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### Dear AIMS International Scholars,

I am indeed pleased to receive your support and cooperation for the Fourth AIMS International Conference on Management (AIMS4) hosted by the Indian Institute of Management Indore on December 28-31, 2006. It was your zeal and enthusiasm that made the conference a grand success! I thank Dr. Prithvi Yadav (Conference co-chair) and Prof. S P Parashar (Director, IIM Indore) for hosting the conference. I express my sincere appreciation and gratitude to all those who helped us in organizing the conference.

I am also pleased to inform that AIMS International Journal of Management, the flagship journal of AIMS International, was launched last December. The second issue is in progress and will be released in May 2007.

With this issue of AIMS/News, I welcome Dr. Sangeeta Sharma (BITS Pilani) and Dr. Anubha Singh (Alliance Business Academy) on our editorial team. I also thank Dr. Jatin Pancholi for his continued service to the newsletter.

We now look forward to the Eighth International Conference on Operations and Quantitative Management (ICOQM-8) that will be hosted by Assumption University in Bangkok, Thailand in October 2007. See you then!

**Omprakash K Gupta**

### AIMS4 International Conference at IIM Indore

The Fourth AIMS International Conference on Management (AIMS4) was organized by the Association of Indian Management Scholars International and the Indian Institute of Management Indore (IIMI) ([www.iimidr.ac.in](http://www.iimidr.ac.in)). The conference was supported by the International Forum of Management Scholars ([www.infoms.net](http://www.infoms.net)).

AIMS4 was inaugurated by Mr. Chandresh Kumar, President & CEO, Business Solutions Group, NOIDA. While inaugurating the conference, Mr. Kumar emphasized on enhancing manager's abilities to manage change. 'Are we prepared to call changes or we want to be led by changes?' he asked very aptly to the delegates of the conference. He stressed on importance of entrepreneurship by arguing that 'Today we need more entrepreneurs than managers'.



The conference was co-chaired by Prof. Omprakash Gupta, AIMS International Founder and Professor at the College of Business, Prairie View A&M University, USA. While welcoming on behalf of AIMS International, he introduced participants about the activities of AIMS International to the participants. He also announced launch of the much-awaited AIMS International Journal of Management.

Dr. S P Parashar, Director, IIM Indore, the Conference Patron, welcomed the participants and provided a brief history of the institute. He assertively argued in favour of globalization and said, 'I believe all organizations are global in nature.' He also advised the managers and academicians 'to be global, think globally.'

There were around 300 papers submitted in this conference and about 175 presentations made by participants from academia and industry. This year the conference proceedings were published in hard copies in addition to the traditional CD format. The conference was organized into four keynote speeches in two plenary sessions, various parallel technical session, tutorial workshops, etc. The conference also had a doctoral student paper competition similar to the one that was organized at AIMS3. Prof. Prithvi Yadav, conference co-chair and faculty member, IIMI proposed a vote of thanks on behalf of AIMS and IIMI at the end of the inauguration session. Visit [www.aims-international.org/aim4](http://www.aims-international.org/aim4) for further details about AIMS4.

### AIMS International Journal of Management



### AIMS International Journal of Management launched!

AIMS International is proud to launch its flagship journal 'AIMS International Journal of Management.' The premier issue was released by Prof. S P Parashar, Director IIMI, during the inauguration of the AIMS4 International Conference at the IIM Indore on 28<sup>th</sup> December 2006. The objective of the AIMS International Journal of Management is to provide an international forum for discussion of advancements in all areas of business and management. Visit <http://www.aims-international.org> for information on submitting papers for publication, subscribing the journal, and locating published and forthcoming articles. We invite management scholars to consider AIMS International Journal for publication of their scholarly work.

### Call for Editorial Review Board Members

AIMS Int. J. of Management is looking for management scholars who wish to join our editorial review board. The individual must have a strong publication record in his/her respective area. Visit <http://www.aims-international.org/> for further details.

### ICOQM7 at Jaipur

Seventh International Conference on Operations and Quantitative Management (ICOQM7) was organized at Hotel Mansingh, Jaipur, India, highlighting the theme 'Decision Making: Art or Science?' on 3-5 August 2006. The magnificent hall Raj Vilas coruscated refulgence not because of the illumination but for the presence of Her Excellency Governor of Rajasthan, Mrs. Pratibha Patil, Dr. N K Jain, Vice chancellor, University of Rajasthan and Omprakash K Gupta, Prairie View A&M University, USA and Dr. Geetika Kapoor, Director, R. A Poddar Institute of Management, Jaipur.

The conference was inaugurated by Her Excellency Mrs. Pratibha Patil. Educated at M J College, Jalgaon and Government Law College, Bombay, possesses law degree and is a social worker. Her penchant for development of rural economy and welfare of women was reflected in her address. Her Excellency cited that for the development of the nation, it is mandatory to uplift the social status of women and ameliorate the rural economy by providing opportunities for the rural masses. She held the view that decision-making is neither purely a science nor an art but an amalgamation of both.



**L to R (front):** HE Mrs. Pratibha Patil, Dr. N K Jain, Prof. Omprakash Gupta, Mr. Kapil Goyal.  
**L to R (back):** Dr. Geetika Kapoor, Prof. Prithvi Yadav and security officers.



found a platform to exchange views, ideas and opinions through deliberations and discussions. In the span of three days topics on varied subjects like Operations Research, Marketing, SCM, Quality Management etc. were covered.

One unique feature of this conference was organization of several tutorials on cutting-edge topics designed for continuous learning and faculty development. Prof. RRK Sharma from IIT Kanpur gave a tutorial on Modeling Approaches for the Multistage Warehouse Location Problem. Prof. Rashmi Malhotra from Saint Joseph University, USA gave a tutorial on Data Envelopment Analysis. The other tutorials were given by Prof. Santanu Roy (IIT Kharagpur) on Structural Equation Modelling and by Prof. Bodhibrata Nag (IIM Calcutta) on Theory and Application of Petri Nets.

This conference was a great success with participation of about 200 delegates. Four eminent scholars – Dr. Chandru Mirchandani, Lockheed Martin Transportation and Security Solutions, USA, Prof. Prithvi Yadav, IIM Indore, Prof. B Mahadevan, IIM Bangalore, and Dr. Surya Chitra, AstraZeneca LP, Wilmington, USA, delivered keynote speeches in plenary sessions and enthralled the audience with their eloquent presentations. These erudite scholars dealt with highly germane topics like Innovative systems need Smart Decisions, Business Intelligence in India- Emerging Issues, Business Decision Making- Modeling as an Art, The Art and Science of Decision Making: Industry Perspective that were well received.

In this forum, the academicians, industrialists, administrators and students



### Dr. Justin Paul's textbooks becoming best sellers

It is of great pride for AIMS International that one of its members is highly successful in authoring research papers and textbooks. Dr. Justin Paul ([justiim@gmail.com](mailto:justiim@gmail.com)), a faculty member and chairperson International Business Area, Indian Institute of Management Indore, is an author of textbooks that have become India's bestsellers. Especially, his books titled 'International Business' ([www.phindia.com/justinpaul](http://www.phindia.com/justinpaul)) and 'Business Environment' ([www.mhhe.com/justinpaul](http://www.mhhe.com/justinpaul)) are very popular and widely accepted as textbooks by various management institutes across the country. His books consist of practical business case studies and comprehensive coverage of contemporary international and business environment related issues. AIMS International wishes Dr. Paul all the best in his future endeavours!





### AIMS4 Doctoral Paper Competition

The First Prize at the Doctoral Student Paper Competition held during AIMS4 at the Indian Institute of Management Indore during December 2006 was awarded to Ms. Arshinder Kaur (photo) from IIT Delhi for her paper entitled 'A framework for evaluation of supply chain coordination using contracts and information sharing.'

The award-winning paper proposes an analytical model to capture the coherency and mutuality of coordination in supply chain contracts. The paper also discusses various implications and insights derived from the proposed methodology, which otherwise would have been difficult to visualize. The proposed model can be applied to various industries like perishable goods, pharmaceuticals, newspaper etc.

This doctoral student paper competition was announced and organized by AIMS International to boost research quality and encourage doctoral students across the world. The competition attracted over a dozen entries. They were evaluated by a

committee chaired by Prof. S Venkataramanaia ([svenkat@iimidr.ac.in](mailto:svenkat@iimidr.ac.in)), a faculty member of IIM Indore while Prof. Kala Seal (Loyola Marymount University) and Dr. Prithvi Yadav (IIM Indore) were other members of the committee. The top three winners were given citations and cash awards. The second prize was awarded to Mr. Ashish Pandey ([fpm04ashish\\_p@mdi.ac.in](mailto:fpm04ashish_p@mdi.ac.in)) from Management Development Institute (MDI) Gurgaon, for his paper titled 'Spiritual climate of workplace and its impact on customers' service experience.' The third prize was awarded to Mr. Victor Anand Kumar ([victor@victoronline.net](http://victor@victoronline.net)) Pondichery University, Pondichery, for his paper titled 'E-Marketing for small and medium tourism enterprises (SMTES).' AIMS International is grateful to the Profs. S. Venkat, Prithvi Yadav and Kala Seal for organizing the competition.

When interviewed by AIMS/News regarding any message for budding candidates for research and doctoral student competition, Ms. Kaur candidly replied, "Define the research problem clearly. Do extensive literature survey standing on shoulders of others in the area to identify gaps and accordingly pursue your area of research. Keep in mind the end users of your research, especially managers for whom the models and methodologies are going to be of use. Attempt to propose methodologies, which are easy to understand, and which can be applied to real-life problems." She also specially acknowledged support by her supervisors and co-authors Prof. Kanda and Prof. Deshmukh for her research. Ms. Kaur is currently a research scholar at IIT Delhi and can be reached at [arshinder@gmail.com](mailto:arshinder@gmail.com) or [asital\\_iit@yahoo.com](mailto:asital_iit@yahoo.com). Congratulations to all the winners once again on behalf of AIMS International!

### Workshops of Publishing

AIMS International had organised three workshops at ICFAI Pune, ICFAI Gurgaon and ICFAI Indore during in January 2007. The workshop titled 'How to Get Published in Internationally Refereed Business Journals: A Practical Guide' was conducted by Prof. Omprakash Gupta, AIMS International Founder and Professor at the College of Business, Prairie View A&M University, USA.

The workshops were well attended by faculty members from leading business schools in India – ICFAI Business School, ICFAI National

College, Symbiosis Institute of Business Management, Indira Institute of Management, Sinhgad Institute of Management, Magnus School of Business etc.



*L to R: Prof. Dhananjay Keskar, Prof. Omprakash Gupta, Prof. P K Banerjea and Prof. K Mukerjee during the workshop at IBS Pune*

The workshops were very interactive and the attendees were contended by learning that they had received through the workshop. The workshop enabled the participants to get clarifications on issues that were of concern to them. Dr. Gupta used illustrative examples and also provided hands-on experience to the participants. The workshop at Pune was inaugurated by the Director of ICFAI Business School Pune, Prof. Dhananjay Keskar, convened by Prof. P K Banerjea and coordinated Prof. K Mukerjee. Visit [www.aims-international.org](http://www.aims-international.org) for further details. Dr. Gupta also delivered a mini-version of this workshop at National Taiwan University on 12<sup>th</sup> January 2007.

Prof Girish Agrawal and Prof. Vinti Agarwal coordinated the workshops at Indore and Gurgaon, respectively. The institutes interested in such workshops and similar faculty development activities at their campus should get in touch with Prof. Omprakash Gupta ([omgupta@aims-international.org](mailto:omgupta@aims-international.org)).

*(Special acknowledgements to Prof. K Mukerjee, IBS Pune, India for his valuable inputs).*



## Association of Indian Management Scholars International

### Congratulations Dr. A Selvarasu for being awarded 'Innovative Teacher 2005 Award'!

Dr. A Selvarasu ([jeemanse@rediffmail.com](mailto:jeemanse@rediffmail.com)), a Reader at the Department of Business Administration, Annamalai University was awarded 'Innovative Teacher 2005 Award' by Scan Foundation (<http://www.indianprofessors.com>), Chennai. Scan Foundation, a non-profit organization, has been recognizing and encouraging innovations in India by means of nominating Indian resident citizens, who have demonstrated innovative talents. Dr. Selvarasu was awarded Gold Coin Award in November 2006 by F M Jerold and G Ravindran for his innovative teaching. When asked, what message he would like to give to the budding management faculty members of India, Dr. Selvarasu replied "Teacher should find new value learning situation by way of introducing innovative approaches. One should keep trying new ways of teaching management education." Congratulations to you Dr. Selvarasu once again!



#### Your Feedback is invited...

Please email us your valuable feedback on the AIMS*i*News. Send us your achievements, suggestions, critical feedback, opinions and help us to improve our next issue.  
[aimsnews@aims-international.org](mailto:aimsnews@aims-international.org)

#### Prof. Omprakash Gupta in Malaysia!

Prof. Omprakash Gupta, Founder of AIMS International was invited to present a keynote speech at an international conference at Kuala Lumpur, Malaysia - SME-Entrepreneurship Global Conference 2006 on the theme 'Competitiveness, Challenges and Prospects in the New Global Environment.' His keynote speech was on "Role of Operations Management in SME". The conference was organized by Monash University in Malaysia. He has also been recently selected for the College of Business Prairie View A&M University's award for Excellence in Research. Congratulations Prof. Gupta!



#### Eighth International Conference on Operations and Quantitative Management (ICOQM-8)

Assumption University, Bangkok, Thailand

October 17-20, 2007

[www.infoms.net/icoqm8](http://www.infoms.net/icoqm8)

Welcome to the Eighth International Conference on Operations and Quantitative Management (ICOQM-8) organized by AIMS International, International Forum of Management Scholars (INFOMS) and ABAC School of Management, Assumption University, Bangkok, Thailand. The conference is also supported by International Journal of Operations and Quantitative Management ([www.ijogm.org](http://www.ijogm.org)) and AIMS International Journal of Management. The previous ICOQMs have been organized in India, Australia, Taiwan and Korea.

**Assumption University:** The University, formerly known as Assumption Business Administration College (ABAC), is the first international University in Thailand. The University constitutes a body of faculty panel and students from more than 70 countries in the world. The University is a non-profit institution administered by the Brothers of St. Gabriel, a worldwide Catholic religious order. The University's Bangna campus is located in a picturesque surrounding at the outskirts of Bangkok. The campus has vast expanse of open green area, state-of-the-art infrastructure and ultra modern facilities.

**Thailand:** Thailand is a perfect destination to mix business with pleasure. The country is rich in traditional heritage and unique culture, serene beaches and pristine mountains. The city offers an array of shopping options, exquisite cuisine, and dazzling nightlife. Visitors get unforgettable experience indeed in Thailand.

#### Announcements & Calls for Papers

- AIMS International has launched 'AIMS International Directory of Management Educators'. Visit <http://www.aims-international.org/directory> for further details.
- AIMS International has launched its flagship journal AIMS International Journal of Management. We are looking for management scholars who wish to join our editorial review board. The editorial board members will help the journal with reviewing the articles submitted for possible publication in AIMS/IJOM. The individual must have a strong publication record in his/her respective area. Those who are interested are requested to write to [aimsjournal@aims-international.org](mailto:aimsjournal@aims-international.org). Visit <http://www.aims-international.org/> for further details. Prospective authors are invited to submit their papers for possible publication in the journal. The website will provide complete details on the Journal.

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