



POORNIMA

SCHOOL OF MANAGEMENT

*International Conference on
“Small and Medium Enterprises in the Global Economy:
Opportunities and Challenges”
(February 06, 2015)*

*Report
On
INAUGURAL SESSION – ABOUT THE CONFERENCE*

“Learning is not attained by chance, it must be sought for with passion and diligence and if you have knowledge, let others light their candles in it”

The current global environment exhibits intense competition and dynamic changes in the business world. Understanding the nature of global trends with context to development of small and medium enterprises in the global economy has never been more important than now. As a driving force for innovation, employment and economic development, micro, small and medium enterprises (MSMEs) play an important role in a country's economy.

During the last decade or so, India has recognized the role and importance of what was earlier termed, cottage industries or small scale industries. These were seen mainly as employment creating or capital saving sectors and therefore requiring special place in the planned programme for industrialization. Today most observers have recognized that not only in India but also in the developed world the SMEs play an important part in creating output, employment and exports. In India itself the number of SMEs is estimated to number at least about 20 million enterprises. They account for 45% of industrial output, 40% of exports and employ 60 million workers. The range of the products produced in the sector is vast. There is now a separate ministry in the Government of India addressing issues relating to the sector. The international institutions such as the Europe-India Business Council and the Indo-US Chamber of Commerce are also providing platforms for the SMEs.

In view of the growing importance of the sector, the Conference was planned to provide a forum for sharing knowledge and information that was the basis for discussion and policy making. One of the important aspects was that management education so far has addressed issues relating mainly to the corporate world. The SME sector is dominated by non-corporate entities in which the organization structures do not fit easily into familiar categories. Therefore their concerns need to be viewed at in a different perspective.

With this in view, the Poornima School of Management and Poornima University decided to organize an International Conference on the theme “Small and Medium Enterprises in the Global Economy: Opportunities and Challenges”. The Conference has been organized in collaboration with Hanyang University Business School, Seoul (South Korea) and JK Lakshmipat University, Jaipur. SIDBI (Small Industries Development Bank of India), NSIC (National Small Industries Corporation), SBBJ (State Bank of Bikaner and Jaipur), IAMSME (Integrated Association of MSMEs of India) and AIMS (Association of Indian Management Schools) for their has provided support for the conference.

The Conference was divided into sub-themes that have been identified taking into consideration related issues of finance, human resource, marketing, entrepreneurship, technology, production and operations, which was discussed in four technical sessions. Two plenary sessions, one after the inaugural session and another in the next morning, provided opportunity to listen to the expert views of eminent personalities.

Audience was informed that in response to call of papers, a total of 90 abstracts were received. Out of these, 68 were approved for conversion into full papers. 65 abstracts were eventually converted into full papers written on different sub-themes. These were referred to experts in respective areas for blind review. After blind review and exclusion of some papers keeping in view the evaluation by the experts, 51 papers were accepted for presentation in the technical sessions of the conference. The sub-theme wise distribution is 11 papers in the area of Finance, 11 papers in HR, 13 papers in Marketing and 16 papers in Entrepreneurship, technology, production and operation.

It was also informed that out of 51 papers, 19 papers were contributed by authors outside the State of Rajasthan including 3 outside the country.

After presentation, two papers were adjudged as the best in each technical session for special awards in the valedictory session.

Deliberations during the various sessions in the conference were insightful and participative. The conclusions derived from the research work done by the intellectual community were helpful in overcoming the challenges and converting them into opportunities by the small and medium enterprises in the globalised world.

