

Shree Chanakya Education Society's
**INDIRA SCHOOL OF
BUSINESS STUDIES PGDM**



After 30 Years, Moving To
INDIRA@40
EMBRACING
"Excellence with Empathy"

International Conference
(ICEGPM - 2024)

Beyond Borders:

Exploring Global Perspectives in Management

On

23rd and 24th August 2024

HYBRID MODE

Academic Partner



Conference and
Publication Partner



About Indira School of Business Studies PGDM (ISBS PGDM)

Indira School of Business Studies PGDM was established in the year 2006, under the aegis of Shree Chanakya Education Society (SCES). It was established as a professional school to meet the growing needs of the business sector with the explicit vision to provide sustainable impetus to the corporate and entrepreneurial abilities in the youth. In a short timespan, the programs of the Institute were accredited by **National Board of Accreditation* (NBA)** and accorded equivalence to MBA by **Association of Indian Universities* (AIU)** and established its presence in Pune as a premier business education institute. The institute believes that the emerging global environment requires professional graduates to be armed with the sufficient knowledge and confidence of facing tough and competitive scenario. The current global economy has created an environment where managers must face greater situational challenges; predict and handle the vagaries of the market and provide better quality products and services. Such an environment requires professional graduates to be not only armed with the necessary knowledge but also confidence of facing extremely competitive scenario. This can only be achieved with a hands-on experience to do things differently through applied research.

ISBS PGDM is awarded with **CERTIFICATE OF EXCELLENCE & Ranked in GOLD BAND by OBE (OUTCOME BASED EDUCATION) Ranking in the year 2023**. ISBS PGDM is ranked among **TOP B-SCHOOLS IN WESTERN REGION** by Business Today Magazine in the year 2023. Some other awards worth a mention are **AWARD FOR OUTSTANDING ANALYTICS EMBEDDED E-PGDM PROGRAM** in the year 2023 and award for **"BEST ACADEMIC INPUTS IN BUSINESS ANALYTICS** in the year 2022 by Business School Affaire and Dewang Mehata National Education Leadership Recognitions. ISBS PGDM is also honoured to receive Innovative Education Leadership award for **'BEST INSTITUTE, GLOBAL COLLABORATIVE LEARNING** in the year 2022, **AWARD FOR EXCELLENCE IN EDUCATION** for top private B-school (western region) in the year 2020.

*Two of the four programs accredited.

About the Conference

This conference revolves around the idea of reshaping the way businesses and managers operate to achieve sustainable growth in a global context. This conference is a dynamic platform that brings together experts, thought leaders and practitioners from diverse fields to explore the transformative potential of globalisation in reshaping business and managerial practices for sustainable growth. The conference aims to unravel how exploring beyond borders can be harnessed to drive economic prosperity and address global challenges. Through insightful presentations, engaging workshops and multi-dimensional discussions, attendees will uncover innovative strategies in exploring global perspectives in the management.

Objectives of the Conference

1. To understand issues and challenges in the field of business and management from around the world.
2. To disseminate knowledge and explore global perspective in dealing with advances in business and management.
3. To understand appropriate and effective strategies in dealing with opportunities, threats, and challenges in business management amidst fast changing environmental concerns.
4. Creating an avenue where scholars and practitioners could share their research findings and experience on the proposed theme.
5. To create an opportunity for researchers to publish their research papers in highly reputed scholarly indexed journals without much waiting time.

Publication Opportunities

After review process, selected Research Papers/Book chapters/Case studies, which meet the requisite quality standards, will be published in selected UGC-Care (Group II) and Scopus indexed journals with the applicable processing fee, if any. All the selected papers will undergo the peer-review process of the respective journals and publication is subject to clearing this process. The final acceptance of the Research Papers/Book Chapters/Case Studies as per the Journal norms shall be communicated to the authors, only after the papers have been presented in the conference and a confirmation to this effect is submitted by the organizers of conference.

Also, some of the papers selected by the conference editorial team, will be published in an 'Edited Book' and further all selected abstracts will be published in 'Conference Proceedings'. Both will be published by 'Journal Press India' with a separate e-ISBN & DOI no.

Sub-Themes for the Conference

Marketing Management

- Cause Marketing
- Customer Relationship Management
- Digital and Social Media Marketing
- Flywheel
- Neuro-Marketing
- Retailing And Sales Management
- Service Marketing
- Consumer Behaviour

Finance and Accounting

- Behavioural Finance, Neuro Finance
- Computational Finance and Financial Econometrics
- Derivative Market
- Financial Policy, Institutions and Regulation
- Green Finance
- Mergers And Acquisition
- Advertisement Management.
- Venture Capital

Human Resource Management

- E- Recruitment
- Emotional Intelligence
- Equal Employment Opportunity
- HR Metrics and Organizational Performance
- Leadership in Adversity
- Legal HRM
- Succession Planning
- Talent Management Trends in HR Practices
- Leadership in Future Industries
- HR Analytics for the Employee Productivity
- Enhancement AI Integration in HR
- Diversity and Inclusion

Entrepreneurship

- Economies of Entrepreneurship
- Entrepreneurial Finance
- Entrepreneurship Education
- Family Business
- Gender Issues in Entrepreneurship
- Intrapreneurship
- Role of Universities in Promoting Entrepreneurship
- Rural Entrepreneurship
- Social Entrepreneurship.
- Public Private Partnership
- Start-Up Ecosystem

Education & Technology

- Impact of Online Learning-Social, Psychological and Communication
- EdTech
- Learning models for technology land innovation management
- Transformation in academic ecosystem
- Adaptive Teaching and Learning
- Accreditation and Ranking in Management Education

Innovation And Sustainability

- Dynamic capabilities and digital transformation in Business.
- Forms of Business successfully exploiting digital technologies for sustainability.
- Digital intrapreneurship and sustainability.
- Technological Enablers of Sustainability.
- Concept of sustainable supply chains within Industry 5.0.
- Importance of industry 5.0 in achieving SDG.
- Digital transformation in industry: from recuperation to a new normal.
- Industry 5.0- Towards human centric solutions through resilient and sustainable Innovation.
- Building inclusive, resilient, and sustainable financial ecosystem.
- Concept of sustainable supply chains within Industry 5.0.
- Customer Engagement in Ecommerce through innovative technology.
- Consumer relationship at digital marketing platform.
- Sustainability and Corporate Responsibility for building a better future.
- Building inclusive, resilient, and sustainable financial ecosystem.
- Digital transformation in industry: from recuperation to a new normal.
- Innovative E-Commerce Solutions.
- Big Data Analytics Adoption.
- Entrepreneurship successfully exploiting digital technologies for sustainability

Supply Chain Management and Operations

- Demand forecasting
- Industry 4.0
- Logistics Management
- Production and distribution Planning
- Supply chain innovation
- Sustainability Lean and Agile supply chain
- Performance measurement
- Reverse and closed loop supply chains
- Value chain analysis
- E-Supply Chains

Tourism and Hospitality

- Innovations in Tourism Offerings
- Cultural Tourism Development
- Sustainable Tourism Practices
- Adventure and Ecotourism
- Technology and Tourism Products
- Health and Wellness Tourism
- Community-Based Tourism
- Niche Tourism Markets
- Digital Marketing for Tourism Products
- Tourism Policy and Planning
- Tourism and Regional Development
- Tourism and Destination Management
- Event Management and Catering
- Hotel Automation and Green Hotels

Call for Research Papers/Book Chapters/Case Studies

We are inviting Industry Professionals, Academicians, Research Scholars and PG Students for participation and publication opportunity. For **registration and submission** kindly follow the link given under the **Important Links**.

- The acceptable word range for the abstract is 150-200 words.
- Minimum 4 and Maximum 5 keywords.

Guidelines for Paper Submission

The manuscript must be submitted in A4 size pages with double-spaced, Times New Roman-12 font size in MS Word compatible format text.

The length of research papers (including exhibit and references) should be between 4000-5000 words.

Suggestive Paper Structure:-

- Introduction
- Literature Review
- Methodology/ Approach
- Findings/Results
- Conclusion/Implications
- Recommendations (wherever required)
- Acknowledgements (wherever appropriate),
- References
- Appendices
- Tables/ Figures (at appropriate in the text).

Headings and subheadings must be short and numbered. The primary and sub-headings should be in title-case, capitalization, first letter of each word in the capital and in bold.

Figures/ diagrams/ graphs preferably in an editable form and numbered consecutively. The source reference should be indicated at the bottom. The figures, diagrams and pictures should also be given relevant titles.

For the use of copyrighted material from other sources, authentic permission should be required.

Tables preferably in an editable form and numbered consecutively. Its 'title' should be placed above the table and 'source' should be indicated at the bottom. Tables should be numbered and referred to in the text as Table 1, Table 2, etc. Tables should not duplicate results in graphs. The minimum amount of descriptive text should be used on graphs and drawings (label curves, points, etc. with single letter symbols). The tables and figures should be clearly visible, readable, and monochromatic in nature. Avoid inserting pictures of tables and figures in the manuscript.

References should be included at the end of the paper and arranged in alphabetical order. The references must follow the style guide of the American Psychological Association (APA) [seventh edition Publication Manual](#).

All manuscripts will be subject to double-blind peer-review and are expected to meet the scientific criteria.

The text should be in English. American or British usage is accepted, but not a mixture of both.

All submissions should report original and previously unpublished results irrespective of the type of publication (Research Paper/Book Chapter/Case study) you are presenting.

Important Dates

• Abstract Submissions

Start date - 06th May 2024

Last date - 15th July 2024

• Full Paper Submissions

Start date - 01st June 2024

Last date - 10th August 2024

• Registrations

Start date - 06th May 2024

Last date - 05th August 2024

Conference Dates - 23rd & 24th August 2024

Registration Fees

Category	Registration fees for Indian Participants including GST (Rs)	Registration fees for Foreign participants (\$)
Academician	1180.00	70
Corporate	1180.00	100.00
Research Scholar	590.00	50.00
Student	236	20

Account Number For Payment

Name : Indira School of Business Studies PGDM

Bank : IndusInd Bank Ltd

A/c no : 201025452845

Bank IFSC code : INDB0000999

Type of A/c : Current Account

Branch : Wakad Pune



1. First Prize: – Rs.11000

2. Second Prize: – Rs.8100

3. Third Prize: – Rs.5100

Important Links

- **Registration**
<https://www.journalpressindia.com/website/indiraisbs-bbegpm2024>
- **Submission Guidelines**
<https://www.journalpressindia.com/website/indiraisbs-bbegpm2024/#guidelines>
- **Abstract submission**
<https://www.journalpressindia.com/website/indiraisbs-bbegpm2024/#abstract>
- **Paper submission**
<https://www.journalpressindia.com/website/indiraisbs-bbegpm2024/#paper>
- **Query submission/Contact us**
<https://www.journalpressindia.com/website/indiraisbs-bbegpm2024/#query>
Email : conference@indiraisbs.ac.in

Chief Guest



Dr. Amit Mittal

Pro Vice Chancellor Research
Programs Chitkara University
Punjab, India

Keynote Speakers



Dr. Weng Marc Lim

Dean of the AACSB-accredited
Sunway Business School

Dr. Murali Raman

Deputy Vice Chancellor, Asia
Pacific University of Innovation
and Technology Malaysia



Dr. Salim Razi

Professor, Canakkale Onsekiz Mart
University, Türkiye Founder/Director:
Centre for Academic Integrity

Chief Patron
Dr. Tarita Shankar
Chairperson and Chief Mentor-IGI

Patrons

Dr. Pandit Mali
Chief Executive Officer-IGI

Dr. Renu Bhargava
Director, ISBS PGDM

Conference Convenor

Dr. Kumendra Raheja
Dean, ISBS PGDM

Dr. Shikha Sindhu
Dy. Director, ISBS PGDM

Conference Organising Committee

Dr. Varsha Bihade

Dr. Chanakya Kumar

Dr. Gaganpreet Ahluwalia

Dr. Mahesh Mangoankar

Dr. Anagha Bhope


In case of any queries, please connect :


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