

Dear Delegates,

Welcome to Mudra Institute of Communications, Ahmedabad (MICA) - an institution committed to develop innovative professionals in communications management domain. MICA is the first institute in the country, perhaps, in the Asia Pacific region, dedicated to meeting the Integrated Marketing Communications needs of the industry, Government and the Community.

This booklet provides you the session wise agenda of the conference. Schedule of Track paper presentations is provided separately for each theme with the list of the papers to be presented by the respective authors. Participants may like to refer to the 'Abstract' of each track papers for selecting the parallel sessions. In your conference kit, you will find CD ROM containing the papers which are being presented. The booklet also contains speakers' profile for your reference.

We hope the agenda will be academically satisfying and facilitate new insight for developing the spirit of entrepreneurship in every walk of life across all the regions of the globe. This will go a long way to empower our youth to access opportunities globally. You will meet many eminent professionals and academia across the world at the conference.

We hope that you have a fruitful conference and a pleasant stay in Ahmedabad.

With best regards,

Gautam Raj Jain
Conference Coordinator
Senior Professor, MICA
Email: gautam@mica.ac.in

Santana Pathak
Conference Secretary
Associate Faculty, MICA
Email: santana@mica.ac.in



8th
International
Entrepreneurship
Forum

MICA, AHMEDABAD, INDIA

17-18 DECEMBER, 2008

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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, 2008 (DAY 1)

08:00 - 08:50	Conference Registration and Refreshments
08:50 - 10:30	Opening Plenary: Key Note Addresses Session (Venue: Auditorium)
10:30 - 11:00	Coffee Break
11:00 - 12:00	Panel Session 1: (Venue: Auditorium) Innovative Support System for Innovative Ventures: Regional Perspective
12:00 - 12:45	Guest Speech: (Venue: Auditorium) Technology, Creativity and Entrepreneurship
12:45 - 13:30	Lunch
13:30 - 15:00	Parallel Track Paper Presentations- Session 1 - (Venue: Auditorium, Seminar Halls 1,3 & CR-1&2) Theme 1-5 & 9
15:00 - 15:15	Coffee Break
15:15 - 16:45	Panel Session 2 (Venue: Auditorium) Social and Community Entrepreneurship: Grass Root Level Innovations for Capacity Building
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) Hottest Start-up by Young People: Motivations, Process and Challenges
18.00 - 18.15	High Tea
18:15 - 19:30	Doctoral Workshop (Venue: Seminar Hall 1) Networking Meeting (Venue: MICA Open Lounge)
19:30 - 22.30	Conference Dinner at Rajwadu - A Village Restaurant

THURSDAY, 18 DECEMBER, 2008 (DAY 2)

08:30 - 09:00	Conference Registration and Refreshments
09:00 - 10.30	Panel Session 5 (Venue: Auditorium) Innovative School Programmes for Social Transformation
10:30 - 11:00	Coffee Break
11:00 - 12:30	Parallel Track Paper Presentations- Session 2: (Venue: Auditorium, Seminar Halls 1,3 & CR- 1,2 & 4) Theme 1 & 2, 6-10
12:30 - 13:30	Lunch
13:30 - 15:00	Panel Session 6 (Venue: Auditorium) Social Empowerment through Innovative Use of Media and Communications
15:00 - 15:15	Coffee Break
15:15 -16:30	Closing Plenary Session (Venue: Auditorium) – Key Note Addresses
16:30 - 17:00	Remarks and Awards & Vote of Thanks Book Releases
17.00 - 17.15	High Tea
17.15 - 17.45	Press Conference
17:15 - 19:30	Networking Meeting
19:30 – late	Dinner at MICA Campus

Session	Venue	Date & 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 Naryanee Session Coordinator: Priyanka Kaushik Abhinna Khare
			Atul Tandan	Welcome Address	Mudra Institute of Communications, Ahmedabad, India	
			Gautam Raj Jain	Conference Modalities	Mudra Institute of Communications, Ahmedabad, India	
			Jay Mitra	Introduction to IEF	Centre for Entrepreneurship Research, Essex Business School, University of Essex, UK	
			Ajit Balakrishnan	Keynote Address	Rediff.com, India	
			Sergio Arzeni	Keynote Address	Centre for Entrepreneurship, SMEs and LEED programme, OECD, France	

Panel Session 1 Innovative Support System for Innovative Venture: Regional Perspective	Auditorium	17 Dec 11:00 - 12:00	Reinhard Klein		Unit of Entrepreneurship, European Commission, Brussels (European) Belgium	Chair: Reinhard Klein Rapporteur: Rajna Rajan Session Coordinator: Sandeep Malhotra Karuna Batra
			Mathew Manimala		Indian Institute of Management, Bangalore, India	
			Bijorn Jonzon		Ministry of Employment Sweden	
			Sergio Arzeni		Centre for Entrepreneurship, SMEs and LEED programme, OECD, France	
Guest Speech: Technology, Creativity & Entrepreneurship	Auditorium	17 Dec 12:00 - 12:45	Ganesh Natarajan		President, NASSCOM and Zensar Technologies Ltd, India	Chair: Jay Mitra Rapporteur: Ritu Batra Session Coordinator: Priyanka Kaushik Jatin Bhavsar

Parallel Track Paper Presentation- Session – 1

Time: 13:30 - 15:00

Theme 1 & 2 : Venue: Auditorium
 Theme 3 : Venue: Seminar Hall -1
 Theme 4 : Venue: Seminar Hall -3
 Theme 5 : Venue: Class Room 1
 Theme 9 : Venue: Class Room 2 (Half Session)

Please See **Parallel Track Paper Presentation Schedule Below** for the list of papers to be presented under each theme

Panel Session 2 Social and Community Entrepreneurship: Grass Root Level Innovations for Capacity Building	Auditorium	17 Dec 16:45 – 18:00	Jyoti MacWan		Self Employed Women's Association, India	Chair: Madi Sharma
			Zhang Liyan		Tianjin University, China	Rapporteur: Priya Bhattacharjee
			Christine Robinson		Southend Credit Union, UK	Session Co-ordinator: Jyotsna Khetarpal & Tarun Malhotra
Parallel 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
			Anand Halve		Chlorophyll, India	Rapporteur: Ritu Batra
			Suraj Commuri		University of Albany, USA	
			Kunal Sinha		O & M, China	Session Coordinator: Vineet Singh
			Jay Ruparel		Azure, India	Jyoti Tripathi
Parallel Panel Session 4 Hottest Start-up by Young People: Motivations, Process and Challenges	Auditorium	17 Dec 15:15 – 16:45	Shiladitya Bora		FullMarxx, India	Chair: Gautam Raj Jain
			Sunny Vaghela		Internet Security Consultant, India	Rapporteur: Laxmi Narayane
			Shripal Shah		Asal, India	
			Pulkit Gaur		PICPORTA.com India	Session Coordinator: Mrugank Shah & Archita Narain
			Nayan Shah		Current Energy	
Doctoral Workshop All those who are currently pursuing Doctoral Program or planning to do future may attend	Seminar Hall 1	17 Dec 18:15 – 19:30	Mathew Manimala		Indian Institute of Management Bangalore, India	Session Coordinator: Anshul Bhargava
			Jay Mitra		Essex Business School, University of Essex, UK	Nitya Aggarwal

Networking and Refreshment	MICA Open Lounge					
Panel Session 5 Innovative School Programme for Transformation	Auditorium	18 Dec 09:00	K. Ramachandran		Indian School of Business India	Chair: K Ramachandran, ISB Rapporteur: Pallavi Singh Session Co-ordinator: Archita Narain Vineet Singh
		-	Robert Jones		Anglia Ruskin Uni. U K	
		10:30	Murtala S Sagagi		Bayero University, Nigeria	
			Y K Bhushan		Federation of Universities, India	
			Beverley Booth		The Training Team, UK	
			Gautam Raj Jain		Mudra Institute of Communications, Ahmedabad, India	

Parallel Track Paper Presentation- Session – 2

Time : 11:00 - 12:30

Theme-1&2 Venue: Class Room 4
 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

Please See **Parallel Track Paper Presentation Schedule Below** for the list of papers to be presented under each theme

Panel Session 6 Social Empowerment through Innovative Use of Media and Communications	Auditorium	18 Dec 13:30	Vinod Nair		Clea PR Agency, India	Chair: Vinod Nair Rapporteur: Rajna Rajan Session Coordinator: Nipun Mittal Pallavi Singh
		-	Preeti Vyas (MS)		Vyas Giannetti Creative India	
		15:00	Sanotsh Desai		Future Brands, India	
			Anna Heim		Freelance Artist, UK	
			Atul Tandan		Mudra Institute of Communications, Ahmedabad, India	

Closing Plenary Session	Auditorium	18 Dec 15:15 -	Pradip N.Khandwalla 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 Lakshmi Narayanee
		16:30	Madi Sharma Gender Entrepreneurship and Economic Empowerment		European Economic and Social Committee, Belgium	
Concluding Remarks, Awards, Vote of Thanks Book Releases	Auditorium	18 Dec 16:30 -	Atul Tandan		Mudra Institute of Communications, Ahmedabad, India	Chair: Atul Tandan Rapporteur: Ritu Batra Session Co-ordinator: Priyanka Kaushik Abhinna Khare
		17:00	Jay Mitra		Essex Business School, University of Essex, UK	
			Gautam Raj Jain		MICA-EDC, Mudra Institute of Communications, Ahmedabad, India	

Parallel Track Paper Presentation Schedule

Track Paper Presentation- Session – 1

December 17, 2008- 13:30 – 15:00

Track Papers Presentation: 1

Venue: Auditorium

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

Chair: Y. K. Bhushan
Rapporteur: Lakshmi Naryanee
Session Coordinator: Alok Rai & Somya Gupta

Paper 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
British Indian and Chinese Student, Graduate and Academic International Entrepreneurship: Contribution to UK Productivity through Leveraging of Cultural and Social Capital (25)	Stella Mascarenhas-Keyes, Department for Innovation, Universities and Skills, Sheffield, England

Track Papers Presentation: 2

Venue: Seminar Hall No. 1

Theme 3: Innovations and Creative Opportunities in Business and Industry

Chair: Jay Mitra
Rapporteur : Reha Rewal
Session Coordinator: Ritu Batra & Sunil Kumar

Paper 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
The Relationship Between Business Opportunity and Human Resource Management : New Technologies of Information and Communication Enterprises of Kinshasa Case (41)	MIALA NDOMBELE Jean Denis, University of Kinshasa

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 : Nidhi Jogani
Session Coordinator: Prashant Sethi & Karuna Batra

Paper Title	Lead Author/ Institutions
Problem – Solving Strategies – Why Bother? (15)	Prashant D Amin M.S.University, Baroda, India
Personality Characteristics Associated with Adoption-Innovation for E-banking (16)	Bijal Zaveri MS University, Baroda, India
Making Entrepreneurship Work: A Study of Jharkhand Region (24)	Priyanka Srivastava. Indian School of Mines University, Dhanbad, India
Impact of Corporate Reputation Variables for Sustaining Competitive Advantage with Special Reference to Indian Context (47)	Sumanta Rudra VFS Global Services, Mumbai university, India

Track Papers Presentation: 4:

Venue: Class Room 1

Theme 5: Creative and Innovative Policies and Development Strategies

Chair: Christine Robinson
Rapporteur : Amit Srivastava
Session Coordinator: Sachin Sharma & Jyoti Tripathi

Paper 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

Track Papers Presentation: 5

Venue: Class Room – 2

Theme 9: Social Entrepreneurship

Chair: A.F. Mathew
Rapporteur : Pallavi Singh
Session Coordinator: Jyotsana Khetarpal & Rohit Poddar

Paper 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

Track Paper Presentation- Session – 2

December 18, 2008- 11:00 – 12:30

Track Papers Presentation: 1 (continued)

Venue: Class Room 4

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

Chair: Suraj Commuri
Rapporteur: Yogita Malik
Session Coordinator: Sandeep Malhotra & Karuna Batra

Paper Title	Lead Author/ Institutions
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)	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

Track Papers Presentation: 6

Venue: Auditorium

Theme 6: Creative and Entrepreneurial Personality and Behaviour: Skills, Competencies and Motivation

Chair: Mathew J. Manimala
Rapporteur : Rajna Rajan
Session Coordinator: Gaurav Sharma & Supriya Singh

Paper 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
Intrinsic Motivation: A Pre-requisite for Creativity Among MBA Students (64)	J. John Peter JSPM' s Jayawant Institute of Management Studies, Pune, India

Track Papers Presentation: 7

Venue: Seminar Hall – 1

Theme 7: Innovative Strategies for Enterprise Growth and Development

Chair: Jay Ruparel
Rapporteur : Pallavi Singh
Session Coordinator: Rohit Poddar & Nupun Mittal

Paper 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

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: Somya Gupta & Alok Rai

Paper 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
Creation of an Innovation Programme: The Journey and the Lesson (39)	Hrridaysh Deshpande Elephantiversity Institute of Innovation, Pune, India
Entrepreneurial Initiatives in MBA Education Services : Experiences from the Indian School of Business (ISB)	K Ramachandran School of Business, Hyderabad, India

Track Papers Presentation: 9

Venue: Class Room 1

Theme 9: Social Entrepreneurship

Chair: Arbind Sinha
Rapporteur : Ritu Batra
Session Coordinator: Suyash Lakhtakiya & Sonal Tibrewala

Paper 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

Track Papers Presentation: 10

Venue: Class Room 2

Theme 10: Innovative Media and Communications Strategies

Chair: Anand Halve

Rapporteur : Amit Shrivastava

Session Coordinator: Nitya Aggarwal & Anshul Bhargava

Paper 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