Fostering Global Knowledge Economy *through* Innovative and Creative Engineering & Management Studies

9th International Conference on Engineering and Business Education (ICEBE) & 6th International Conference on Innovation and Entrepreneurship (ICIE)

Gujarat Technological University

HOCHSCHULE WISMAR UNIVERSITY OF APPLIED SCIENCES TECHNOLOGY, BUSINESS AND DESIGN

Conference Dates:
24th to 26th February 2016

Venue:
Gujarat Technological University
Chandkheda Campus, Ahmedabad, India

Websites:
http://international.gtu.ac.in
www.icebe.net

E-mail:
cgbs@gtu.edu.in

About ICEBE

ICEBE network is a consortium of international universities that is interested in globalisation and exchange of expertise in the interdisciplinary approaches of engineering and business education. Since 2011 the business sector became a part of the conference. The conference provides a platform for networking and exchanging of views on important issues. In 2012 the conference, again, improved its performance through bringing committed students on board. Their active participation fostered demand of closer co-operation between the business and academic sector.

The Conference Series

The ICEBE started in 2008 at **Hochschule Wismar, University of Applied Sciences: Technology, Business and Design** (University of Wismar). Together with its international network the university realized the demand of bringing together business and engineering education on an international level in order to foster the globalization process in the field of education.

Previous ICEBEs:

- 2008: at University of Wismar, Germany
- 2009: at Lucian Blaga University of Sibiu, Romania
- 2010: at La Consolacion College, Manila/Philippines
- 2011: at Cape Peninsula University of Technology, Cape Town/South Africa
- 2012: at Lucian Blaga University of Sibiu, Romania
- 2013: at Polytechnic of Namibia, Namibia
- 2014: at Shijiazhang University of Economics, China
- 2015: at Ostfold University College, Ostfold, Norway

Please refer: http://www.icebe.net for more details.

About Gujarat Technological University (GTU) http://gtu.ac.in/

Gujarat Technological University is a technical university established in the year 2007 by the Government of Gujarat vide Gujarat Act No. 20/2007. The University caters to the entire field of Engineering, Pharmacy, Business & Management Studies and Computer Applications in Gujarat State. Today, the University has more than 4, 00,000 students, a large number of Master's Programs offering 80 specializations/branches in Management, Engineering, Pharmacy and Computer science along with a robust Doctoral Program. It has 461 Colleges affiliated to it. Today it is the largest University of Gujarat.

GTU wishes to build an asset of students who can build a new India, which would stand for a more harmonious and more humane world, with a better quality of life for all.

GTU has signed MoUs with 27 reputed foreign Universities of USA, Canada, Germany, Russia, UK, China and others.

Since 2011, during the summer, GTU's students go to Universities in Canada, USA and Germany under its International Experience Program. 824 students of GTU have visited various foreign Universities in IEP since 2011.

321 foreign students from 34 countries study at GTU.

To encourage Research, Innovation & Globalization, GTU is continuously involved in organizing seminars, workshops and conferences at national and international level. Centres like Curriculum Development Centre, Innovation Council, Integrated Training and Placement Cell, PG Research Centres are setup for constant development and up gradation of the education at the University. These centres also work towards development of faculties and industry academia partnerships. GTU has won several awards for such initiatives.

About Post Graduate Research Centres @ GTU

GTU has established 14 Post Graduate Research Centres.

1) Centre for Environmental and Green Technologies
2) Centre for Mobile Computing and Wireless Technologies
3) Centre for Cyber Security, Environment & Energy Efficiency Tools (CE3T)
4) Centre for Infrastructure, Transportation and Water Management (CITWM)
5) Centre for Technology Education, Public Policy and Universities of the 21st century
6) Centre for Global Business Studies
7) Centre for Business Ethics and CSR
8) Centre for Financial Services
9) Centre for Marketing Excellence
10) Centre for Governance Systems in Businesses, Industries, Universities, Hospitals, NGOs and Governments
11) Centre for Pharmaceutical Studies and Drug Delivery Technologies
12) Centre for Industrial Design/ Open Design School
13) Centre for Project Management in Chemical Engineering
14) Centre for Environment & Energy Efficiency Tools

Graduate School of Smart Cities Development is associated with the Center for Infrastructure, Transportation and Water Management.

The Intellectual Property Rights Cell of GTU offers e-courses of a **Post-Graduate Diploma in IPR and a Post-Graduate Certificate Course of IP Valuation & Management.**

About the PG Research Centre - Centre for Global Business Studies (CGBS)

The Centre for Global Business Studies(CGBS) is one of the PG research centres of GTU which promotes research work in the field of business management and facilitates the foreign study programs across the branches.

The main focus of the "Centre for Global Business Studies" is to discover opportunities for doing business in seven regional markets, namely: North America, Europe, South America, Middle East, Africa, Central Asia, East Asia and Pacific Countries. Global Country Study Report (GCSR) is the largest program in India, under which, the MBA students of GTU study around 110 countries of the world every year to identify the bilateral trade opportunity.

GCBS believes that in today's scenario every student must learn about the business environment of other countries and thus, the Centre empowers the students and Faculty Members to explore new heights in Global Research.

Objectives of CGBS:

- Attracting scholars who are global leaders in their fields.
- Internationalization of Faculty Members and students through MOUs with foreign universities.
- To achieve Leadership in academic research and teaching in global business studies.
- To create an eco-system for innovation - leveraging academic and industrial research for global business studies.
- To foster entrepreneurship through global business studies.

Looking at the opportunities in the academic relationship with Canada, Germany and Asia, CGBS has established three dedicated study centres namely

- Indo-Canadian Study Centre
- Indo-German Study Centre
- Indo-East Asian Study Centre

Conference Theme:

"Fostering Global Knowledge Economy through Innovative and Creative Engineering and Management Studies"

Sub - Themes:

1. Innovations in Engineering and Management Education for promoting Entrepreneurship
2. Active Learning: Project and Activity Based Learning
3. Smart Cities Development through innovative Engineering and Management Concepts
4. Government policies in promoting entrepreneurial environment
5. Research Orientation in curriculum development
6. Contribution of Engineering and Management Education to "Make in India, Start Up and Stand Up India, Clean India Initiative
7. Smart Energy solutions
8. Nurturing 'Competitiveness' and 'Ease of Doing Business'
9. Developing Socially Responsible Educational institutions
10. Introducing Design Thinking in Engineering Curriculum
11. Sustainable Development through Innovation and Creativity

Author Guidelines for 9th ICEBE and 6th ICIE

Step 1: Author Registration

- Every author has to register him/herself on website.
- After Registration, **author will be allotted unique author id** which will be author's identification number for the entire conference.
- Filling up all the fields in the registration form are compulsory, and **no changes in the details will be allowed** once the author has registered.
- If, there are multiple authors for a single paper then **every author has to register separately**. All the authors will be allocate a unique author id which they have to use for various purposes throughout the conference.
- This unique Author Id will be communicated to authors by their registered e-mail only. Hence it is mandatory to give correct mail id.

Step 2: Paper Registration

- After author registration, Paper Title is to be registered.
- **Every paper will be allocated a unique code**, which will be used as identification code for the Research paper throughout the conference.
- If any author **is going to submit more than one paper, then he/she will have to register all the papers** and for every paper he/she will be given a unique code.
- **Every paper should be registered only once, even if there are multiple authors.**
- While registering the Paper, **unique author id(s) of all the author(s) will be required**. Once the data is submitted by the author, no **change in the details will be entertained**. So it is advisable to keep all the author(s) unique code(s) ready at the time of title registration.

Step 3: Abstract/ Declaration / Full Paper Upload

- Only **one author will have to login with unique paper id and upload abstract in Microsoft Word** and **Declaration Form in PDF** format.
- If the review committee rejects **the paper on the basis of abstract, then authors are not allowed** to submit the full paper.
- However, new paper can be registered as per the above procedure.

Declaration Form Upload

- Authors have to download the Declaration Form available on the Website.
- All the required details are to be filled by authors and every author has to put signature on it.
- Declaration is mandatory for participation in the conference.
- Scan Copy of the Declaration Form must be uploaded in PDF format through the paper id login.

Full Paper Submission

- The Paper should be in Microsoft Word format only.
- The paper must be in the desired format as available on the website.
- Recommendations of Review Committee should be followed by the author and they have to make necessary changes in their manuscript.
- Excellent and outstanding papers will be published and the decision of the review committee will be final in this regard.

Publication and Certificate:

- Selected peer reviewed papers will be published in a book and/or CD or Both with ISBN, subject to the approval of the review committee.
- The decision of the conference committee will be final in case of any dispute/discrepancy.
- The certificate will be issued to the authors who will remain present on all the days of the conference.
- Certificates will be distributed after valedictory session.

Step 6: Fees Payment

- Authors have to submit fees within the specified dates on the website only after intimation of the fees payment via e-mail.
- Fees will be accepted only through online payment mode. Check the website for more details.
- In case of non-payment of fees, paper will be treated as rejected and author(s) will not be allowed to participate in the conference.
- The amount of fees payable will be displayed under paper id login.
- For every paper Fees is charged separately, considering the category of the author(s).
- **Amount mentioned under paper id must be paid by single transaction only.**
- **The Fees is non-refundable in any case.**

Fees Structure Table

Category	Fees Amount# (With Accommodation)	Fees Amount* (Without Accommodation)
Indian Participants	Rs.12000/-	Rs. 5000/-
Non – Indian Participants	400 US$ or 350 Euro	-
50% Discount in fees for Participants from GTU affiliated colleges – in Both the categories i.e With & Without Accommodation		

*** Participants without Accommodation:** Fees include one conference kit, breakfast, lunch and snacks for three days. The fee does not include dinner, pick up and drop facilities.

 # Participants with Accommodation: Fees include one conference kit, breakfast, lunch, dinner and snacks for three days and three nights with accommodation. Airport Pick up and drop facility will be provided by the Hotel. Hotels will be booked by GTU from 23rd February 2016 – 1 PM onwards till 27th February 2016 10.00 AM (4 nights). Charges for extended stay, amenities, luxury services, beverages/liquor, food or any kind of additional facility demanded by participant will be at his/her cost. In case of any clarification, please contact on *cgbs@gtu.edu.in.*

Online Payment Link.

https://www.onlinesbi.com/prelogin/institutiontypedisplay.htm

Payment Options Exclusively for Foreign Participants

If any foreign participant is not able to pay the fees as per step 6, following are the optional methods for the payment of fees.

1. Payment by Using SWIFT Code
2. Demand Draft, in favour of "Gujarat Technological University", Payable at "Ahmedabad".

Participants/Delegates can transfer fund to GUJARAT TECHNOLOGICAL UNIVERSITY with following details:

- NAME OF ACCOUNTS : GUJARAT TECHNOLOGICAL UNIVERSITY
- TYPE OF ACCOUNT : SAVING
- BANK NAME : STATE BANK OF INDIA
- BRANCH : IIT GANDHINAGAR
- ACCOUNT NO. : 30867982511
- IFSC CODE : SBIN0011770
- SWIFT CODE : SBININBB417
- MICR CODE. : 380002106

Guidelines for Delegates (Only for Attending Conference)

Step 1: Delegate Registration

- **Every Delegate has to register him/herself on website. To register, pay the fees as mentioned in Fees Structure Table and then follow the registration process.**
- After Registration, **Delegate will be allotted unique Delegate id** which will be a unique identification number for the entire conference.
- All the fields in the registration are compulsory, and **no changes in the details will be allowed** once the delegate has registered.
- A unique Delegate Id will be communicated to the delegate on their registered e-mail. Hence it is mandatory to give correct e-mail id.
- The certificate of participation will be given to the delegate attending all the days of the conference.
- Certificates will be distributed after valedictory session.

Step 2: Fees Payment

- The Delegate will have to pay the fees within the specified dates on the website.
- Fees will be accepted only through online payment mode. Check the website for more details
- In case of non-payment of fees, entry will be restricted.

Important Dates of Conference

Particulars	Date
Last Date for Paper Submission	15-02-2016
Confirmation of Final Paper Acceptance	on or before 17-02-2016
Fees Payment (For Authors) (After confirmation of paper acceptance)	on or before 18-02-2016
Last Date for Delegate Registration and Fees Payment	18-02-2016
Conference Dates	24th to 26th February 2016

Conference Committee

Conference Chairs:

Dr. Akshai Aggarwal, Hon'ble Vice Chancellor, *Gujarat Technological University, Ahmedabad, India*

Professor (Dr.) Norbert Grünwald, *Director Robert-Schmidt-Institute, Hochschule Wismar, University of Applied Sciences Technology, Business and Design, Wismar, Germany*

Prof. Zheng Bingzhang, *Shijiazhuang University of Economics, Shijiazhuang, Hebei, China*

Prof. Manfred Ahn, *Steinbeis University Berlin, Germany*

Sister Niceta M. Vargas, *President La Consolacion College Manila, Philippines.*

Scientific Committee

Prof. Andreas Ahrens, Wismar Uni. Wismar/Germany
Prof. Olaf Bassus, Wismar Uni. Wismar/Germany
Prof. Oleg V. Boev, Tomsk State Uni. of Control Systems and Radioelectronics /Russia
Prof. Loan Bondrea, Lucian Blaga Uni. of Sibiu, Sibiu/Romania
Prof. John Buckeridge, RMIT Uni. Melbourne, Australia
Prof. Colin Chisholm, Glasgow Caledonian, Uni., Scotland
Prof. Daiva Dumciuviene, Kaunas technical Uni., Lithuania
Prof. Dr Divina Edralin, La Consolacion College. Manila Philippines
Dr. Arnel Fajardo, La Consolacion College Manila Philippines
Dr. Alvin Nuque, Vice President for Academic Affairs, La Consolacion University Philippines
Prof. David Holifield, Uni. of Wales Institute Cardiff, Wales
Prof. Claudiu Kifor, Lucian Blaga Uni. of Sibiu, Sibiu Romania
Dr. R.M. Pastrana, La Consolacion College Manila Philippines
Prof. Harold P. Sjursen, New York Uni.-Polytechnic Institute, USA
Prof. Anthony P. Staak, Cape Peninsula University of Technology, Cape Town, South Africa
Prof. Hong Wu, Østfold Uni. College, Norway
Prof. Marian Zajko, Slovak Uni.of Technology, Bratislava, Slovakia
Dr. Samo Bobek, Head of Department of E- Business, Faculty of Economics and Business, Uni. of Maribor Slovenia
Dr. Jan Ian Oplotnik, Vice Rector for Finance, Faculty of Economics and Business, Uni. of Maribor, Slovenia
Prof. S Ravi P Silva, Director of Advanced Technology Institute, Faculty of Engineering and Physical Sciences, Guildford, Surrey, UK
Dr. Rajul Gajjar, Dean, Master & PhD, GTU, India
Dr. Nilesh Bhatt, Dean, Master & PhD, GTU, India
Dr. K N Sheth, Dean- Advancement, Alumni Affairs and Interdisciplinary Research GTU, India
Dr. Rupesh Vasani, Dean-Engineering GTU, India
Dr. Sachin Parikh, Dean-Engineering GTU, India
Dr. K N Mistry, Dean-Engineering GTU, India
Dr. Ashutosh Patel, Asso.-Dean, GTU, India
Dr. Indrajit Patel, Dean-Engineering GTU, India
Dr. Dilip Ahir, Asso.-Dean, GTU, India
Dr. Atul Shah, Asso.-Dean, GTU, India
Dr. Shital Shah, Asso.-Dean, GTU, India
Dr. S O Junare, Dean – MBA, GTU, India
Dr. Chinnam Reddy, Dean – MBA, GTU, India
Dr. P G K Murthy, Dean – MBA, GTU, India
Dr. Rajesh Khajuria, Chairman, MBA Syllabus Committee, GTU, India
Dr. G P Vadodaria, Principal, L D Engineering College, Ahmedabad

Advisory Committee

- **Mr J C Lilani**, I/c Registrar, GTU
- **Dr. R H Rajput**, Chief Account Officer, GTU
- **Mr K H Patel** – Former Indian High Commissioner to Uganda and Ambassador to Rawanda and Burundi, member of Board of Advisors Committee for Global Country Study Report (GCSR)
- **Mr. Sunil Modi** - Member of Board of Advisor Committee in Global Country Study Report (GCSR)
- **Mr. N.K.Goyal** - President, CMAI association of India and member of Board of Advisor Committee in Global Country Study Report (GCSR)
- **Dr Shivendra Gupta** - Member of Board of Advisor Committee in Global Country Study Report (GCSR)
- **Mr Jagat Shah –** CEO Global Network and Foreign representative of Government of Manitoba, Canada in India
- **Ms Bhagyesh Soneji** - Chair Person -ASSOCHAM (Associated Chamber of Commerce and Industries), MD Ameda Pharma Pvt. Ltd.
- **Mr. B K Basu , Vice President & Head**, (Corporate Centre & Technology) L&T Power , Baroda
- **Mr. Sharad Gangal** , Executive Vice President, THERMAX LIMITED
- **Mr. S K Raijada** , President - Corporate HR & Group IR , Piramal Glass Ltd , Baroda

Committee Members of GTU

- Dr. Pankajrai Patel - Director, GTU
- Mr. Keyur Darji, Deputy Director, GTU
- Dr. Kaushal Bhatt, Assistant Professor, GTU
- Dr. Sarika Srivastava, Assistant Professor, GTU
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- Mr. Vimal Sharma, Research Associate, GTU
- Dr. Jyoti Srivastava, Research Assistance, GTU

Gujarat Technological University

HOCHSCHULE WISMAR
UNIVERSITY OF APPLIED SCIENCES TECHNOLOGY, BUSINESS AND DESIGN

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Gujarat Technological University

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