Clea PR Agency, India	Chair: Vinod Nair Rapporteur : Sameen Siddiqui Session Coordinator: Rahul Bhadula
			Neeraj Roy	Hungama Mobile, India	
			Preeti Vyas (MS)	Vyas Giannetti Creative, India	
			Sanotsh Desai	Future Brands, India	
			Anna Heim	Freelance Artist, UK	
			Atul Tandan	Mudra Institute of Communications, Ahmedabad, India	
Parallel Track Paper Presentation- Session – 2				Session Coordinator: Suyash Lakhtakia & Kaustubh Jha	
<p>Theme- 6 Venue: Auditorium Theme 7 Venue: Seminar Hall -1 Theme 8 Venue: Seminar Hall -3 Theme 9: Venue: Class Room 1 (Half Session) Theme 10: Venue: Class Room2</p> <p>Please See Parallel Track Paper Presentation Schedule for the list of paper to be presented under each theme</p>					
Panel Session 6 Innovative School Programmes for Social Transformation	Auditorium	18 Dec 13:30-15:00	K. Ramachandran	Indian School of Business India	Chair: K Ramachandran, ISB Rapporteur : Pallavi Singh Session Co-ordinator: Archita Narain
			Robert Jones	Anglia Ruskin University UK	
			Mansoor Al Awar	e-TOM College Dubai	
			Y K Bhushan	Federation of Universities, India	
			Beverley Booth	The Training Team, UK	
			Gautam Raj Jain	Mudra Institute of	

				Communications, Ahmedabad, India	
Closing Plenary Session <hr/> Book Releases	Auditorium	18 Dec 15:15-16:15	Pradip Khandwala Governance Innovation in an Entrepreneurial State	EX -Indian Institute of Management, Ahmedabad, India	Chair: Jay Mitra Rapporteur : Ambalika Bhattacharyya Somya Gupta Session Co-ordinator: Vineet Singh
			Madi Sharma Gender Entrepreneurship and Economic Empowerment	European Economic and Social Committee, Belgium	
Concluding: Remarks and Awards	Auditorium	18 Dec 16:15-17:00	Atul Tandan	Mudra Institute of Communications, Ahmedabad, India	Chair: Atul Tandan Rapporteur : Ritu Batra Session Co-ordinator: Rahul Bhadula
			Jay Mitra	Centre for Entrepreneurship Research, Essex Business School, University of Essex, UK	
			Gautam Raj Jain	Mudra Institute of Communications, Ahmedabad, India	

Parallel Track Paper Presentation- Schedule

Parallel Track Paper Presentation Session 1
December 17, 2008- 13:30 – 15:00 Venue

Track Papers Presentation¹: 1 Venue: Auditorium

Theme 1 & 2: Managing Creativity and Entrepreneurship:
People and Organization

Chair: Y.K. Bhushan

Rapporteur: Lakshmi Naryanee

Session Coordinator : Priynaka Kaushik

Title	Lead Author/ Institutions
A Case Study of Ancestral Goa: Big Foot (51)	Sheenu Jain ICFAI Business School, Goa India
Creativity And Entrepreneurship (32)	Mathew J Manimala Indian Institute of Management, Bangalore, India
Six Sigma – A Power House for Perfection (2)	Paresh M.Kariya Ahmedabad Management Association and NIRMA Institute of Management, Ahmedabad, India
Innovative HR practices adopted by Indian Organisations: an Explorative Study (50)	Rajashree Shinde JSPM's Jayawant Institute of Management Studies, Pune, India

¹ Abstract for the paper listed for presentation is provided in the conference kit for you to select a theme or paper that you wish to attend. Full papers have also been provided to you in a CD –ROM. They are listed as per the number provided in parenthesis against the paper title.

Parallel Track Paper Presentation Session 1
December 17, 2008- 13:30 – 15:00

Track Papers Presentation: 2

Venue: Seminar Hall No. 1

Theme 3: Innovations and Creative Opportunities in Business and Industry

Chair: Jay Mitra

Rapporteur : Rajna Rajan

Session Coordinator: Archita Narain

Title	Lead Author/ Institutions
India: In search of the 3E (Energy, Economy, Environment) Security (34)	Umesh Bhutoria E-CUBE Energy Infra Services Pvt. Ltd, Kolkata India
Innovation and Creativity in Indian Business (72)	S. Balasubramaniam, ICFAI Business School, Pune India
Service Apartments in Pune: Pitfalls and Success (37)	Durgesh Singh SIOM, Pune India
The Choice Before A BPO – Should It Be ISO, COPC or Six Sigma (28)	A.K. Narasimha Prasad Welingkar Institute of Management Development and Research, Bangalore India
Meeting the challenge of organised retail: A new business format (59)	Swapna Pradhan Welingkar Institute of Management Development & Research, Mumbai India

Parallel Track Paper Presentation Session 1
December 17, 2008- 13:30 – 15:00 Venue

Track Papers Presentation: 3

Venue: Seminar Hall 3

Theme 4: Innovative Strategies for Dealing with Socio-economic, Political and Cultural Issues

Chair: Robert Jones

Rapporteur : Sunil Kumar

Session Coordinator : Priynaka Kaushik

Title	Lead Author/ Institutions
Imperatives of Balancing Economic Growth with Sustenance of Societies and Civilizations-Invoking Ancient Indian Wisdom (63)	Mangal Nath Hansraj College, University of Delhi India
Making Entrepreneurship Work: A Study of Jharkhand Region (24)	Priyanka Srivastava. Indian School of Mines University, Dhanbad India

Parallel Track Paper Presentation Session 1
December 17, 2008- 13:30 – 15:00

Track Papers Presentation: 4:

Venue: CR 1

Theme 5: Creative and Innovative Policies and Development Strategies

Chair: Christine Robinson

Rapporteur : Amit Srivastava

Session Coordinator: Mrugank Shah

Title	Lead Author/ Institutions
A Study on People Leading the Fight against Disease. (52)	Shishir Rode SIOM , Pune, India
Electronic Managing From The New Managing Winning In the Universal Village (30)	Zati- Rostami Azad University IRAN
Impact of Institutional Credit on Micro Entrepreneurship (61)	M. S. Chhikara Management Development Institute, Gurgaon India
Role of Corporate Hands To Build Healthy Rural India (14)	M. S. Narayana Nalanda Institute of PG Studies, Guntur India
Public Private Partnerships: A Knowledge Economy based mode of Entrepreneurship for Rural Development (68)	Vinay Sharma Indian Institute of Technology (IIT), Roorkee, India
Innovations in Microfinance: A Case Study of Stree Mukti Sanghatana in Urban India (4)	Ms. Prema Rajeev Basargekar K J Somaiya Institute of Management Studies & Research, Mumbai India

Parallel Track Paper Presentation Session 1
December 17, 2008- 13:30 – 15:00

Track Papers Presentation: 5 Venue: CR – 2

Theme 9: Social Entrepreneurship

Chair: John Bird

Rapporteur : Alok Rai

Session Coordinator: Vineet Singh

Title	Lead Author/ Institutions
Strengthening the Indian Roots (53)	Tarun Singh Shivalik Institute of Management Education and Research, Chattisgarh India
Innovative Models in NGO Sector (42)	Preethi Natraj JSPM's Jayawant Institute of Management Studies, Pune India
Developing Food Processing Micro-Enterprises through Self Help Groups (SHGs): A Study of SGSY in Uttar Pradesh (29)	Jabir Ali Indian Institute of Management, Lucknow India
Rural Balanced Development with E-Commerce (9)	Chinnam S. Reddy Kadi Sarva Vishwa Vidhyalaya, Gandhinagar, India

Parallel Track Paper Presentation Session 2
December 18, 2008- 11:00 – 12:30

Track Papers Presentation: 1

Venue: CR 4

[Theme 1 & 2: Managing Creativity and Entrepreneurship:
People and Organization](#)

Chair: Suraj Commuri

Rapporteur: Keerthana Ravi

Session Coordinator: Sandeep Malhotra

Management of Creativity and Entrepreneurship - A Case Study on Prasad Film Laboratories (56)	Vinith Kumar Nair DC School of Management & Technology, Idukki, India
Creativity and Entrepreneurial Success in Fragmented Market Spaces (69)	Prof. Y.K. Bhushan ICFAI Business School, Mumbai, India
Strategies to Fight Attrition rate in New Entrepreneurship Ventures (54)	Abhinna Suresh Khare Mudra Institute of Communications, Ahmedabad, India
Explanation of Knowledge Management Enablers Effects on Knowledge creation Processes: An Empirical Examination in SMEs of Mazandaran Province of Iran' (20)	Hassan ali Aghajane Islamic Azad University, Iran

Parallel Track Paper Presentation Session 1
December 18, 2008- 11:00 – 12:30

Track Papers Presentation: 6 Venue: Auditorium

**Theme 6: Creative and Entrepreneurial Personality and Behavior:
Skills, Competencies and Motivation**

Chair: Mathew J. Manimala

Rapporteur : Sameen Siddiqui

Session Coordinator: Rahul Bhadula

Title	Lead Author/ Institutions
Technopreneurial Competence and its Relationship with Social and Environmental Factors: An Empirical Study (36)	Rohit H. Trivedi V. M. Patel Institute of Management, Ganpat University, Kherva, India
A Few Aspects of Motivating A Creative Personality (8)	Anna Svirina Kazan State Technical University Russia
Creative Entrepreneurship (67)	Sridevi Chaudhuri NSB School Of Business, New Delhi India
Cultivating Innovation Mindset in Product Design (76)	Sridhar Condoor Saint Louis University USA
Problem -solving strategies – why bother? (15)	Prashant D Amin M.S.University, Baroda India
Intrinsic Motivation: A prerequisite for Creativity Among MBA Students (64)	J.John Peter JSPM's Jayawant Institute of Management Studies, Pune India
Personality Characteristics Associated with Adoption-Innovation for E-banking (16)	Bijal Zaveri MS University, Baroda India

Parallel Track Paper Presentation Session 2
December 18, 2008- 11:00 – 12:30

Track Papers Presentation: 7

Venue: Seminar Hall – 1

Theme 7: Innovative Strategies for Enterprise Growth and Development

Chair: S.B. Dangayach

Rapporteur : Pallavi Singh

Session Coordinator: Archita Narain

Title	Lead Author/ Institutions
Impact of A Government's Intervention Strategies and SME Support Program on the Success of Entrepreneurs in the Province of The Western Cape, SA (18)	Rashied Small University of the Western Cape South Africa
Creativity and Entrepreneurship for Sustainable Global and Knowledge Based Economy: An Ontological Analysis (6)	Arkalagud Ramaprasad University of Illinois USA
Business Internationalization of SMEs in the Countries of the Baltic Sea Region (78)	Anatoli Beifert Wismar University Germany
The Innovation Strategies Under the Different Ownership Structures In China (38)	Erming Xu Renmin University of China China
Factors Influencing Innovation in European Knowledge Regions: Comparing Manufacturing and Services ICT Sub-sectors (17)	Yazid A. Abubakar Essex Business School UK

Parallel Track Paper Presentation Session 2
December 18, 2008- 11:00 – 12:30

Track Papers Presentation: 8

Venue: Seminar Hall – 3

Theme 8: Educational Programme and pedagogies in Entrepreneurship and Creativity

Chair: A. H Kalro

Rapporteur: Ambalika Bhattacharyya

Session Coordinator: Vineet Singh

Title	Lead Author/ Institutions
Significance of Entrepreneurial Education in Higher Education (10)	Sajjad Ahmad Khan Institute of Management Studies, University of Peshawar Pakistan
Creativity 101: A Crash Course in 21st Century Business Ideation (27)	Linda Conway School of Journalism, Southern Illinois University Carbondale, USA
Entrepreneurship Education: From the Business of Learning to the Learning of Business (73)	Minu Mehta IES Management College and Research Centre, Mumbai, India

Parallel Track Paper Presentation Session 2
December 18, 2008- 11:00 – 12:30

Track Papers Presentation: 9

Venue: CR 1

Theme 9: Social Entrepreneurship

Chair: Arvind Sinha

Rapporteur : Ritu Batra

Session Coordinator: Somya Gupta

Title	Lead Author/ Institutions
Social Innovation in Singapore: Two Case studies of Non-Governmental Organizations (77)	Zhang Liyan Tianjin University of Finance and Economics, Tianjin China
Village-Level Action, Global-Level Impact: How Grassroots Social Entrepreneurs are Changing the World (75)	Mona Dave SEWA Trade Facilitation Centre, Ahmedabad India
Dynamics of Leveraging the Enterprise Brand Resonance through Societal Marketing Deeds (26)	P. Baba Gnanakumar Sri Krishna Arts and Science College , Coimbatore, India

Group Enterprise As A Means To Facilitate Movement of Necessity Based Entrepreneurs To Opportunity Based Entrepreneurs. (A Case Study of Toe-Hold Artisans Collaborative) (45)	Rajkumar Phatate Institute of Management Technology (IMT), Nagpur India
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Parallel Track Paper Presentation Session 2
December 18, 2008- 11:00 – 12:30 Venue

Track Papers Presentation: 10

Venue: CR 2

**Theme10: Innovative Media and Communications
Strategies**

Chair: Anand Halve

Rapporteur : Sunil Kumar

Session Coordinator: Sandeep Malhotra

Title	Lead Author/ Institutions
Contemporary Economic Lessons Drawn from Two Recent Indian Films (12)	Tejas A. Desai Indian Institute of Management Ahmedabad India
Social Marketing and Communication Strategies: Creating an Effective CSR Campaign (65)	Catherine Nickerson Indian Institute of Management Bangalore India
New Trends and their Impact on Business and Society (74)	Kunal Sinha Ogilvy & Mather, Greater China, China