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|                         |  |
| <b>Email Address</b>    |  |
| <b>Telephone Number</b> |  |

**Checks must be made out to, “UF India-USA Global Conference” and mailed to**

Dr. Nabarun Ghose, DBA, MIJ, BA  
Professor -- Marketing & Business  
The University of Findlay  
1000 N. Main St.  
Findlay, OH 45840, USA  
1-800-472-9502 Ext. 4455  
1-419-434-4455  
Fax. 419-434-6781  
[ghose@findlay.edu](mailto:ghose@findlay.edu)

6. The title page must include the title of the paper, the selected track for submission, name/s, affiliation, title/academic rank, mailing address, phone number, and the email address of the author (s).
7. At least one of the authors must certify his/her intention to register for and attend the conference to present the paper in person if it is accepted or register for virtual participation.
8. Authors must follow instructions for editing papers and abstracts according to guidelines that will be sent with acceptance letters.
9. Author (s) may choose to submit papers/abstracts/proposals for presentation only.
10. Student papers/abstracts/proposals are welcome.

**Review process**

Papers/abstracts/proposals are blind reviewed by two reviewers. Authors must avoid revealing their identity or affiliation within the body of the papers/abstracts/proposals and/or the references.

**Publication of the accepted papers**

If accepted for presentation and publication, authors will be notified and sent guidelines for modifying the papers/abstracts/proposals for publication. This will include condensing the paper to 6 pages, single-spaced format.

The final version of the papers/abstracts/proposals must follow the publication guidelines, and be emailed to the respective Track Chairs as an attachment in MS Word by July 17, 2008. Completed registration form and the appropriate fee must be mailed by May 15, 2008.

**India – USA Global Business, PR, and Cultural Environment Conference**

**Chennai, INDIA**  
**JUNE 12-17, 2008**

**REGISTRATION FORM**

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|--|--|
| <b>Name</b>                                      |  |
| <b>Attending/Virtual</b>                         |  |
| <b>Designation</b>                               |  |
| <b>Organization</b>                              |  |
| <b>Address</b>                                   |  |
| <b>Check No.</b>                                 |  |
| <b>Date of Check</b>                             |  |
| <b>US Dollars</b>                                |  |
| <b>Name of Paper/<br/>Abstract/<br/>Proposal</b> |  |

## **Key Presenters**

10 am. – Sam Singh, US Dupont South Asia Head (Retd.), Founder Pardada-Pardadi Educational Society – Addressing Gender Bias and Poverty

11 am. -- Dr. Nabarun Ghose, Professor of Marketing and Business, The University of Findlay, Ohio, USA, Wal-Mart ACBSP Great Lakes Council Teaching Excellence Award Winner,  
President-Elect – Association of Collegiate Business Schools and Programs Region IV

### Session – Paper Presentations

*Business Environment Issues in Domestic and Foreign Markets*

**Virtual Participation: Virtual Participation allows a person to submit a paper/abstract/proposal to be refereed and published in the Conference Proceedings without attending the Conference in person. Your submission will be blind refereed and listed in the Sessions of the Conference and you will receive a copy of the digital proceedings.**

### **Registration Fee:**

***The \$950 (\$475 for students) registration fee includes conference registration, lunches (6 days), tea and snacks in the morning (6 days), high tea in the late afternoon (5 days), conference dinners (2 days), three exceptional guided tours by scholar-experts, top main presenters from the India and USA, and a CD of the proceedings.***

- ***Participants Will Be Responsible for All Other Expenses, Including But Not Limited to Travel, Transportation, Uncovered Meals, Incidentals, etc. and Anything Not Specifically Mentioned Above as Covered***
- ***Academics & Other Professionals – Attendees US\$950, Students US\$475; Virtual – US\$250***
- ***Registration - Confirmation by May 15, 2008***

**REGISTRATION FORM PROVIDED BELOW**

## **CALL FOR PAPERS**

### **General Information**

#### **Submission Information**

1. The deadline for submitting all papers and abstracts is **May 15, 2008**.
2. Papers and abstracts must be submitted as an electronic copy in MS Word as an attachment to the program chair, Dr. Nabarun Ghose at [ghose@findlay.edu](mailto:ghose@findlay.edu) .
3. Papers should be limited to a maximum of 20 pages long double-spaced, New Times Roman 12 point font, including references and tables, and one-inch margins all around. Abstracts/proposals should be between 150 words and 250 words.
4. Submissions must include references and edited versions of the complete paper/s or abstracts will be published.
5. All submissions must be entirely original, not under concurrent consideration elsewhere, or scheduled for presentation elsewhere, or previously published. Participants are allowed to be included as an author or co-author in 2 submissions only. A maximum of three co-authors are allowed in each submission.

**INDIA-USA GLOBAL BUSINESS and PR CONFERENCE – DEADLINE EXTENDED**

**Chennai, INDIA, JUNE 12-17, 2008**

**Hotel Green Park**

[www.hotelgreenpark.com/chennai](http://www.hotelgreenpark.com/chennai), Ph : 91-44-66515151

**Organizers: Public Relations Society of India, Chennai Chapter, Prakruthi, Chennai, & The University of Findlay, Findlay, Ohio, USA**

**Conference Theme: Business Opportunities and Challenges in the Markets of India, USA, and the World - Building Competitive Skills**

**People Attending The Conference May Choose To Present Or Not To Present Papers**  
**ALL SUBMITTED PAPERS THAT ARE ACCEPTED WILL BE PUBLISHED IN FULL LENGTH OR ABSTRACT IN THE CONFERENCE PROCEEDINGS**  
**Final Papers And Abstracts For Publication Will Be Due One-Month After The Conference To Facilitate Improvement**  
**VIRTUAL PARTICIPATION IS AVAILABLE**

- **Day 1, June 12, 2008 – Thursday; Dakshinachitra -- Cultural Seminar – Heritage Appreciation**
- **Day 2, June 13, 2008 – Friday; Mahabalipuram -- Ecotourism Seminar – Cultural Appreciation**
- **Day 3, June 14, 2008 – Saturday; Larsen & Toubro -- Corporate Communications, Business and Public Relations Seminar**
- **Day 4, June 15, 2008 - Sunday; Hotel Green Park, Chennai**

**Key Presenters**

10 am. – Harish Bijoor, Brand-expert & CEO, Harish Bijoor Consults Inc., Bangalore, INDIA, HONG KONG, London, UK, Dubai, UAE

11 am. -- Bala K.R. Balachandran, Professor of Accounting, Editor in Chief, Journal of Accounting, Auditing & Finance, Kaufman Management Center, Leonard N. Stern School of Business, New York University, USA, Wisconsin Governor's Commission on Education, Asian American Advisory Council to the Governor's office in New Jersey, International Advisory Board -- Indian Institute of Finance Business School, INDIA

**Sessions – Paper Presentations**

*Marketing in Domestic and Foreign Markets*

*Issues in Services & Retailing in Domestic and Foreign Markets*

- **Day 5, June 16, 2008 - Monday; Hotel Green Park, Chennai**

**Key Presenters**

10 am. – Dr. Paul Sears, Dean, College of Business, The University of Findlay, Ohio, USA, Global Business Education Expert, Served as head of Burton D. Morgan Center for Entrepreneurial Studies and

the Small Business Development Center for Region Six of the State of Ohio, and chairman of the Board of Governors for the Institute for Human Investment and Economic Growth, USA

**Sessions – Paper Presentations**

*Education for Global Business Competency*

*Outsourcing Issues in Domestic and Foreign Markets*

- **Day 6, June 17, 2008 - Tuesday; Hotel Green Park, Chennai**