Dear Sir / Madam,

Subject:- Invitation / Call for Papers for International Conference on, “The Concept of Global Village” to be held on 7th, 8th and 9th March 2010.

Aditya Institute of Management is one of the rising MBA Institutes in Pune and is approved by the AICTE New Delhi, recognized by the Govt of Maharashtra and affiliated to the University of Pune. It started operating in the year 2009-2010 with a batch of 60 students and has been successful in imparting the best quality education as per the University and AICTE norms.

It gives us immense pleasure to inform you that Aditya Institute of Management is organizing an International Conference on 'The Concept of Global Village' on the 7th, 8th and 9th of March 2010, under the auspices of the Quality Improvement Programme of the University of Pune this year.

Today, the term "Global Village" is mostly used as a metaphor to describe the Internet and World Wide Web. On the Internet, physical distance is even less of a hindrance to the real-time communicative activities of people, and therefore social spheres are greatly expanded by the openness of the web and the ease at which people can search for online communities and interact with others that share the same interests and concerns. Due to the enhanced speed of communication online, the ability of people to read about, spread, and react to global news has grown very rapidly. The globe has been contracted into a village by electronic / information technology as a result of instantaneous movement of information from every quarter to every point at the same time. In bringing all social and political functions together in a sudden implosion, electric speed has heightened human awareness of responsibility to an intense degree.

This International Conference aims to provide a common platform to distinguished academicians, research scholars, professionals, business analysts, management executives, marketing gurus and students for sharing their views, ideas & to find lessons for management on this concept.

I take this opportunity to extend an invitation to you along with your colleagues and students to participate as a delegate and/or contribute papers to this International Conference and make this event a mega success.

Thanking You,

With Warm Regards,

Dr. Vilas Kulkarni

Director

S.No. 42 (Part) Narhe Ambegaon, Next to Spring Dale School, Pune 411 041.
Tel.: 020-32416905, Mobile: 9689899128,
Email: info@adityainstitute.net Website: www.adityainstitute.net
International Conference on 
“The Concept of Global Village”
March 7th to March 9th 2010
Organised by
ADITYA INSTITUTE OF MANAGEMENT
Narhe, Pune

For whom:
This conference aims to expand the understanding of the Concept of Global Village and will help the participants come out with ideas and suggestions to conceptualize the Global village by reducing errors and hurdles in exchange of Ideas and Information on an International platform. We are looking forward to have participation from:

- Executives from Corporate Houses/ Banks / NGO’s/ FI’s
- Entrepreneurs
- Faculties and Students from various Business Schools
- Policy Makers
- Research Scholars from related streams

Objectives of the Conference:
Nowadays, numerous questions apparently shadow the popular concept of transforming the modern world into a “Global Village”. The very phrase, coined by Marshall McLuhan, is widely used in a variety of contexts, though its genuine content is true just to a limited extent, to say the least. The three misconceptions that overestimate the role of a “Global Village”, specifically we are all living in a homogenous world, information revolution is making the world a better place, and globalization is not impacting national identity.

The above mentioned misconceptions generally underscore the artificiality of a “Global Village” concept, which is apparently irreplaceable in shifting borders of time and space, though it has nothing to do with making the modern world a less competitive place, solving global problems, and preserving national identity. Therefore, we would rather use the very phrase only in the context, determined by the real-to-life practice.

This Conference aims to provide platform to all those who would like to share their views towards this Concept and provide lessons to the Future Managers.
The Theme:

“‘The Concept of Global Village’“

Sub-Themes:

- The role of Marketing in getting the world closer
- World Politics and the impact on Globalization
- World Wide Web and its contribution towards The Global Village
- Global Village’ – possible or desirable
- Problems placed on the Global Agenda
- Impact of Global Meltdown
- United Global Village or partition into Developed / Developing / Under Developed countries.

Call for Paper:

This International Conference invites original articles, research papers and case studies on the above theme and sub-themes.

Selected papers contributed by delegates for this Conference are proposed to be published in form of a book.

Last date for submission of paper will be 4th March, 2010.
### Program Schedule

#### Day 1: 7th March 2010 (Sunday)

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>9 am to 10 am</td>
<td>Registration Counter</td>
</tr>
<tr>
<td>Inaugural function</td>
<td>10 am to 11 am</td>
<td>Auditorium</td>
</tr>
<tr>
<td>Introductory Session</td>
<td>11 am to 12.30 pm</td>
<td>Auditorium</td>
</tr>
<tr>
<td>Lunch</td>
<td>12.30 pm to 1.30 pm</td>
<td>Auditorium Dining area</td>
</tr>
<tr>
<td>Guest Speaker 1</td>
<td>1.30 pm to 3 pm</td>
<td>Auditorium</td>
</tr>
<tr>
<td>Tea break</td>
<td>3 pm to 3.30 pm</td>
<td>Lobby</td>
</tr>
<tr>
<td>Guest Speaker 2</td>
<td>3.30 pm to 5 pm</td>
<td>Auditorium</td>
</tr>
</tbody>
</table>

#### Day 2: 8th March 2010 (Monday)

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guest Speaker 3</td>
<td>9.30 am to 11.00 am</td>
<td>Auditorium</td>
</tr>
<tr>
<td>Tea break</td>
<td>11.00 am to 11.30 am</td>
<td>Auditorium Lobby</td>
</tr>
<tr>
<td>Paper Presentation</td>
<td>11.30 am to 1.00 pm</td>
<td>Auditorium</td>
</tr>
<tr>
<td>Lunch</td>
<td>1.00 pm to 2.00 pm</td>
<td>Auditorium Dining area</td>
</tr>
<tr>
<td>Paper Presentation</td>
<td>2.00 pm to 3.30 pm</td>
<td>Auditorium</td>
</tr>
<tr>
<td>Tea break</td>
<td>3.30 pm to 4.00 pm</td>
<td>Auditorium Lobby</td>
</tr>
<tr>
<td>Guest Speaker 4</td>
<td>4.00 pm to 5.30 pm</td>
<td>Auditorium</td>
</tr>
</tbody>
</table>

#### Day 3: 9th March 2010 (Tuesday)

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guest Speaker 5</td>
<td>9.30 am to 11.00 am</td>
<td>Auditorium</td>
</tr>
<tr>
<td>Tea break</td>
<td>11.00 am to 11.30 am</td>
<td>Auditorium Lobby</td>
</tr>
<tr>
<td>Guest Speaker 6</td>
<td>11.30 am to 1.00 pm</td>
<td>Auditorium</td>
</tr>
<tr>
<td>Lunch</td>
<td>1.00 pm to 2.00 pm</td>
<td>Auditorium Dining area</td>
</tr>
<tr>
<td>Guest Speaker 7</td>
<td>2.00 pm to 3.30 pm</td>
<td>Auditorium</td>
</tr>
<tr>
<td>Tea break</td>
<td>3.30 pm to 4.00 pm</td>
<td>Auditorium Lobby</td>
</tr>
<tr>
<td>Valedictory Function</td>
<td>4.00pm to 5.30 pm</td>
<td>Auditorium</td>
</tr>
</tbody>
</table>

**Venue:** Moolgaonkar Auditorium, I.C.C. Trade Tower, Senapati Bapat Road, Pune 411 016.

The International Conference will highlight exemplary speeches by eminent speakers including:

- Dr. Narendra Jadhav
  - Member, Planning Commission, Govt. of India
- Mr. Colin Steedman - Scotland
- Dr. K.R. Mohite – Dubai
- Dr. Mhapa Tilakratne – Sri Lanka
- Dr. Pesant Samsu – Thailand
- Dr. Aimal – Afghanistan
- Prof. PNN Iyer – India
- Dr. Ramesha – India
- Mr. Ravi Varma - India
Registration details:

Registration Fee:

Corporate Delegates – Rs 2000/-
Faculty members from Academic Institutes – Rs 1000/-
Students from Academic Institutions – Rs 500/-

Note:
The registration fee is inclusive of conference kit, lunch and tea/coffee for all three days.

Accommodation:

Delegates requiring assistance for accommodation may contact the coordinators.

Mode of Payment:

Payments can be made by cash or DD’s drawn in favor of “Aditya Institute of Management” payable at Pune.

Contact Information for Registration:

Interested students, delegates, research scholars or individuals can address their queries at email: int.conference@adityainstitute.net

Aditya Institute of Management, near Sinhgad Springdale School, Narhe, Pune 411 041.

Contact number- 020-32416905 email: info@adityainstitute.net
About Us:

Aditya Institute of Management is one of the rising MBA Institutes in Pune and is approved by the AICTE, recognized by the Govt of Maharashtra and affiliated to the University of Pune. It started operating in the year 2009-2010 with a batch of 60 MBA students and has been successful in imparting the best quality education as per the University and AICTE norms. The Institute is an outcome of sincere efforts taken by the Aaditya Education Foundation which is presided by Mr Kevalchand Kataria and includes eminent visionaries like Mr Shantilal Kataria (Exec. President) and Dr Sudhakar Jadhavar (Secretary).

The Institute consists of state of art Infrastructure which can accommodate an academic intake of 120 students at a time, has a wi-fi campus with ultra modern amenities and highly educated and experienced staff to cater to the needs of budding MBA's.

Though being the first year of operations the University of Pune has honoured Aditya Institute of Management with an approval of conducting University level, National and International Conferences under the Quality Improvement Programme for the year 2010. After successfully organizing and conducting a National Conference and University level Conferences in Feb. 2010, Aditya Institute of Management now look forward to organize the International Conference on the 7th, 8th and 9th of March 2010 at the I.C.C. Trade Tower, Senapati Bapat Road, Pune 16.

**Recognition & approval**
- Approved by AICTE, New Delhi
- Recognised by Govt. of Maharashtra
- Affiliated to the Pune University

**Unique features**
- Faculty with rich industrial experience and academic excellence
- Well equipped conference hall with seating capacity of 250 students
- Advanced networked computer lab
- Well equipped Library with spacious study area
- WiFi campus
Registration Form for International Conference on
“The Concept of Global Village”
On 7th to 9th of March, 2010 Pune.

1. Name of the Participants : 

2. Designation : 

3. Name of the Organisation : 

4. Institutional Address : 

5. Areas of responsibility: 
currently handled by 
the participant 

6. Expectations from the programme 

7. Payment details
I / We hereby enclose a demand draft for 
dated 

Number 

Drawn on 
in favour of “Aditya Institute of Management”, payable at Pune.

Date: 

Place : 

Signature