**National Conference**

**On**

**Relevance of Vedic Texts in Modern Management**

**November 17-18, 2012**

**Venue: Tezpur University, Assam**

**Organized by**

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**Vedic Foundations of Indian Management**

**(A Unit of ISOL Research Foundation)**

**Hosted by**



**Department of Business Administration**

**Tezpur University, Assam**

**The Background**

Modern business organizations grew from the womb of the entrepreneurial spirit evident during the industrial revolution. The fundamental paradigm in which this system worked was profit – maximization. The recent incidences of corporate fraud and greed that resulted in economic burst of 2008 and triggered one of the worst economic recessions worldwide in decades has forced us to take a fresh look at both the current management programs and prevailing business practices. The year 2010 – 2011 was the year of scandals and scams. The long list of failed corporate giants and banks caught in these scams and the magnitude of their mismanagement for profit maximization with complete disregard to well beings of their employees and common shareholders tells us that something is seriously missing or has gotten lost in this race to economic prosperity. That brings us to the core of this problem – a total lack of conscience or moral bankruptcy. There is an urgent and dire need to address these issues to create a morally healthy business environment for sustainable individual, social and economic growth.

This requires a major transformation in organizations and s*uch a transformation is possible only by constantly striving towards a disciplined and purified consciousness*. It is only then that a sense of moderation, justice, and consideration for others can be developed while at the same time preserving moral integrity. This self-culture, when extended into the social plane, gets translated into democratic and moral responsibility as an abiding and sustaining value. And thus it is possible to bridge the gap between public accountability and private morality, to resolve the apparent contradiction between work and life. *History is full of examples to show that structures, systems, or for that matter, civilizations, without ethico-moral content as their foundation, are sooner rather than later bound to collapse.*

**The Focus of the Conference**

The proposed two days **National Conference on Relevance of Vedic Texts in Modern Management during November 17-18, 2012** will focus on the essence of leadership and management by drawing insights from Vedas, Upanishads, Puranas, Bhagwat Gita and Ramayana. Efforts will be made to integrate the insights drawn from ancient Indian wisdom traditions with modern management practices to promote stakeholder engagement and enlightened corporate citizenship behavior. The churning will enable to come up with indigenous business and financial models for good governance and responsible business practices.

**The proposed conference will bring the scholars from Vedic studies, Management and Indian Philosophy together to discuss the topics mentioned below.**

**Concept Notes on following topics will be invited:**

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| Ancient Roots of Corporate EntitiesAncient Indian Economy: Synthesis of Cultural, Spiritual, Economic and Political ThoughtBusiness in Ancient Period: Strategies and StructuresFoundations of Economics in Ancient Indian Business | Corresponding references from scriptures that deal with the philosophy, foundation, strategies and structures of ancient Indian Business |
| Progressive Financial Management: | Insights from Sam Veda |
| Holistic Human Resource Management: | Insights from Yajur Veda  |
| Decision Making | Insights from Rg Veda |
| Quality Marketing Management: | Insights from Atharva Veda |
| Project Management | Insights from Sthapatya Veda |
| Strategic Management | Insights from Dhanur Veda |
| Productions and Quality Management: |  Insights from Ayur Veda  |
| Organizational Development and Leadership Models | Insights from Ramayan and Bhagwat Gita |
| Self Management  | Insights from Upanishads |
| Vedic Cultural Intelligence and Modern Corporate Excellence | Lessons from Panchkoshas Theory, Purushartha Theory and the Theory of Gunas. |

**Besides, these papers are also invited on following topics:**

1. The Cultural Foundations of Economic Development in Assam
2. Co-operative Movement and Economic Growth in Assam
3. The Indigenous Management Practices in Assam
4. The Economic Development Models in Assam
5. The Ancient Roots of Assam’s Economic Development

**Who Can Participate**

1. Entrepreneurs & Business Leaders
2. Academicians
3. Research Scholars
4. Representatives from Civil Society and Business Associations
5. Representatives from Religious Organizations

**Deadline for Paper Submission**

**October 30, 2012**

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| **Conference Patron****Professor Mihir K. Chaudhuri****Vice ChancellorTezpur University (a Central University)Tezpur 784 028, Assam, INDIA** |
| **Conference Convener****Prof. Sunita Singh Sengupta****Founder Vedic Foundations of Indian Management**  **&** **ISOL Research Foundation****C-17, Raj International Business Center****Gurunanak Pura, Laxmi Nagar,** **Near Scope Minar, Delhi – 110 092****Email:** **sunita.singhsengupta@gmail.com****Mobile: +919873167484** | **Conference Co-Convener****Prof. Subhrangshu Sekhar SarkarHead, Business AdministrationTezpur University****Tezpur 784 028, AssamEmail:** **subh@tezu.ernet.in****Mobile: +919435081446** |