Introduction

Amity Institute of Competitive Intelligence and Strategic Management (AICISM), Amity University, invites research papers for the Amity Competitive Intelligence Conference – 2013 to be held at its campus in Noida, India, on 05 March 2013.

The endeavor of this Annual Conference is to bring together eminent persons from business and industry, teachers, researchers and students to enable them to share their knowledge and experiences in Competitive Intelligence and how it drives business success.

Even though Competitive Intelligence has been talked of in India since 2000, its value has not been fully realized as an indispensable arm of industry for gaining Competitive Advantage. Its application is axiomatic if an organization is to minimize risk, avoid surprises, and grow business in a changing world.
**The Theme**

As has been said by Seena Sharp in her book *Competitive Intelligence Advantage*, “Competitive Intelligence is knowledge and foreknowledge about the entire business environment that results in action.”

Today we live in a world in which businesses transcend national boundaries, cultural demarcations and business systems. The environment is increasingly being marked by the ubiquity of information, hyper competition, constant change and uncertainty. In these fluid conditions, businesses big and small, need more and more of Competitive Intelligence.

Competitive Intelligence processes must be designed to ethically deliver timely, actionable, and reliable intelligence to decision makers. In turn, this will improve the speed and quality of strategic and tactical decision making as Competitive Intelligence increasingly becomes an integral part of an organization’s culture. Some common areas of emphasis for Competitive Intelligence functions include: early warning, strategy formulation, and strategy implementation.

The theme of this conference “Competitive Intelligence is the Future: Intelligence Drives Success” has been chosen to stress the need for the institutionalization of Competitive Intelligence in business, government and academic communities.

**Objectives**

1. An opportunity for research aspirants to explore a new or emerging field.
2. Provide an insight on opportunities and applications of research in the industry.
3. Share knowledge on latest trends in management research.

**Call for papers**

ACIC conference aims to facilitate value based research and invites academia, promoters of business education, industry, policy makers, stakeholders, governmental organizations and entrepreneurs in various fields to present original unpublished research work in the form of Research papers, Case studies, Monograms, Research reports and Doctoral thesis on the below mentioned theme and subthemes. Through this conference we endeavor to provide an ecosystem for research that strengthens the foundation of the discipline of teaching, publication, and practice.

The selected papers after double blind review by the experts will be invited for paper presentation during the conference and these selected contributions would be included the proceedings of the conference which will be published in a book form with an ISBN number.
Conference Topics

Papers should broadly address one of the conference subthemes listed below or even a new subtheme not listed hereunder. Academicians and practitioners are encouraged to contribute new ideas, concepts, applications and case studies for discussion in the conference.

Subthemes:

- Sharpening your Competitive edge through Competitive Intelligence.
- An Information Technology Blueprint for Conducting CI.
- Competitive Intelligence: A futurist’s Perspective.
- Competitive Intelligence in a Newly Competitive Market.
- CI and Higher Education dilemma.
- Cognition and Performance through Integration of CI, BI and KM.
- Getting inside your Competitors head through CI.
- Competitive Intelligence on your Company’s Intranet.
- Front Line Competitive Intelligence.
- CI in an Emerging Economy.
- Industry Risk Management: Competitive Intelligence’s next step.
- CI for Competitive Profiling and Financial Ratio Analysis.
- A call to integrate: CI, CRM and Sales force automation.
- Reducing Technology Risk through CI.
- Competitive Intelligence Blindspots and other Barriers to Adding Strategic Values.
- Using Social Media for Competitive Intelligence.
- Establishing Effective Counter-Intelligence Function in an Organization.
- Evolution and Application of Competitive Intelligence in Emerging Economies.
- Bottom Line Competitive Intelligence: Increasing Competitive Intelligence Return on Investment.
- Competitive Intelligence as a Research and Analysis Tool.
- Executing Strategy with Meaningful Measurement using Competitive Intelligence.
- Effectively Managing Information Overload.
- Future Oriented Analysis and Decision Making.
- Innovative Integration of CI with Enterprises and Partners.
- Envisioning your Competitors Strategy Map.
- Translating Tactical Industry News into Strategic Insight through Competitive Intelligence.
- Going beyond Google, CI from the Deep Web.
• From Competitive Intelligence to Business Improvement.
• The Great Wall of Patents- Cutting IP challenges through Competitive Intelligence.
• CI and its linkage with any of the following: Marketing, sales, Human Resources Management, Law, Economics, Finance and Sciences.

Registration

All participants are required to register for this conference as per the following details.

<table>
<thead>
<tr>
<th>Type of Delegate</th>
<th>Registration Fees</th>
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<tbody>
<tr>
<td>Industry</td>
<td>Rs.3000</td>
</tr>
<tr>
<td>Academia</td>
<td>Rs.2000</td>
</tr>
<tr>
<td>Doctoral Students/Other students</td>
<td>Rs.1500</td>
</tr>
</tbody>
</table>

The registration fee includes admission to the conference, conference kit, and lodging and boarding for the participants. Participants are requested to book in advance for subsidized accommodation at our campus on a first come first serve basis. The room tariff and other details would be announced on the conference website in due course.

Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Last Date for Abstract Submission</td>
<td>December 04, 2013</td>
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<tr>
<td>Notification of Acceptance of the Abstract</td>
<td>January 07, 2013</td>
</tr>
<tr>
<td>Last Date for Submission of Selected Papers</td>
<td>February 08, 2013</td>
</tr>
<tr>
<td>Notification of Acceptance of Full Paper</td>
<td>February 15, 2013</td>
</tr>
<tr>
<td>Last Date for Registration Fees</td>
<td>February 20, 2013</td>
</tr>
<tr>
<td>Last Date for Booking Accommodation at Amity University, Noida Campus</td>
<td>February 22, 2013</td>
</tr>
<tr>
<td>Conference Dates</td>
<td>March 05, 2013</td>
</tr>
</tbody>
</table>

Guidelines for Submitting Abstract

The abstract must indicate clearly the Personal Particulars in the following order- Name, Title of work, Affiliation (Department & Institute), Email, Telephone and Postal address. It should
include the rationale, objective, methodology, major results and expected contribution and the subtheme to which it relates. The extended abstract should not exceed 1000 words in MS Word Format (typed in Times New Roman, 12 point, 1.5 spacing) and must be submitted by the due date to acic2013@amity.edu.

Instructions for Submission of Abstracts
File name:
Abstracts:
AREA_NAME_ABS_TITLE.doc /.pdf

Example:
FIN_RENITA DUBEY_ABS_Relative Volatility.doc

Guidelines for Submitting Full Paper
The paper should begin with a title, author(s) names, institutional address along with email, country, a short abstract, and a list of keywords. The paper must conclude with Summary at the end. All references must be cited in Harvard Style Format. The total length of the paper must not exceed 20 A4 size pages including references and appendices. Papers must be in MS Word Format, types in Times New Roman font with 1.5 spacing. Full papers are to be submitted to acic2013@amity.edu. The author(s) need to send his/her brief bio-data and the certificate of originality and consent for publication without which it will not be accepted.

Instructions for Submission of Abstracts/ Papers
Full Papers:
AREA_NAME_PAP_TITLE.doc /.pdf

Example:
FIN_RENITA DUBEY_PAP_Relative Volatility.doc

Criterion for Evaluation by the Reviewers
- **Relevance**: Does the subject of the paper appeal to the interests of the conference attendees?
- **Methodology**: Does the paper use sound and appropriate method(s)?
- **Originality**: Does the paper add new findings, insights, or knowledge to the body of literature?
- **Research**: Does the paper compare and weigh the material against the work of others?
• **Conclusions:** Are the conclusions sound and justified?
• **Managerial Implications:** Is the managerial relevance and implications of the decision problem demonstrated?
• **References:** Are the references adequate?

### Proceedings

Full text of the accepted papers will be published in the form of proceedings. At least one author should register before **December 10, 2013** for inclusion of the paper in the proceedings.

### Accommodation

Limited single bedroom (with attached bathroom) accommodation would be available at Amity University for participants from evening of **04 March, 2013** to evening of **05 March, 2013**. The room tariff and other details would be announced in conference website in due course.

### Conference Organization

**Chief Patron**

**Dr. Ashok K Chauhan**

*Founder President*

Ritnand Balved Education Foundation and Chairman, AKC Group of Companies.

**Patron**

**Mr. Atul Chauhan**

*Chancellor*

Amity University.

**Advisory Committee**

**Dr. (Mrs.) Balvinder Shukla**

*Acting Vice Chancellor*

Amity University.

**Dr. (Mr.) Sanjay Srivastava**

*Dean- Management Studies*

Amity University.
Maj. Gen Ashok Krishna

Director
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