

# 4<sup>th</sup> INTERNATIONAL CONFERENCE

On

**The Role of Innovation, Entrepreneurship  
and Management for Sustainable  
Development (ICRIEMSD)  
(Hybrid Mode)**

**Nov 3 & 4, 2023**

**CALL FOR PAPERS**

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**Organized by**

**School of Management**

**OP Jindal University**

OP Jindal Knowledge Park, Punjipathra  
Raigarh, Chhattisgarh - 496109

**In association with**

  
جامعة صحار  
SOHAR UNIVERSITY



Jose Maria College,  
Philippines

## About School of Management

School of Management, OPJU offers a multidisciplinary world-class business education to foster academic excellence through industry linked curriculum, experienced faculty members, industry partnerships and global collaborations. We endeavour to make an impact through our programmes, research & consulting, corporate education and training.

## About OP Jindal University

Founded by the Jindal Education and Welfare Society, OP Jindal University was set up to bring high quality education to its students based on a world class curriculum, the latest teaching methodology and committed faculty members. Known as the University of Steel Technology and Management, OP Jindal University is the only University in India which aims to cater the need of Steel and Power Industries. Supported by Jindal Steel and Power, this multidisciplinary University aims to develop entrepreneurs and future leaders who can work at multiple levels of responsibilities globally. With its continuous efforts and dedication, OP Jindal University has been graced with many awards like Emerging University of India, India's Most Trusted Technical University, Secured 6 th rank Amongst India's Cleanest Higher Education Institutions and Best Industry Linked Emerging Engineering Institute at 10 th AICTE-CII Award.

## About Conference

The 4th International Conference on Role of Innovation, Entrepreneurship and Management for Sustainable Development aims to bring together academicians, researchers, industry experts and students to exchange and share their experiences and research results on all aspects of Innovation, Entrepreneurship, Management and Information Technologies. This conference will provide a premier interdisciplinary platform to all the participants to present and discuss the most recent innovations, trends and concerns in the fields of Innovation, Entrepreneurship, Management and Information Technology.

## Conference Objectives

- A networking platform for researchers and practitioners to exchange research experience and ideas on Business Sustainability and Innovation in the digital era
- To promote joint efforts to create a Sustainable and Innovative Business Marketplace
- To enable participants to establish International Collaborative Research
- To evaluate Academic and Practice-based Knowledge related to Business Sustainability and Innovation

## Call for Papers

Prospective authors are encouraged to contribute to and help shape the conference through submissions of their research abstracts and papers. High quality research contributions describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of Innovation, Entrepreneurship and Management are invited for presentation at the conference. The conference solicits contributions of abstracts and papers that address themes and topics of the conference.

## Key Highlights

- Selected papers will be published in reputed journals (ABDC, Scopus, WoS and UGC Care)
- Opportunity to get published in special issue of OPJU Business Review
- Abstract shall be considered for conference e-proceedings with ISBN
- Conference workshop & Keynote speeches from renowned researchers and academicians
- Best Paper Awards with attractive Cash Prizes in each technical session
- Best paper awards with attractive Cash Prizes in student's technical tracks

All selected papers will undergo the peer-review process of journals and publication is subject to clearing this process.

## List of Journals Collaborated for Publication

- FIIB Business Review (Scopus listed, Sage Publishing)
- South Asian Journal of Marketing (EBSCO, ProQuest, Emerald Publishing)
- Iranian journal of Management Studies (Scopus listed)
- International Journal of Work Innovation (Scopus listed, Inderscience Publication)
- Special Issue by International Journal of Services and Standards (Scopus listed, Inderscience publication)
- OPJU Business Review
- Edited book with ISBN number

## Thrust Areas

The ICRIEMSD-2023 tracks and sub-themes have been designed to identify social issues and challenges to find innovative solutions for the betterment and development of society.

The conference aims to offer sustainable solutions to business problems.

### Track 1

#### Innovation and Sustainable Development in Human Resource Management

- HRM Functions
- Human Resource Analytics for sustainable business
- Spirituality and Religious practices in sustainable work culture
- Artificial Intelligence in HR
- Sustainable Green HRM practices
- Sustainable Talent Management, Organizational Culture & Employee Engagement
- Hybrid workspace and remote working Ethics, Value, Trust and Conflict Resolution
- Diversity & Inclusion (Gender diversity, Neurodiversity, Transgender, LGBT etc.)

### Track 2

#### Innovation and Sustainable Development in Marketing

- Customer Experience, Engagement & Relationship Management
- Marketing Analytics
- AI and Neuromarketing
- Brands Development in Digital Marketing Age
- Retail Marketing and Shoppers' Experience
- Social & Digital Media Marketing
- Green Marketing & Consumerism
- Tourism & Sports Marketing
- E-Commerce Marketing & Digital Platforms
- Emojis & Non-Verbal Marketing Communication
- Rural Consumers & Marketing Strategies
- Role of Meta-verse, Virtual Reality and Augmented Reality

### Track 3

#### Innovation & Sustainable Development in Finance

- Sustainable Micro-Finance & Rural Development
- Sustainable Green Investing è Innovative Economic Strategies for Financial
- Inclusion Sustainable Financial Performance & Accounting Practices
- Financial Innovation, Engineering & Analytics
- Global Taxation Practices
- Crypto Currency & Block-Chain
- Digital Banking Practices, Payment Banks & E-wallet

### Track 4

#### Innovation & Sustainable Development in Tourism, Agri-Business Management, Entrepreneurship & CSR

- Social responsibility and Impact Investing
- Happy planet index in the corporate world
- Social Entrepreneurship
- Slow and Fast Tourism
- Eco-tourism & Agro Forestry Economics
- Destination Branding
- Agri climate and Land use Management
- Agricultural & Environmental Risk Management
- Agricultural Finance & Commodity Markets
- Agriculture & Food Policy Analysis
- Environment & Natural Resource Economics

### Track 5

#### Innovation and Sustainable Development in Operations & Supply Chain Management

- Scheduling Problems in Manufacturing and Service organizations
- Sustainable Supply Chain Management & Reverse Logistics
- Sustainable SCM solutions in Retail Industry
- Quantity Control & Six Sigma Management
- Eco-design and Green Manufacturing
- Behavioural Operation Management & Industry 5.0
- Smart City & Urban Planning
- New Product & Service Management through Robotics

### Track 6

#### Innovation and Sustainable Development in Information Technology & Management

- Impact of IT on Climate Change
- Data Science & Machine Learning
- Robotics & Artificial Intelligence
- Big Data

\* \*This is an indicative list, we also welcome any new topic focusing on innovation and impacting any area of management and IT by fostering entrepreneurial development.

## Guidelines for Paper Submission

Submit your Abstract and Full Paper by following the link below. The authors shall follow the APA 6 edition guideline for structuring the paper.

- The manuscript should be in English and checked for grammar and language errors.
- All manuscripts should be submitted in MS Word format only.
- Word limit for abstract: up to 300 words includes purpose, design/methodology, findings, research limitations and practical implications.
- Word limit for Full Length Paper: 5000 to 8000 words including references
- Participants should ensure that the submitted abstracts/full papers are their original work and have not been published in any form earlier.
- Failing to adhere to the guidelines may make your submission liable for rejection.

## Important Dates

Last Date of Submission of Abstract	30 August, 2023
Notification of Acceptance of Abstract	5 September, 2023
Last Date of Submission of Full Paper	15 October, 2023
Last date of Early Bird Registration	20 September, 2023
Conference Dates	3 & 4 November, 2023

\*Only full papers shall be considered for best paper award and publication in the repeated journals. Abstract shall be considered for conference proceedings.

## Registration Fee

Category	Registration Fee	
	Early Bird	Regular
Faculty Members	₹ 2000	₹ 2500
Research Scholars	₹ 1200	₹ 1500
Students (External)	₹ 800	₹ 1000
Industry (Working Professional)	₹ 3500	₹ 4000
International Participants	\$ 75	\$ 90

## Account Details

A/C No. : 34368061214  
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### Conference Links

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### Submit your Abstract and Full Paper

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