

**Information Brochure  
with  
Revised Schedule**



**GURU GOBIND SINGH  
INDRAPRASTHA  
UNIVERSITY**

**National Conference  
on  
Contemporary Issues in Marketing  
and  
Intellectual Property Rights**



In collaboration with  
**MSME Development Institute**  
**MSME**

**Date : March 26, 2011**

**Venue : Seminar Hall, Administrative Block,  
GGs Indraprastha University**



**University School of Management Studies**

## The Conference

21st century is credited for the success of knowledge driven economies, where intellectual property plays a vital role. Due to lack of awareness about IPR(s), a large portion of the research output is not utilized to its full potential and the inventor as well as public is devoid of the benefits associated.

Modern marketing has taken a strategic role for organizations and has become an approach to solving business problems. It is now viewed as a business philosophy which guides the organization in everything it does strategically, tactically or operationally.

The conference intends to bring together academicians, researchers, consultants, corporate and students to deliberate upon the issues in Marketing and Intellectual Property Rights.

## Inviting Papers

Original papers covering Issues, practices, opportunities and Strategies in various aspects of Marketing / Intellectual Property Rights are invited for presentation in the conference from Professionals, Industry practitioners, Academicians, Researchers, Consultants and Students.

## Themes / Focus Areas

Current Issues in			
Services	Retail	Banking	Insurance
Social Marketing	Permission Marketing	Experimental Marketing	Viral Marketing
Intellectual Property Rights in			
Marketing	Production	Law	
Products	Geographical Rights	Services	

## Guidelines

The paper should begin with a title, author(s) names, short abstract, and list of key words. The paper should be typed with double column, single-line spacing, 12 font, Times New Roman, 1" margin on all sides of the page and MS Word compatible file. Papers must only be submitted through E-mail. The author needs to send along with the paper his/her brief bio-data, certificate of originality and consent for publication.

All papers will be blind reviewed by an expert committee with respect to their quality, originality, and relevance.

## Who should attend ?

The conference shall be beneficial to Corporate Researchers, Academicians, Research Scholars, Lawyers, Trainers, Consultants and Students.



## About The Organizers

### MSME Development Institute

The Micro, Small and Medium Enterprises Development Institute, New Delhi, provides a range of services for promotion and up-gradation of Small-Scale units by providing consultancy on projects & areas of investment including technical information for selection of suitable plant & machinery, manufacturing process, products designing, plant lay out etc.

The Institute assists Small Scale Enterprises in upgrading their knowledge & improving their technical skills through structured management & skill up-gradation programmes.

## GGSI Indraprastha University

Established by the Govt. of NCT of Delhi in 1998, GGSIPU is a dynamic growth oriented university facilitating & promoting professional education & research in emerging areas of higher education. The University has been accredited as "A" Grade by NAAC (UGC) and has also been awarded ISO 9001:2000 Certification. An affiliating-cum-teaching University, GGSIPU is running more than 72 programmes in 9 University Schools of Studies & 88 Institutes, imparting professional education to more than 40,000 students with an annual intake of about 13,500.

### University School of Management Studies

USMS is one of the most forward-looking & innovative On-Campus B-Schools of the University with a distinct curriculum & teaching methodology. The MBA programmes have been crafted with great care keeping in view the future needs of business. They also reflect the sensitivity expected from the upcoming managers to the changing aspirations of the community in a rapidly evolving technological environment. Apart from full-time MBA Programme and Doctoral programmes, USMS also offers a variety of Two-year MBA programmes for working professionals on weekend basis.



## Registration

Registration must be done by submitting the prescribed form along with required details and fee. Registration is open till **March 17, 2011**. In case of joint authors, each author has to register individually.

## Registration Fee

For Students	Rs.500/-
For Academicians/ Industry	Rs.1500/-

Registration Fee to be paid by DD (Demand Draft) in favor of **Registrar, GGSIPU, Delhi** payable at Delhi.

## Important Dates

Submission of Paper	March 03, 2011
Review & Notification of Acceptance	March 14, 2011

Selected papers will be published in the form of a book, which will be released during the conference. All rights of publication of papers presented in the conference shall rest with the Organizers.

## Schedule

09:00 AM	Registration
10:00 AM	Inaugural Session Welcome Address Key note Address
12:00 Noon	High Tea
12:30 PM	Technical Sessions
03:00 PM	Lunch
03:30 PM	Technical Session Discussions & Feedback Vote of Thanks

## **PATRON**

Hon'able Vice Chancellor  
**Prof. D.K.Bandhyopadhyay**

## **PROGRAMME CONVENER**

**Prof. Anu Singh Lather**  
Dean USMS

## **FACULTY COORDINATORS**

**Dr. Sanjeev Mittal**  
Prof., USMS  
9899812268

**Mr. Amit Sharma**  
Asst. Prof., USMS  
9810199949

## **STUDENT COORDINATORS**

Ramita : 9899778008

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**UNIVERSITY SCHOOL OF MANAGEMENT STUDIES  
GGS INDRAPRASTHA UNIVERSITY**

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**UNIVERSITY SCHOOL OF MANAGEMENT STUDIES**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

**National Conference  
on  
Contemporary Issues in Marketing and Intellectual Property Rights**

March 26, 2011

**REGISTRATION FORM**

*Please use capital letters*

1. Name:

\_\_\_\_\_

2. Designation: \_\_\_\_\_ 3. Gender (Male or Female): \_\_\_\_\_

4. Title of the Paper:

\_\_\_\_\_  
\_\_\_\_\_

4. Name of the Institute/ Organization:

\_\_\_\_\_  
\_\_\_\_\_

5. Address for Correspondence:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

6. Registration Fee (Draft No. & Name of Bank):

\_\_\_\_\_

Note: Fee is payable by DD/Crossed Cheque in favour of 'Registrar, Guru Gobind Singh Indraprastha University' payable at Delhi.

7. Travel Details:

\_\_\_\_\_

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Place : \_\_\_\_\_

Date : \_\_\_\_\_

Signature : \_\_\_\_\_