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## MPBIM makes its mark at 10<sup>th</sup> AIMS International Conference at IIMB during 6-8, January 2013

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Association of Indian Management Scholars(AIMS) conducted its 10<sup>th</sup> International conference on Management at IIMB on 6 to 8th January 2013. The conference was also supported by the International Forum of Management Scholars.

Services play a vital role in society today. They touch everyone; individuals, rich, poor, businesses, governments, non-profit organizations, etc. It is therefore imperative that services are managed efficiently and effectively to survive, sustain, and prosper in today's competitive environment. Therefore the theme of the tenth AIMS International Conference on Management (AIMS-10) was, "*Managing Services in Competitive Environment.*"



At the conference Prof. Priyanka PV presented a paper on **'Service Co-Production, Customer Efficiency and Market Competition'**. She also chaired a session at the conference.

MPBIM's students Ms. Riccha Kapoor, Sri Sanketh S Yadav and Ms. Ayisha M Binnal also presented papers as given below:

Ms. Riccha Kapoor presented a paper on **'The world of Flower Industry A Sector untapped'**.

Sri. Sanketh Yadav presented a paper on **'On-line retail shopping behavior in India- A boon or a curse?'**



Sanketh and Riccha with Prof. Priyanaka



Ayisha makes her presentation

Ms. Ayisha M Binnal presented a paper titled **'A study on the efficiency of project feasibility in the Information Technology Industry'**.

It is understood that about 4 lakh papers were received of which 400 were shortlisted in various management disciplines like marketing HR etc.

The conference saw participation from Academicians, Corporates and Students (both Doctoral and Master Degree) all over the world.

**HEARTY CONGRATULATIONS TO PROF. PRIYANKA, RICCHA, SANKETH AND AYISHA**