



# Institute of Management Education

Sahibabad (Delhi NCR)

## International Conference on Business Cases (ICBC 2011)

December 2-3, 2011,  
IME Campus, Sahibabad,  
Ghaziabad (INDIA)

In Collaboration with  
Management & Science  
University, Malaysia



The Two day 5th International conference on Business cases (ICBC-2011) begun at IME campus on December 2, 2011 by Institute of Management Education Sahibabad, Ghaziabad with collaboration of Management and Science University (MSU), Malaysia. The conference was organized to encourage academicians and practitioners to appreciate the case methods for knowledge creation and pragmatic approach towards problem and to enhance problem solving abilities.

The Conference received an overwhelming response and attended by National & International guests. More than Hundred cases all over the world were received. After reviewing and analyzing by the expert academicians of different domains 30 papers got selected and published in MacMillan publication.

There were 5 parallel sessions related to technical papers and 30 papers were presented during these sessions. The cases were divided in 5 sections  
1) Innovations: An Emerging approach for survival, 2) Cryptology & E-Business Strategies, 3) Business Reengineering & Strategy, 4) HR –Planning & Practices, 5) Business Intelligence.

On the 1st day of inaugural session Prof. S.K. Kak, Vice Chancellor (MTU, Noida), chief guest, talked about the importance of the research for academicians and scholars in today environment.

Mr. Deitrich Keschull, guest of honour, spoke about the International Trade Issues & Challenges and brief on Indo-German Economic Relationship.

### Key Note Speaker

Mr. Chander Shekhar- CEO-Spring Time Software (P) Ltd. speaker,

Mr. N. Rvishanker, CIO –Airtel-DTH.

Mr. S.L. Ganapathy, Director & CEO, Logistics Plus India Pvt. Ltd.,

### Invited speaker & Session Chair

Mr. Ashok Aggrawal, COO, Escorts Security Ltd, Mr. K.K. Ahuja, Advisor & Head-Operations, Napino & Auto Electronics Ltd and Mr. Sachin Gaur, Co-Founder, MixOrg. Mr. Ranjan Talwar, Regional Head, Tata Tele Services, Mr. Akash Sharma, Regional Manager, Tyco fire & Security Ltd, Mr. Vikas Kumar Soni, Manager, ACC Ltd, Mr. Suneel Mehra, CEO, Eli Lilly & Co (India) Pvt. Ltd, Mr. Rajinder Chitoria, Associate Manager (Training), HCL Infosystems Ltd., Mr. Major Tool, Prince Godwin Samsonb Idiong, Lazrus Chauayekinika, Hon. Oguinye Philip Probity, Mr. Alex Prosper, Anorue Destiny C, Mr. Dupont Thiburat were attended the conference.