

7-1-2009

## Call for Papers: International Conference on Management and Valuation of Intangibles ICMVI 2009

Prof. R. C. Sobti  
Vice Chancellor, Panjab University, Chandigarh, India

Follow this and additional works at: <https://ir.iba.edu.pk/businessreview>



Part of the **Business Commons**



This work is licensed under a **Creative Commons Attribution 4.0 International License**.

### Recommended Citation

Sobti, P. (2009). Call for Papers: International Conference on Management and Valuation of Intangibles ICMVI 2009. *Business Review*, 4(2), 147-154. Retrieved from <https://doi.org/10.54784/1990-6587.1338>

This article is brought to you by *iRepository* for open access under the **Creative Commons Attribution 4.0 License** and is available at <https://ir.iba.edu.pk/businessreview/vol4/iss2/12>. For more information, please contact [irepository@iba.edu.pk](mailto:irepository@iba.edu.pk).

**News and Views**

**International Conference on Management and  
Valuation of Intangibles ICMVI 2009**

**December 22-23, 2009**

**Venue: Panjab University**

**Chandigarh-160014**

**INDIA**

**CALL FOR PAPERS / CASE STUDIES**

**ORGANIZED BY**

University Business School

Panjab University

Chandigarh

INDIA

**PATRON**

Prof. R. C. Sobti

Vice-Chancellor

Panjab University, Chandigarh-160014

INDIA

**CONFERENCE CHAIRS**

Dr. Dinesh K. Gupta

Professor & Chairman, University Business School

Panjab University, Chandigarh-160014, INDIA

**Dr. Deepak Kapur**

Professor, University Business School

Panjab University, Chandigarh-160014, INDIA

**Dr. Karamjeet Singh**

Reader, University Business School

Panjab University, Chandigarh-160014, INDIA

### **About the Conference**

University Business School (UBS), Panjab University, Chandigarh announces ‘International Conference on Management and Valuation of Intangibles’. The value derived for a business organization from intangible assets has considerably increased in the knowledge-based economy of the 21st century. The wide gap in the market-value and book -value of equity shares of most of the firms is a testimony to the fact that the traditional balance sheet fails to portray the true picture of the assets that generate revenue for an enterprise. The intangible assets like brand value, intellectual property rights etc have become the prime reason for the difference in value of such firms. The motivation of this conference has arisen from the increasing importance of such intangibles in the success of a modern business enterprise.

### **Conference Objectives**

- \* To provide a forum to discuss different types of intangibles and their management including valuation methods;
- \* To deliberate on the advances in theory and practice regarding management of intangibles;
- \* To share practical insights regarding the management and valuation of intangibles from corporate world.

### **Organizers**

University Business School, Panjab University, Chandigarh, has carved out a niche for itself in this highly competitive and globalized business world of today. UBS is one of the oldest business schools of India. It has been imparting quality management education for the last four decades. This institution is known for providing dedicated, motivated and competent management personnel to the corporate world. The teaching-learning-mentoring process, the flexibility of approach to meet the challenge of constant change, and balanced all-round development of students are the distinguishing traits of UBS. It has got a highly dedicated and proficient faculty as also excellent infrastructure.

### **ICMVI 2009 Advisory Committee**

- 1 Dr. Ali, Anwar , Director,**  
IMT, Ghaziabad.
- 2 Dr. Anand, Manoj K., Professor,**  
IIM, Lucknow.

- 3 **Dr. Chandra, Akhilesh, Professor,**  
University of Akron, OH, USA.
- 4 **Dr. Chopra, Rakesh, Rear Admiral (Retd .),**  
Professor, XLRI, Jamshedpur.
- 5 **Dr. Dholakia, Ravindra H., Professor,**  
IIM, Ahmedabad.
- 6 **Dr. Flamholtz , Eric, Professor Emeritus,**  
University of California at Los Angeles,  
CA, USA.
- 7 **Dr. Jain, S. K., Professor,**  
IIT, New Del hi.
- 8 **Mr. Kant, Sudhir, President,**  
Millipore India Pvt Ltd, Bangalore.
- 9 **Dr. Kei, Kuriki, Associate Professor,**  
Kobe University, Japan.
- 10 **Mr. Khanna, Anil, Managing Director,**  
Blue Dart Express Ltd, Mumbai.
- 11 **Mr. Khoi , Tran Anh, Best Practice**  
Manager, Vietnam Productivity Centre,  
Hanoi, Vietnam.
- 12 **Dr. Kumar , Sanjay, Professor,**  
XLRI, Jamshedpur .
- 13 **Dr. Lee, Jinyong, Professor,**  
Seoul National University of Technology,  
Seoul, South Korea.
- 14 **Dr. Lev, Baruch, Professor,**  
Stern School of Business, New York  
University, NY, USA.

- 15 **Dr. Lou, Yung-Chein, Secretary General,**  
National Chengchi University, Taipei,  
Taiwan.
- 16 **Dr. Maheshwari, G. C., Dean & Professor,**  
Faculty of Business Management,  
MSU, Vadodra.
- 17 **Dr. Mohanty, B. K., Professor,**  
IIM, Lucknow.
- 18 **Dr. Mohanty, Pitabas, Professor,**  
XLRI, Jamshedpur.
- 19 **Dr. Narayawamy , R., Professor,**  
IIM, Bangalore.
- 20 **Mr. Ng, Andrew, Chief Executive Officer,**  
Greater China Consult, Singapore.
- 21 **Dr. Parkash, Mohinder, Associate**  
Professor, Oakland University, MI, USA.
- 22 **Dr. Prabhu, Ganesh N.,**  
Associate Professor,  
IIM, Bangalore.
- 23 **Dr. Ray, Pranabesh, Professor,**  
XLRI, Jamshedpur.
- 24 **Dr. Riahi-Belkaoui, Ahmed, Professor,**  
University of Illinois at Chicago, USA.
- 25 **Dr. Saeed, Mohammad, Professor,**  
Minot State University, USA.
- 26 **Dr. Saha, Debashis, Professor,**  
IIM, Ahmedabad
- 27 **Dr. Sahay, Bidya S., Director,**  
MDI, Gurgaon.

- 28 Dr. Sharma, Meenakshi,**  
Associate Professor,  
IIM, Ahmedabad
- 29 Dr. Singh, Devi, Director,**  
IIM, Ahmedabad
- 30 Dr. Vaidya, Rajendra, Professor,**  
IGIDR, Mumbai.
- 31 Dr. Vaidya, Rajendra, Professor,**  
IGIDR, Mumbai.

#### **Organizing Committee**

- 1 Dr. Bawa, Anupam, Professor,**  
UBS, PU, Chandigarh.
- 2 Dr. Chadha, S. K., Professor,**  
UBS, PU, Chandigarh
- 3 Dr. Malhotra, Keshav, Professor,**  
PU, Chandigarh.
- 4 Dr. Malhotra, Meenakshi, Professor,**  
UBS, PU, Chandigarh.
- 5 Dr. Vaidya, S. C., DUI (PU) & Professor,**  
UBS, PU, Chandigarh.
- 6 Dr. Vashisht, A.K., Professor,**  
UBS, PU, Chandigarh.

#### **Important Dates**

Abstract Submission	August 31, 2009
Notification for Acceptance of Abstracts	September 21, 2009
Full Length Paper/ Case Study Submission	October 31, 2009
Last Date of Registration for the Conference	November 15, 2009

Conference Inauguration	December 22, 2009
Conference Dinner	December 22, 2009
Valedictory Session	December 23, 2009

#### **Registration Fee**

	<b>Doctoral Students</b>	<b>Academics</b>	<b>Industry</b>
National	INR 1000	INR 2500	INR 4000
International	USD 50	USD 100	USD 200

Registration is required even if the paper is selected for the conference. At least one author must register for the paper to be included in the conference proceedings. The registration fee covers the conference kit, conference proceedings, conference dinner, lunch and tea. It, however, does not include hotel accommodation, hotel pickups, and airport transfers. Registration fee can be paid by a demand draft drawn in favor of the ‘Chairman, University Business School’, payable at Chandigarh. The demand draft along with completed registration form should be sent by post to Dr. Deepak Kapur, Conference Chair, supper scribing ICMVI 2009 on the envelope. Registration fee, once paid, would not be refunded.

#### **Guidelines for Abstract Submission**

Selection of papers for presentation would be based on abstracts of about 750 - 1000 words. The author(s) should clearly mention the area of interest under which the abstract is to be included. The abstracts would be blind reviewed by experts and only those abstracts that get approved would be selected for final paper submission. All contributions should be submitted in English in Times Roman 12-point type, 1.5 lines spacing in A4 size page setup, with margins of one inch from all sides. Abstract should be accompanied with a certificate by the author that the paper is the author’s own work and has neither been published nor submitted for publication elsewhere. The cover page of the paper should contain: (i) title of the paper (in bold) (ii) name(s) of author(s) (iii) author(s) professional affiliation (iv) address for correspondence with email and telephone number(s). Please note that the authors name should not be mentioned on any other page than the cover page.

#### **Case Studies**

Selection of case studies would be based on abstracts of about 750 - 1000

words. The abstracts must clearly indicate the objective of the case study, details of the organization for which the case is written, major findings, implications, and key references. Only case studies of real-life organizations would be considered. The author should clearly mention the area of interest of the conference under which the case study is to be included. Both academicians and corporate managers are expected to contribute to the conference case studies. Each case study based on primary data should include ‘A No –Objection Certificate’ from the organization for which the case study is written. The case study submissions would also be required to have a detailed ‘Teaching Note’.

- 1 Contract related intangible assets
- 2 Customer related intangible assets
- 3 Economic life of intangible assets and its effect on valuation
- 4 Intellectual property assets and their Valuation
- 5 Marketing related intangible assets
- 6 Organization capital, intangible assets and their valuation.
- 7 Purpose and uses of intangible assets valuation
- 8 Service organization valuation using intangible assets
- 9 Strategic issues in the valuation of intangible assets
- 10 Taxation issues in the valuation of intangible assets
- 11 Technology related intangible assets
- 12 Transfer pricing and intangible assets Valuation
- 13 Valuation of intangible assets in global operations
- 14 Valuation of intangible assets in small business
- 15 Value of intangible assets in use versus their value in liquidation
- 16 Valuation of intangible assets for bankruptcy

#### **PROFILE OF THE CONFERENCE CHAIRS**

Dr Dinesh K. Gupta is a PhD in Accounting and Finance from the Panjab University, Chandigarh. He is at present Chairman – UBS, besides being Professor of Accounting and Finance at the UBS, PU, Chandigarh. Presently, he is also the Dean of Faculty of Business Management and Commerce, Panjab University, Chandigarh. Professor Gupta has earlier taught in reputed B-Schools like the IIM-Lucknow, MDI-Gurgaon etc.

Dr Deepak Kapur is a Fellow of the Indian Institute of Management, Ahmedabad. He is Professor of Strategic Management at the UBS, PU, Chandigarh. He has also taught in reputed B-Schools like the XLRI-Jamshedpur, SPJIMR-Mumbai, IMT-Ghaziabad, XLRI-AIT Dubai etc.

Dr Karamjeet Singh is a PhD from the Guru Nanak Dev University, Amritsar. He is



presently working as a Reader in the UBS, PU, Chandigarh in the area of Accounting and Finance and is an expert in Strategic Cost Management. He has also taught in reputed Institutes.

**CONTACT US:**

**DR DINESH K. GUPTA**

Chairman & Professor (Accounting and Finance),  
University Business School,  
Panjab University,  
Chandigarh-160014, INDIA.  
Email: [dkgupta@pu.ac.in](mailto:dkgupta@pu.ac.in)  
Phone: +91-172-2534709; Fax: +91-172-2541591

**DR DEEPAK KAPUR**

Professor (Strategic Management),  
University Business School,  
Panjab University,  
Chandigarh-160014, INDIA.  
Email: [dkapur@pu.ac.in](mailto:dkapur@pu.ac.in)  
Phone: +91-172-2534703  
Mobile: +91-9417006837

**DR. KARAMJEET SINGH**

Reader (Accounting and Finance),  
University Business School,  
Panjab University,  
Chandigarh-160014, INDIA.  
Email: [krjsingh@pu.ac.in](mailto:krjsingh@pu.ac.in)  
Phone: +91-172-2534714  
Mobile: +91-9876107