



## INTERNATIONAL CONFERENCE ON

# AN ALTERNATE GLOBALISATION FROM THE SOUTH: DYNAMICS OF INTERNATIONAL BUSINESS AND FINANCE IN THE EMERGING ECONOMIES

DATE: September 19 - 20, 2014

VENUE: JAMIA MILLIA ISLAMIA, NEW DELHI, INDIA

Organised by  
Centre for Management Studies  
Jamia Millia Islamia (A Central University)  
Jamia Nagar, New Delhi-110025, INDIA.

### **Important Dates:**

Submission of Abstract:	15 <sup>st</sup> June, 2014
Acceptance of Abstract	20 <sup>th</sup> June, 2014
Submission of Full Paper	20 <sup>th</sup> July, 2014
Notification of Acceptance of Paper	30 <sup>th</sup> July, 2014
Camera Ready Paper	17 <sup>th</sup> August, 2014
Confirmation of Participation	25 <sup>th</sup> August, 2014

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\* Papers/ cases selected by the Screening Committee will be published in the form of book by a reputed international publisher. However abstracts, synopsis etc. of all the Papers/cases will be published in the Conference Souvenir.  
Certificate of conference participation will be issued

AN ALTERNATE GLOBALISATION FROM THE SOUTH: DYNAMICS OF  
INTERNATIONAL BUSINESS AND FINANCE IN THE EMERGING ECONOMIES

CALL FOR PAPERS

The debate of political economy of globalization has two major dimensions: prima facie global north and global south, which can be used as a compass to measure the length and breadth of globalization. The great transformation was propounded by Karl Polanyi; the word *Washington Consensus* coined by John Williamson and other western thought processes has its proximity with G7 nations. The emerging global south, especially East Asia, BRICS+M+..., Latin America, Middle East and Africa has its' case to demonstrate an alternate globalization process. There is a dire need for addressing questions such as "Is an Alternate globalization possible?". If western hegemonic globalization has been built on capital and technology, the southern globalization can be built on comparative advantage factors such as raw materials, labour etc. The debate of Capital Flight Vs Labour Flight is a crucial focal point in alternate globalization. The ICT revolution, service trade, exports in manufactured goods etc., flow from south to north in larger scale, which is litmus test to prove the emergence of global south. The cultural, historical underpinnings, ethical, environmental and gender issues etc guide the southern global village to widen its horizon to articulate the demands of the present as well as the future generations to promote sustainable business.

The intergovernmental organizations, such as the WTO which is also a spinal cord in facilitating multilateral trade; But in various incidents, the WTO's proceedings have been constantly criticised by farmers, developing/third world nations, NGOs, CSOs, activists to achieve fair and transparent globalisation. At the same time, there is crucial hypothesis to be tested, that is, why not globalisation from south? And how sustainable is neo-liberal model, especially when come to articulate the aspirations of business latitude and longitude between south and north. The TINA

(There Is No Alternative) factor is under cross examination. Thus far the question is who have benefited from Neo- liberal globalization and who have lost to it?

The IMF- SDR, World Bank- Loan and the GSP, GSTP mechanisms have been differently impacting the global south. The war, economic sanction, political crisis, geopolitics of natural resources, arms trade, peacemaking, environmental and human rights etc, are debated, researched by scholars, activists, universities across globe. But the tussle between market and State shapes different globalisations. The ideological side, historical linkages, cultural connectivity, geographical proximity etc, among the southern nations seems to enhance those different globalisations.

The Laissez- Faire model was seen as complex ideological debate across globe during the period of Reagan and Thatcher; Friedman's theory of Neo-liberalism worked well in conducting the show of the market. On the other hand *Adam Smith's* ideas of 'revolutionizing means of production' believed to enhance the global south. The labour intensive global south fields its workforce in the *glocalised* productions, women workforce increases in the absence of labour laws, which is inevitable debate!

The neo-liberal globalisation process which was designed by the western command (globalisers) had not done any consensus with the eastern nations (receiving end). The impact of globalisation nevertheless has been shouldered by the developing/third world nations because of their cheap raw materials and labour. The alternate globalisation opens large avenue for eastern commands such as BRICS+M., ASEAN+China, ASEAN+India, (ChIndia+others in south side) to control over billions of consumers, numbers of market. The harsh debate between south and north in international summits, conventions, treaties and pacts on various issues, such as, environment, global warming, labour, quota system, WTO dispute, IPR- Patent, Trade Marks, Copy Rights, GSP mechanisms, International Trade Disputes, conflict of trade laws and commercial arbitration etc.

From Bretton woods conference (1944) to Washington consensus (1989), the mantra of neo-liberal globalisation getting shaped by its experiment with southern nations, such as, Latin America, East Asia, Asia, Caribbean, Africa, etc., whether production,

finance, administration or trade, every aspects of the globe controlled by western model of neo-liberal economy. 'The Geo-politics of Oil' in which hegemonic west had long time desire to control oil rich nations, especially the Middle East; in retaliation OPEC, Middle East may extend their hands to support alternate globalisation project.

The ever growing trade blocs, preferential trade Agreements, free trade areas, customs unions, common markets, cultural blocs, border relations, duty free trade, common currency, political union etc are famous debates in the eastern command, has to be taken as sources of alternate globalisation. The software of India and the hardware of China could make greater globalisation from the south. The BRICs Bank can be the inspiration for global south if it is materialised and also join in the club of the highest level of integration called monetary union.

The service silicon valley of Bangalore, the garment hub of Bangladesh, the tea industry of Sri-Lanka, the production base of Shanghai, the electronic valley of Seoul, the banking mechanism of Malaysia, Singapore, the petro economies of the Arab World, the labour force of Caribbean and Africa, the agri products of South America are nothing but the determinants of alternate globalisation process.

There is one inevitable question that needs to be addressed: Is our globalisation a counter to hegemonic globalisation to oppose the western project or a true alternate to neo-liberal projects in order to sustain ethical business and welfare of people in the global south?

The conference intends to call upon academicians, thinkers, scholars, corporate members, media personalities, activists, researchers, student community to participate in the debate by contributing their research papers/case studies.

## Themes of the conference:

### **1. Political Economy of Globalisation: View from the South.**

- ❖ Tracing the history of international Trade
- ❖ Bretton Woods and Post Bretton Woods
- ❖ Post- war, Marshal Plan and Golden Age of Capital
- ❖ From Gold Standard to Dollar Standard
- ❖ Political economy of international business
- ❖ Washington Consensus and the aftermath
- ❖ Political Economy of Regional Integration
- ❖ Emerging Trends in Regional Cooperation
- ❖ Trade Blocs and Agreements
- ❖ Chindia: China+India
- ❖ BRICS, BRICS+ M+., SAARC, SAFTA, BASIC, ChinAmerica.
- ❖ MERCOSUR, CARICOM, OPEC, ASEAN, ChinAfrica
- ❖ Regionalism in Asia, Latin America, Africa, Middle East, Eastern Europe
- ❖ North–North, North-South and South–South Cooperation
- ❖ Global South Vs Global North
- ❖ Regional Trade Vs Multilateralism
- ❖ East Asian Economy: Miracle and After
- ❖ Asian Business Environment
- ❖ American recession and Euro crisis –Implications on south
- ❖ Electronic Commerce in Neo-liberal Globalisation
- ❖ Service trade from global south
- ❖ Emerging Issues in International Business

### **2. Regulatory Issues in International Business**

- ❖ International Business Contract: Regulation.
- ❖ International Business Law: Source and Legal Texts
- ❖ UNCISG, UNCITRAL, ICC Model.

- ❖ International Sale of Goods
- ❖ International Commercial Arbitration
- ❖ Treaties and conventions on Double Taxation: DTAA, GAAR
- ❖ Environmental Issues in International Business
- ❖ Social Impact of Business in Neo-liberal Time
- ❖ FDI Laws /policies in the Southern Nations
- ❖ Legal Frame work of WTO: Interpretation and Application
- ❖ International Organisations: Guidelines and southern nations
- ❖ Foreign Entry Strategies : Rules and regulations
- ❖ International Outsourcing
- ❖ International labour standards: Experiences of the south
- ❖ Conflicts of laws
- ❖ Public Private Partnership: regulations
- ❖ Public Procurement Law
- ❖ Public international Law and Private international law

### **3. Contemporary Issues in International Financial Markets and Corporate Finance: Assessments and Modelling**

- ❖ Financial Integration
- ❖ Changes in Capital Markets
- ❖ Extreme events and volatility Modelling, Volatility spill over and Clustering
- ❖ Forecasting
- ❖ Qualitative Research in Finance
- ❖ International Corporate Finance
- ❖ Re-engineering Finance
- ❖ Working Capital & Treasury Management
- ❖ Valuation/pricing/EVA & MVA
- ❖ Asset allocation/country funds/hedge funds/ETFs.
- ❖ Sovereign debt crisis and Management
- ❖ Projects financing

- ❖ ICT applications in finance
- ❖ Global Financial Management
- ❖ Financial crisis and governance
- ❖ Diversification and opportunities for Growth and Development in Emerging Economies
- ❖ FOREX Market and Southern Blocs
- ❖ Financial Innovation and Management
- ❖ Islamic Finance
- ❖ Financial and Econometrics Modelling
- ❖ Emerging paradigm in Financial Engineering and Derivatives Market.
- ❖ Dynamics of International financial management

#### **4. International Finance in Emerging Economies**

- ❖ Strategic Investment in the Global South
- ❖ Chronic Capitalism and its Implications for Business
- ❖ Capital Flights and Global Financial Integration
- ❖ Global Imbalances & Sustainable Growth
- ❖ Post-Crisis Risk Management
- ❖ Central Banking and Regulation
- ❖ Global fund flows (FDI, FII etc.)
- ❖ Increasing Role of Entrepreneurship, Venture Capital and Private Equity
- ❖ Applied work on International Trade Theory
- ❖ Applied work on Health, Agricultural, Labour, Demographic, Education Economics and Implications for International Business in Emerging Economies.

#### **5. International Human Resources Management and CSR**

- ❖ Comparative International Human Resource Management
- ❖ HR models of Japan, China, Korea, India, Latin America, Arabs, and Africa
- ❖ Challenges and issues in H R Practices in MNCs

- ❖ Innovative practices for Managing Human Resources in Global South
- ❖ International Strategic Management with Special Reference to HR Strategy
- ❖ Managing Global Staffing: Expatriation, Repatriation etc.
- ❖ Training and Development in southern countries
- ❖ Creative compensation practices and workforce management
- ❖ Talent Assessment: Leadership Development Strategy in a Global Environment
- ❖ Managing dynamism: HR perspective
- ❖ Human Resource Information System/ ERP: Role and Importance
- ❖ Corporate Social Responsibility: Importance and implications
- ❖ Managing Organizational stress and Burnouts
- ❖ Quality of Work-life and Retention Strategies
- ❖ Employee Engagement for Competitive Advantage
- ❖ Knowledge Management
- ❖ Green HRM( Human Resources Management)
- ❖ HR Practices in Service Industries: Global South
- ❖ Indian companies Act, 2013( Amendment) with special to CSR
- ❖ Ethical and Social Issues in International Business
- ❖ Contemporary HR Issues in Global South

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**Conference Registration Fee (Non-Refundable):**

**Delegate Classification and Fees:**

International Participants:	100 US \$ /
Indian Participants: 1. Academicians	Rs.2000/- (without accommodation)
	Rs. 3000/-(with Accommodation, sharing basis)
2. Corporate	Rs. 5000/-
3. Research Scholars /Students.	Rs. 1000/-

The conference fees include: cost of kit, refreshment, breakfast, lunch, and dinner etc., for two days. The conference fees should be sent via Demand Draft (DD) (Indian National) in favour **The Registrar, Jamia Millia Islamia, New Delhi, payable at New Delhi.**



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Conference registration form along with Demand Draft (DD) and other required forms should be sent at the following address:

(Dr) S.Veeramani, Asstt.Professor,  
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Asstt. Professor

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Rachna Kishor Gedam  
Asstt. Professor

(Centre for Management Studies, JMI)

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The Centre for Management Studies (CMS) is one of the pioneering management schools, located at the heart of capital of India. Here the students come from all over the world with multicultural, multi ethnic, multi-lingual backgrounds. The centre aims to produce ethically, socially responsible business leaders and managers. The CMS has been associated with corporate world, academic institutions both within country as well abroad. The students of the centre have been placed well in reputed national and international organisations and also join academia. The CMS has following post graduate and research programmes.

- Two-Years MIB (Master of International Business)
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- Two years MBA (Working Managers Programme)
- Doctoral Programme (Ph.D.) in Management

Annex- I  
Registration form

**International Conference on**

**AN ALTERNATE GLOBALISATION FROM THE SOUTH: DYNAMICS OF  
INTERNATIONAL BUSINESS AND FINANCE IN THE EMERGING ECONOMIES**

**Dates: 19-20, September, 2014**

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Annex: II:

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Editors of the book,.....

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