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**Date:** Thursday, July 9, 2014**Page:** Webpage**Source:** APN News**Language:** English

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## **SDM IMD partners with J.A. Alpha Business Research & Publishers to organise GB14 Chennai Conference**

Chennai: India's leading Business School, Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDM IMD), will be the principal academic partner at the Second International Conference on Global Business, Economics, Finance and Social Sciences to be held on July 11-13, 2014 at the Hyatt in Chennai. Focusing on the theme 'Towards a sustainable tomorrow', the GB14 Chennai conference in association with J.A. Alpha Business Research & Publishers, will make a coordinated effort to identify and analyze sustainability related economic issues and challenges faced by humanity today.

The conference will provide a platform for academicians, scholars, practitioners and researchers to suggest suitable ways and means to bring about sustained economic growth and development to humanity. With around 40 research papers being presented, the GB14 Chennai Conference will also have delegates from 15 countries including Canada, Denmark, USA, South Africa, Australia and Malaysia.

Best Presenter Awards will be given to student researchers and delegates who make outstanding presentations which will be based on the recommendations of the Chair/Observers of the respective Technical Sessions. Apart from this, 'Best Research Paper Awards' will also be presented to outstanding papers chosen by a panel of judges.

The programme committee of the Conference includes eminent academicians like Dr. Elango Rengasamy, The British University in Dubai, UAE, Dr. Francesco Agliata, Second University of Naples, Italy, Dr. Gilbert V. Nartea, Lincoln University, New Zealand, Dr. Iya Churakova, St. Petersburg University, Russia, Dr. Jayakumar. A, Periyar University, India, Dr. Johannes Peyyavali Sheefeni, University of Namibia, Dr. Joy M. Kiiru, University of Nairobi, Kenya, Dr. Miriam Jankalová, The University of Žilina, Slovakia, Dr. Mohammad Qasen Ahmad Al Qarioti, Kuwait University, Kuwait, Dr. Mohamed Tawfik Essawy, Helwan University, Egypt,, Dr. Mokhtaruddin Ahmed, University Malaysia Kelantan, Malaysia, Dr. N.R. Parasuraman, Director, SDMIMD, Mysore, India, Dr. Sanja Grubacic, Southern Connecticut University, USA, Dr. Saurav Roy Choudhury, Capital University, USA, Dr. Selvam M, Alagappa University, Karaikudi, India, Dr. Shahid Ibrahim, Bangor Business School, UK, Dr. Shu-Hsun Ho, Providence University, Taiwan and Dr. Tapan Sarker, Griffith University, Australia.

Commenting on the significance of the conference, N.R. Parasuraman, Director, SDM IMD, said, "The relationship between economic growth and education is an important issue and we are proud to support the GB14 in Chennai and other parts of the globe in our endeavour to educate and sensitize the present generation on the global economic challenges." Mr. Parasuraman will deliver a special lecture on Strategic Aspects of Finance in the Multinational Context during the symposium. "This is a historic moment for us as researchers, academicians, scholars and industry practitioners come together on a common platform to share their insights and suggest appropriate methods for continued growth, prosperity and a sustainable standard of living for all of humanity," he added.