



# SHRI RAM COLLEGE OF COMMERCE

National Conference on  
*Transformational  
Leadership*  
2013

5<sup>th</sup> - 7<sup>th</sup> April 2013

Venue: Shri Ram College of Commerce







## *From the Principal's desk*

Greetings from Shri Ram College of Commerce!

SRCC is organizing a national conference on “Transformational leadership”, spread over three days. The event will involve discussions and presentations by various academics, researchers and practitioners from various educational institutions and industry. As a part of the event, a pre-conference workshop will also be held for select delegates. An initiative to involve students is also being undertaken with a view to understand the students' perspectives on the theme of transformational leadership.

I take this opportunity to request my colleagues of the higher education fraternity, dear students and corporate leaders to take active part in the events of the conference and make it a huge success.

I look forward to your presence and participation in the conference.

P.C. Jain  
Principal  
Shri Ram College of Commerce

## *A Word from the Organizers*

The mildewed pages of history are swamped with numerous tales of greatness of men who wore fortitude and valor on their sleeves. It is rather traceable that people who scaled the utmost heights of leadership were perhaps the ones who persistently held the beacon even in murky tunnels and nothing could dissuade them from their insatiable quest for bringing about a revolution, the path to which is inundated with challenges of all kinds. However, these challenges tantamount to litmus test for a leader and also for the leadership synonymous with him. The approach which a leader employs to decipher challenges, henceforth translating them into opportunities, substantiates his potential to lead.

Be it the prominent figure of Indian independence movement - Mahatma Gandhi; the national icon in the history of modern American liberalism - Martin Luther King Jr.; or the likes of celebrated entrepreneurs Steve Jobs and J.R.D. Tata, all of them have left an indelible mark in history. However, it is only through the conviction in their ideas, the self-belief they exhibited and the indomitable spirit they possessed that they have been an eternal spring of inspiration to thousands, perhaps millions of people across numerous generations.

The wit wasn't wrong who said that the only constant in life is change. A glance around the settings and one can effortlessly discern the dizzying pace at which the change manifests it. In a way, never in the history of mankind was man competent enough to define the course of his life, yet, it's a strange paradox that never before has he encountered more challenges, trials or threats. We as a culture have traded the security associated with mediocrity for the riches of superiority and excellence, stimulated by a spirit of competition. We, through this conference and the events related to it, aspire to delineate the attributes that concocts a transformational leader, the perspectives of the academicians and corporate practitioners on this theme and also, the consciousness of the youth regarding transformational leadership. We look forward to your participation in the event.

### **ORGANISING COMMITTEE**

Dr. C.S. Sharma, Convener  
Dr. R.K. Singh, Co-Convener  
Dr. D.V. Singh, Co-Convener  
Ms. Smita Sharma  
Ms. Reena Chadha  
Ms. Santosh Kumari  
Mr. Vikas Madan

### **STUDENTS' CORE TEAM**

Bharat Singhal  
Vasudha Soni  
Ashima Gujral  
Harmeet Kaur





**Theme:**  
*“Transformational Leadership And Beyond”*

“Leadership is the capacity to transform vision into reality.” These words by Warren G. Bennis aptly present the theme of this conference.

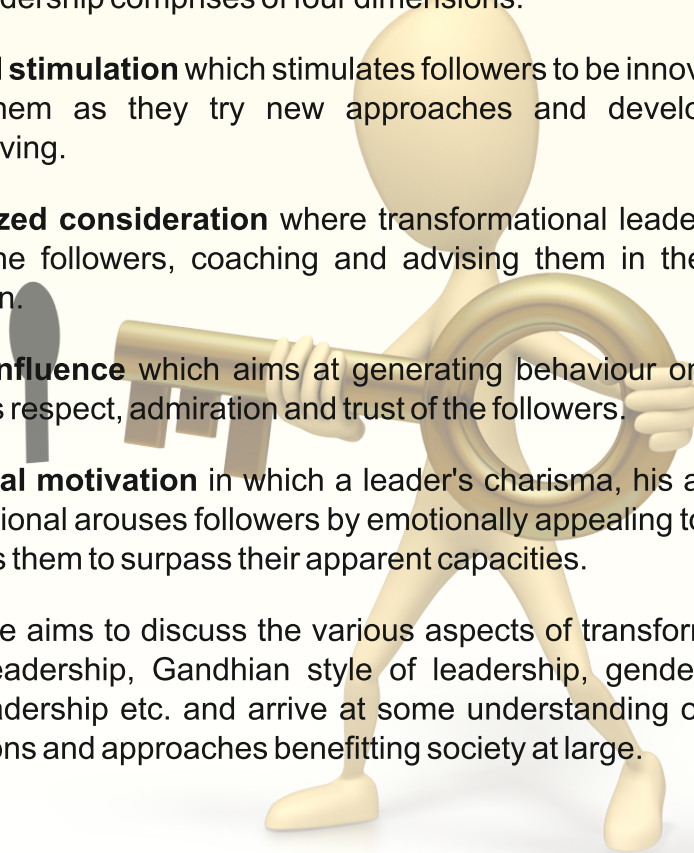
Leadership has been one of the most debatable issues ever since the advent of social structure. Even after thousands years, the issue is not settled with its meaning and relevance conclusively. Scholars and practitioners in their own way have revisited the theme of leadership time and again. Some of them have identified human traits, competence, behaviour and management skills as key elements of leadership.

In the field of entrepreneurship today, change is the only constant. In such a situation, organizations need a dynamic model of management. Hence, they look up to their skippers to find direction in this regard. In order to manage the change, **transformational leadership** has been widely appreciated as a practical solution. Transformational leadership is understood as persuading followers by broadening and elevating their goals and providing them with the confidence and inspiration to develop new ways of thinking and perform beyond their expectations.

This style of leadership comprises of four dimensions:

- **Intellectual stimulation** which stimulates followers to be innovative and creative and supports them as they try new approaches and develop innovative ways of problem solving.
- **Individualized consideration** where transformational leaders closely attend to the needs of the followers, coaching and advising them in the process of their self-actualisation.
- **Idealised influence** which aims at generating behaviour on the part of the leader which earns respect, admiration and trust of the followers.
- **Inspirational motivation** in which a leader's charisma, his ability of being visionary and motivational arouses followers by emotionally appealing to their needs and values and inspires them to surpass their apparent capacities.

This conference aims to discuss the various aspects of transformational leadership like value-based leadership, Gandhian style of leadership, gender issues in leadership, sustainable leadership etc. and arrive at some understanding of these issues and find possible solutions and approaches benefitting society at large.



## *About The College*

Shri Ram College of Commerce, a premier and prestigious institution in the field of commerce and economics education in the country, was founded in 1926 by Sir Shri Ram, a leading educationalist, philanthropist and industrialist, to prepare young men and women for a career in business.



It was established as the first specialized college for business education in the University of Delhi. Beginning its humble origins from a small bungalow in Darya Ganj it was rechristened in 1951 as Shri Ram College of Commerce and shifted to its sprawling campus in the heart of the university area in 1954.

SRCC has developed itself over the years and retains its prestigious position as the foremost of institutions dedicated to Commerce and Economics education in the country. Its Alumni occupy distinguished positions in almost all spheres of society, government, bureaucracy, banking, finance, academics, business, journalism and media. It has been a long journey through the seventy-five years and yet the journey has perhaps just begun. If Commerce education was a felt need in pre-independent India so that the indigenous human resources could be tapped in the midst of the colonial yoke, 75 years later, Commerce education is an extremely relevant one, considering the march towards a globalized and liberalized economy.

The College has on its faculty highly qualified academia. SRCC enjoys a prestigious position and after graduating, students are readily admitted in renowned institutions of repute across the globe. Students enjoy a distinct advantage to get placed in various giant organizations for a very respectable position and emoluments, through campus recruitment drives. The college attracts the very best of students from all over the country and abroad.

The students of Shri Ram College of Commerce are served by infrastructure which includes the largest college library in Delhi University, an educational area with over 50 teaching rooms, centralized air conditioning, over 150 faculty and support staff, sporting facilities, computing facilities and a boys' and girls' hostel housing over 200 students.

Shri Ram College of Commerce continues to remain a dream destination and then a springboard to great achievements for many a youngster of our country.



## *Pre-Conference Workshop*



Transformational leadership is a term often heard but seldom understood. Certain questions always clog our mind:

*What is transformational leadership?*

*Is it learnt or acquired?*

*What does the leader really transform?*

To answer these and many more questions, SRCC is organizing a pre-conference workshop for academics and corporates to give them a valuable insight and an enriching experience. The workshop will be an interactive session to be conducted by eminent leaders and trainers such as **Prof. R.C.Tripathi**, Former Vice Chancellor, University of Allahabad ; **Prof. Arvind K. Sinha**, Prof. of Organisational Behaviour, IIT Kanpur and **Prof. Anand Prakash** , Dean International, University of Delhi and alike.

Limited capacity- **20 members** only strictly on first come first serve basis.

Interested candidates may send a request along with their profile to **[srccleadershipconference@gmail.com](mailto:srccleadershipconference@gmail.com)**

A registration fee shall also have to be paid which is mentioned subsequently.

### **CONTACT US:**

BHARAT SINGHAL 9899834604

Email us at: **[srccleadershipconference@gmail.com](mailto:srccleadershipconference@gmail.com)**

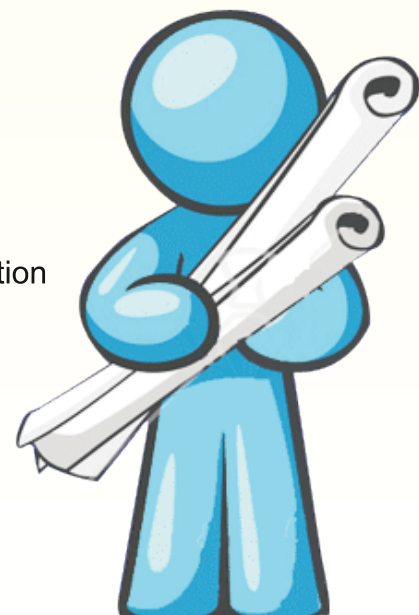
## *Call For Papers For Presentation During The Conference*

SRCC invites unpublished, empirical, high quality research papers from practicing Managers, Academicians, Research Scholars and students for presentation at the conference. The sub-themes are indicated below. The selection and Editorial Committee is having full authority to select the full papers for printing in the proceedings of the Conference. All selected papers will have to be presented at the Conference.

The chosen few papers shall be published in the bi-annual peer review journal of SRCC 'Business Analyst'.

Following points regarding the papers should be kept in mind while submitting the papers:

- An abstract of 250-300 words has to be submitted
- The full paper must be of 2,500 to 5,000 words
- The paper may be submitted in Word (as .doc or .docx), format The paper should contain the following:
  - Title
  - Authors
  - Affiliations
  - Figure Legends
  - Tables Legends
  - List of abbreviations used
  - Abstract
  - Key words
  - Introduction
  - Research Method
  - Results
  - Discussion
  - Conclusions
  - Recommendations (if any)
  - References should be cited in in the APA 6<sup>th</sup> edition format



## *The Proposed Broad Themes Of The Conference Are:*

- Values- based leadership
- Spirituality and leadership
- Leadership across the divides
- Leader as conflict handler
- Leadership conduit
- Servant leadership
- Bridging the gap between leader and follower
- Indian way of leading
- Gandhian style of leadership
- Gender issues in leadership
- Descriptive, prescriptive and predictive models of leadership
- Community leadership
- Boundary spanning leadership
- Leadership sustainability
- Creativity and leadership
- Innovation and leadership



## *Important Dates*

### **PAPER SUBMISSION/NOMINATION/REGISTRATION**

**5<sup>th</sup> February 2013** - last date for submission of abstract (within 250-300 words).

**15<sup>th</sup> February 2013**- Communication regarding acceptance of paper.

**10<sup>th</sup> March 2013** - last date for submission of the full paper.

**15<sup>th</sup> March 2013**- last date for payment of registration fees (for both presenters as well as participants of the conference).

### **REGISTRATION FEES**

EVENTS	FOR STUDENTS	FOR FACULTY	FOR CORPORATES
Workshop only	NIL	₹ 1000	₹ 2000
Conference only	₹ 250	₹ 500	₹ 1000
Both workshop and Conference	NIL	₹ 1250	₹ 2500

### **CONTACT US FOR**

**ANY QUERRY INCLUDING PAPER SUBMISSION, REGISTRATION, OR PARTICIPATION IN WORKSHOP AND CONFERENCE:**

BHARAT SINGHAL 9899834604

Email us at: [srccleadershipconference@gmail.com](mailto:srccleadershipconference@gmail.com)

## *Case Study Writing Competition*

SRCC encourages research and case study writing talent from academic world as well as industry. After preliminary screening by the jury appointed for the competition; presentation will have to be made by the authors at the Conference Venue. Suitable prizes/citations/medals will be given at the close of the Conference.

The suitable entries will be published in the form of a book.

Following points should be noted regarding the case study competition:

- The topic shall be in and around '**transformational leadership**'.
- A team of **three students** can participate.
- The case study should be within **2500- 5000 words**.
- The authors would have to come up with probable **solutions** of their case study.
- The case study should be an **original work and unpublished**.
- Prize money worth **₹ 50,000, ₹ 25,000 and ₹ 10,000** shall be awarded to the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> best case studies.
- Registration fees: **₹ 500** (to be paid by selected case study presenters only)

### **IMPORTANT DATES**

- Last date for online registration: **20<sup>th</sup> January, 2013**
- Last date for submission of complete case study: **15<sup>th</sup> February, 2013**
- Communication of selected case studies: **28<sup>th</sup> February, 2013**
- The last date for payment of registration fees: **15<sup>th</sup> March, 2013**

### **CONTACT US**

#### **FOR CASE STUDY WRITING COMPETITION**

ASHIMA GUJRAL 9971230793

Email us at: [srcc.csw2013@gmail.com](mailto:srcc.csw2013@gmail.com)



## *Leadership - Students ' Perspective*

### **A PAPER PRESENTATION BY STUDENTS**

As the baton passes on and new generation dons the mantle of responsibility, we at SRCC feel that it is important to take their perspective into account on topic as universal and as important as leadership. It will be these very students who will be at the helm of affairs just a few years from now and we strive to prepare these young minds for the challenges that lay ahead of them. Leadership is an evergreen trait but the definition of good leadership itself is ephemeral and contextual.

The paper presentation shall be in and around on the topic: **Transformational leadership**. It should express a perspective of the student.

Please note that:

- An abstract of presentation has to be submitted.
- A written full paper has to be submitted.
- A presentation (in power point format) has to be submitted.
- The presentation should be maximum of **10 slides**.
- Time limit for presentations is **12-15 minutes** including interjections by judges.
- Prizes ₹ 10000, ₹ 5000, ₹ 2000 for 1<sup>st</sup> 2<sup>nd</sup> and 3<sup>rd</sup> winners.
- No presentations will be accepted after the deadline.
- Registration fees: ₹ 200 ( to be paid by selected presenters only).

### **IMPORTANT DATES**

- **5<sup>th</sup> February 2013** - last date for submission of abstract (within 250-300 words).
- **15<sup>th</sup> February 2013**- Communication regarding acceptance of paper.
- **10<sup>th</sup> March 2013** - last date for submitting PPT presentation file and last date for submission of the full paper.
- **15<sup>th</sup> March 2013** - last date for payment of registration fees.

### **CONTACT US FOR LEADERSHIP- STUDENTS' PERSPECTIVE:**

VASUDHA SONI : 9953965836

Email us at: [srcc.csw2013@gmail.com](mailto:srcc.csw2013@gmail.com)

## *Further Information*

- For any queries regarding the **workshop** and the **conference** feel free to drop a mail on the id [srccleadershipconference@gmail.com](mailto:srccleadershipconference@gmail.com)
- For any queries regarding the **case study writing competition** and **paper presentation for students**, drop a mail on the id [srcc.csw2013@gmail.com](mailto:srcc.csw2013@gmail.com)
- All registration fees to be paid in the form of **DEMAND DRAFT ONLY**. The DD shall be in the name of the Principal, Shri Ram College of Commerce, Maurice Nagar, University of Delhi, Delhi-110007 mentioning also the name of the participant, name of institution and event for which the fees is being paid.
- The Demand Draft shall also be accompanied by a **covering letter** addressed to Dr. C.S.Sharma, Convener, Leadership Conference 2013, Shri Ram College of Commerce, Maurice Nagar, University of Delhi, Delhi-110007.
- **Certificates of participation shall be awarded for all events.**

## *Frequently Asked Questions (FAQs)*

1. Can students participate in the workshop?

Ans. No, workshop is meant only for researchers, academia and corporates.

2. Can students participate in the conference?

Ans. Yes on the payment of a fee.

3. Can the same person be contacted for all events?

Ans. No. Please contact the concerned person whose name is mentioned at the end of each event.

4. Where to contact for queries regarding the workshop and the conference?

Ans. Drop a mail at [srccleadershipconference@gmail.com](mailto:srccleadershipconference@gmail.com)

5. Where to contact for queries regarding the case study and students' presentation?

Ans. Drop a mail at [srcc.csw2013@gmail.com](mailto:srcc.csw2013@gmail.com)

6. Can more than one team/individual per college participate?

Ans. Yes.

7. Will accommodation be provided?

Ans. Modest facilities may be provided.

8. Will certificates of participation be provided?

Ans. Yes.

9. Who has to pay the fee for case study and paper presentation for students?

Ans. Only presenters of case studies and paper presentations who will be finally selected will have to pay the registration fee.



### *Main Attractions*

Event	Date of Event	Prize Money
Pre-conference Workshop	April 5,2013	nil
Paper Presentation	April 6, 2013	₹ 11,000
Case Study Competition	April 7, 2013	1. ₹ 50,000 2. ₹ 25,000 3. ₹ 10,000
Leadership - students' perspective (paper presentation for students)	April 7, 2013	1. ₹ 10,000 2. ₹ 5,000 3. ₹ 2,000



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