



**ASSOCIATION OF MANAGEMENT
DEVELOPMENT INSTITUTIONS IN SOUTH ASIA**



10th SOUTH ASIAN MANAGEMENT FORUM, 2009



“CHANGE AND CONTINUITY: MANAGEMENT PROSPECTS AND CHALLENGES”

**April 9th & 10th, 2009
Royal Institute of Management (RIM)
Thimphu, Bhutan**

Hosted By: Royal Institute of Management (RIM)
Thimphu, Bhutan

Collaborating Institutions:

Association of Indian Management Schools (AIMS); Association of Sri Lankan Institutes of Management (ASLIM); Association of Management Development Institutions of Nepal (AMDIN); Association of Management Development Institution in Pakistan (AMDIP); Association of Management Development Institutions of Bangladesh (AMDIB) & Maldives College of Higher Education



Chairman's Message




South Asia is one of the cradles of civilization in the world and is the home to one fifth of the world's population. It has admirably managed to blend its traditions with modernization despite challenges and complexities. Today, the world recognizes the vibrancy and success of democracy in South Asia guided by the wisdom of ancient cultures, industrious people and the enormous economic potential in an emerging global market.

South Asia has undergone metamorphic changes over the years in evolving itself into a region of potential economic hub. The future changes are foreseen to pervade the region with bigger momentum as we enter the arena of regionalization, globalization and information age. Therefore, it is pertinent that our policy makers, executives and academicians conceptualize the challenges and opportunities of the new global environment facing us, take cognizance of such pertinent changes and develop appropriate strategies to position South Asia as one of the leading regions in the 21st century. To this, South Asia needs a new and compelling vision – a vision that can transcend geographical boundaries, materialize socio-economic development and enhance happiness for our people.

The Association of Management Development Institutions in South Asia (AMDISA) with its noble mission of promoting management excellence has provided a wonderful platform culminating into a confluence of cascading knowledge and ideas and thereby illuminating the glory of the region. The 10th South Asian Management Forum 2009 with its theme "Change and Continuity: Management Prospects and Challenges", will facilitate leaders from the public and corporate sectors, practitioners and academicians in forging a stronger synergy in promoting the development of South Asia by bringing them together and sharing of new knowledge and the best practices from Asia and around the world.

On behalf of the Organizing Committee of the AMDISA and the Royal Institute of Management, I would like to welcome and acknowledge the contributions and support of the AMDISA Executive Members, sponsors and delegates to make this important forum a grand success.

Warm Greetings and Tashi Delek!!!



(Bap Kesang)
Chairman

10th SAMF Advisory Committee

10th South Asian Management Forum Change and Continuity: Management Prospects and Challenges

The 21st century promises to be an Asian Century where South Asia is destined to play an important role with the change in geopolitical power center now returning to Asia.

With the enlargement of regional and global markets, fuelled by communication revolution and rapid growth of regional economics, it is apparent that both the prospects and challenges lie ahead of us.

However, questions remain whether South Asia can make it or not. Will its future be as glorious as its past? Will we be able to continue maintaining the age old culture, traditions and preserve our pristine environment amidst rapid change in development taking place all over the world? Will we be able to transcend national barriers and take advantage of local, regional and global reach?

With South Asian diversity, do we have enough know-how to deal with multi-cultural world? How can we work together and keep pace with the change in the world economy? These are many questions that will be addressed in the 10th South Asian Management Forum 2009.





AMDISA

A SAARC Recognized Body

MISSION

Promote management excellence in South Asia by networking management development institutions and facilitating their partnership with corporate enterprises and public agencies in the region

The **Association of Management Development Institutions in South Asia (AMDISA)** was established in 1988, with the initiative of leading management development institutions in the **South Asian Association of Regional Cooperation (SAARC)** region. AMDISA is an international not-for-profit association, recognized by SAARC, the inter-governmental agency, as a professional association for consultative purposes. It has 199 members, of which 169 are Institutional Members, 2 Affiliate Members, 14 Corporate Members and 14 Reciprocal Members.

This is the only Association which networks management development institutions across the South Asian Nations, through exchange of information, conducting regional conferences and providing a forum for academics and business leaders. The Association interfaces business schools with leaders interested in management development; promotes professional development of management faculty and provides institution building assistance to business schools and corporate management development centers in the region. AMDISA organizes institution-building workshops for Heads of Institutions, faculty workshops on frontier areas of management and inter-institutional cooperative research on contemporary managerial issues in South Asia.

AMDISA is registered under Societies Registration Act, under Indian Law and is funded by membership subscription, corporate contributions and project assistance received from regional as well as global agencies and has received assistance from ILO, INTERMAN, Commonwealth Secretariat, Canadian International Agency, and Asia-Pacific Development Centre.

Its permanent secretariat is located in Hyderabad, India.

Source: www.amdisa.org



VISION

“To be the premier center for management development excelling in developing managers of tomorrow; strengthening management capabilities and facilitating policy options to meet emerging challenges”

MISSION

“To develop socially and professionally responsible and proactive managers/leaders with holistic perspectives and competencies”

The Royal Institute of Management was established in 1986. As the country's only management Institute, it is entrusted with the task of developing management and public administration capacity by conducting training, consultancy and research, and providing advisory services. It was incorporated as an autonomous Institute under the Royal Charter, 1990.

South Asian Management Forum (SAMF):

The SAMF is organized every two years to facilitate participants from different parts of South Asia and around the world to share their research findings, interact with business leaders, policy makers and other academics. Each of these Forums has led to a scholarly publication which is distributed free to all member institutions, including universities, institutions, and corporate members across the region.

AMDISA organizes the South Asian Management Forum (SAMF). The 10th SAMF will be held in Thimphu, Bhutan, from April 9-10, 2009. This is the second time that SAMF forum is held in Bhutan.

The SAMF will start with an opening ceremony at the Royal Institute of Management on April 9th, 2009. All paper presentations and panel discussions will be held there. Keynote speakers including government, business, and academic leaders will be present. The Forum will end on April 10th, 2009.

The Royal Institute of Management last hosted the 5th AMDISA South Asian Management Forum 1998 with the theme “Management of Development: “Growth with Equity”.

Information at a glance

Location and other Details: The Forum is scheduled to be held at the Royal Institute of Management, Semtokha, Thimphu. The Institute is located seven kilometers at the outskirts of the capital city of Thimphu and is situated below the oldest Dzong of Bhutan, the Semtokha Dzong.

Registration Fees:

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| Faculty Member | : | \$200 US |
| Research Scholar/Student | : | \$150 US |
| Manager/Executive | : | \$300 US |

The registration fee covers lunch, dinner, snacks, conference materials and Forum Proceedings.

Late Registration: Registration after 10 March 2009 will require additional payment of a late fee of \$50 US.

Mode of Payment: Registration fee should be sent in US dollars by Demand Draft in favor of Royal Institute of Management and mailed to Registrar, Royal Institute of Management. There is no provision for refund on cancellation of registration.

Publication and Coverage: The papers received and selected will be published in AMDISA Journal and the proceedings of the Forum will be covered by local press both print and visual media.

For more details on the forum you may contact:



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AMDISA & RIM would like to seek support from all the Ministries, Agencies, Corporations and other Business Organizations in sponsoring the 10th AMDISA South Asian Management Forum (2009) with the theme "Change and Continuity: Management Prospects and Challenges."

We invite you all to participate in this forum and help us make this national event a grand success.

TASHI DELEK!!!