

**International Conference on
India and China: Economic, Social and Cultural Perspectives
in collaboration with
Sichuan Academy of Social Sciences, China
organized by
International Management Institute Bhubaneswar
at
IMI Bhubaneswar Campus
on
December 14 and 15, 2018**



Second IMI Bhubaneswar and SASS Academy conference

IMI Bhubaneswar organized a two-day Conference on “India and China: Economic, Social and Cultural Perspectives”, on December 14 & 15, 2018. This year the China team was represented by Mr. Guo Xiaoming, former Vice President and Professor, SASS; Dr. Cheng Jixiang, Vice Director of the Centre for Indian Studies; and other eminent Professors, researchers, academicians and scholars from SASS. In all ten Chinese scholars from SASS are visiting India from December 10-20, 2018. IMI Bhubaneswar has an agreement with Sichuan Academy of Social Sciences (SASS), a reputed think-tank in China (Chengdu), in which conferences are held in China and India every alternate year, for the past five years.



The last Conference was held in India during November 2016 on “India China and the New World order: Economic, Social and Cultural Dimensions”. SASS was founded in 1978, and it currently has been developed into a research base and centre of philosophy and social sciences. This year’s conference was inaugurated by Dr. Cheng Jixiang, Mr. Guo Xiaoming and Prof. Ramesh Behl, Director IMI Bhubaneswar. In his inaugural address, Prof Behl highlighted that India and China being the two pioneers in service and manufacturing sectors respectively, can share experiences to strengthen their ties. He emphasised the connection between India and China. Mr. Guo spoke about the relevance and significance of Indo-China friendship and their collaboration in various fields. Mr. Cheng expressed his happiness to be present at IMI Bhubaneswar to share ideas and have discussions and deliberations to come up with future plans that would be helpful to the people belonging to both India as well as China. Professor Supriti Mishra elucidated the relationship shared between IMI Bhubaneswar and SASS (China). Prof Ramakrushna Panigrahi spoke about economic growth of the two countries which is leading to changing geopolitical alignment.



In the first technical session on Cultural Studies, Chinese delegates presented papers on 'Buddhism, Chinese Art, Literature and Fusion' between Indian and Chinese Cultures. Wang Xiaoping and Liu Xiongfeng spoke about the origin of Buddhism in China and how Buddhism infused a plethora of topics such as Sanskrit, and Metaphysics into the Chinese Culture. They spoke about the origin of Buddhism in China and how Buddhism infused a plethora of topics such as Sanskrit, and Metaphysics into the Chinese Culture. The Indo-China cultural bond was emphasized as being the predominant force in the Asian subcontinent. The second technical session on 'Manufacturing Organizations in India and China' had noted researchers Cao Ying, Cheng Jixiang sharing valuable insights on total factor productivity of manufacturing in China and India through the use of Malmquist Index. Various factors such as GDP Growth, technical efficiency, technical progress, efficiency index and other such factors of India and China through which conclusions were made regarding the current scenario of the two countries and what can be done in the future to improve their efficiency. The technical session 'Sino India Comparative Studies' covered few crucial topics and well-researched notions like the role of film culture industry in promoting national, economic strength, cultural inheritance and social & cultural influence. Yan Fuping, Huang and Weimin, presented their papers in this session. It was deliberated that as the forerunners in the global march, India and China should build on each other's local market and help each other by winning mutually.





Health tourism is usually mixed up with medical tourism despite them being distinct concepts, hence, officially defined and separated in 2011. The oldest medicine of India, 'Ayurveda' means science of life and the Chinese medical system based on Yin and Yang deals with five elements of life and its extracts from Chinese, Tibetan and Mongolian medical practices. The institutional background of the deposit insurance system in both China and India and their differences – inclusive of the major governing body (RBI in India, formed in 1935), and China Bank Insurance Regulatory and Commission (established recently, replacing the People's Bank of China) were discussed. A case study presentation on Amazon Pantry accounted for recent developments in the digital commercialization of grocery stores.

The final technical session on 'Technology, Innovation and Sustainability' witnessed professors discussing the various dimensions which affect the supply chain and its performance. Also the advantages of a flexible supply chain over a rigid one were identified. The topic of innovation and linkages between R&D and Information Communication Technology capabilities in today's business environment were discussed at length. Changing sentiments of product reviews on an online platform and its cross-cultural impacts were explored. A single product review can have a variety of impacts in different cultural domains and how can it be best tailored to customers and companies was important.