

Report
On
Two Days International Conference (Online), 2023
(Under the Aegis of IQAC)
Re-Imagineering Business and Management: The Emerging Landscape
(On 23rd & 24th March, 2023)

A two days International Conference in virtual mode was organized from 23rd to 24th March 2023 by the ICFAI Business School, Jaipur under the Aegis of IQAC. The objective of the conference was to bring together diverse stakeholders from the fraternity of academia, business, policymakers, and government. The idea was to provide a platform for participants to share and discuss experiences, research results, innovative ideas, and best practices adopted across a wide spectrum of organizations at national and international levels.

The international conference was all about imagining again or anew; especially from a new perspective; to re-conceptualize and then recreate differently. In alignment with the endeavor of “Re-Imagineering” the key focused areas of the conference were:

- ✚ Deliberations, discourses, and exchange of contemporary research ideas in the field of Commerce, Business, and Management.
- ✚ Analysis of the technological, behavioral and economic disruptions on new age Business Models and responses from the white-collar fraternity.
- ✚ Sharing and recognizing the best practices and promoting partnership and cooperation among industry and academia.
- ✚ Suggesting a way forward for professionals and organizations, in competence development, strategic positioning and thought leadership in the knowledge economy.

Six different tracks were conceptualized and aligned with the theme of “**Re-Imagineering Business & Management: The Emerging Landscape**” viz- Finance, Accounting & Economics, General Management, Operations & Information Technology, Entrepreneurial Ecosystems, Marketing & Advertising, Human Resource Management & Organization Behavior.

The International Conference has received an overwhelming response and eighty-eight (88) participants (research scholars, academicians and professionals) had registered from different Universities and colleges across India. Prominent were the Central University of Karnataka, Gurukula Kangri (deemed to be a University), Mody University of Science and Technology,

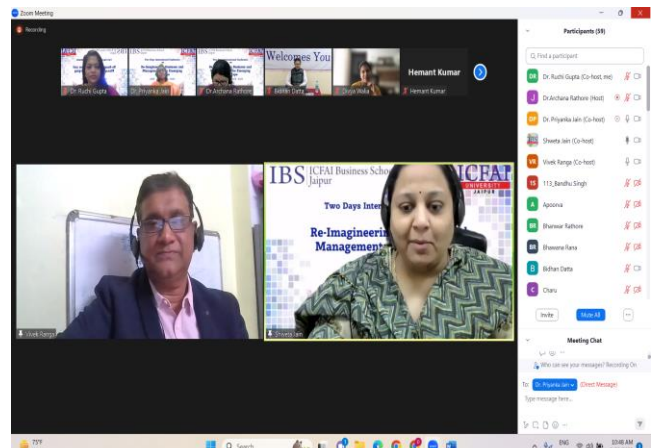
The NorthCap University, Gurugram, BML Munjal University Gurgaon, Mohanlal Sukhadia University, Banasthali Vidyapeeth, Rajasthan, G. D. Goenka University, University of Hyderabad and Maharashtra National Law University, Aurangabad.

On 23rd March 2023, the conference started with an inaugural session. An opening note was presented by Dr. Priyanka Jain convener of the conference. She thanked and acknowledged all the participants and co-conveners (Dr. Archana Rathore and Dr. Ruchi Gupta) who have contributed to making this conference possible. She expressed her gratitude to Prof (Dr) HP Singh (VSM) the Hon'ble President of the ICFAI University, Jaipur for his valuable guidance and mentorship. She took the honour to thank Dr. Shweta Jain, Dean IBS for her hand-holding, untiring commitment, and support in steering the conference team through all thicks and thins and conceptualization of the idea of "Re-Imagineering".

The participants were welcomed by Dr. Shweta Jain, Dean - ICFAI Business School, Jaipur. Dr. Shweta Jain, Dean -IBS extended her earnest gratitude to Prof (Dr) H P Singh (VSM) the Hon'ble President of the ICFAI University, Jaipur and Dr. S.S. Jain, Senior Advisor for always supporting the ICFAI University in its endeavours. She stated that the ICFAI group is one of the pioneer institutes in India and is exemplary for academic rigor and excellence. She further added that the International Conference was conceptualized to mitigate the gap between academic deliverables and industry expectations. She said that the research outcomes would provide a new perspective to the industry to look at the concept of business and management.

Dr. Shweta Jain, Dean- IBS welcomed Prof. Dr. Vivek Ranga, Director IBS- Ahmedabad as the keynote speaker in the inaugural session. She introduced Prof. Ranga as an institution builder, visionary, and inquisitive mind blessed with research acumen.

Prof. Dr. Vivek Ranga, Director IBS- Ahmedabad expressed his gratitude towards Dr. Jain for his humble introduction. He further extended his thanks to ICFAI University officials and the conference organizing committee. He appreciated the conference theme and found it aligned with the current scenario. The key points of his discussion in the inaugural address were changing paradigms of the corporate ecosystems, mandates of commercial organizations, the pervasiveness of technological leverage, the paradox in the Indian economy, and volatility and uncertainty in the macroeconomic environment. He said that customer-centricity is one of the latent areas that requires a lot of academic research.



In total 61 both theoretical and empirical research papers were presented across the six different tracks. Four tracks were scheduled on 23rd March 2023 and two were scheduled on 24th March 2023. The detail of the presentations across all six tracks is briefed as follows:

Dr. Roopam Kothari, Associate Professor, IIS (deemed to be University), Jaipur chaired the track of Finance, Accounting & Economics, and total 16 papers were presented. Discussions & deliberations were on Green Finance, Behavioural Finance, Green Bonds, and Corporate Governance, GRI Framework, Financial Literacy and Digital Wallets, Risk Management Issues in Insurance Sector and Environmental Audit Practices in Oil and Gas Industries.

THEORY AND MODEL

Diffusion of Innovations by Everett Rogers explains how, why, and at what rate new ideas and technology spread. The theory states that there are five perceived attributes of an innovation that can determine the adoption of an innovation (Rogers, 1985). The five perceived attributes of the innovation are relative advantage, compatibility, complexity, trialability and observability (Rogers, 1985). Diffusion occurs through a five-step decision-making process. Rogers' five stages (steps), viz. awareness, interest, evaluation, trial, and adoption form the basis of this theory. Several modifications have been made to the original variables. In later editions of Diffusion of Innovation, Rogers changes his terminology of the five stages to knowledge, persuasion, decision, implementation, and confirmation.

Data Analysis & Interpretation

- Pearson Correlation Matrix

Variable	1	2	3
GR1	1		
GR2	0.061*	1	
GR3GR4	-0.39*	0.07*	1

Note: *p<0.05, **p<0.01, ***p<0.001

- Regression Analysis results of Model 1 and Model 2

Variable	Model 1	Model 2
GR1	0.28	0.23*(0.28)
GR2	-0.061	0.027*(0.06)
F	1.54	1.54
R ²	0.23	0.23

Note: t statistics in parentheses; *** p<0.001, ** p<0.01, * p<0.05

Conceptual Research Model

Digital wallet user base to increase to 4bn by 2024

Figure 17. Mobile payments will propel non-cash transaction growth in the coming years (billions), 2019-2023F

Region	2019	2020F	2021F	2022F	2023F	CAGR (19-23F)	Growth (19-20F)
Global	109.0	166.1	217.7	265.6	309.9	13.5%	8.1%
Middle East and Africa	17.1	26.5	37.8	49.6	62.8	15.7%	11.4%
Latin America	178.4	184.8	192.2	196.2	207.5	0.0%	5.4%
North America	215.4	229.1	241.3	252.7	267.5	2.5%	3.0%
Europe	243.6	277.3	318.9	360.8	403.2	9.3%	6.2%
Asia-Pacific	243.6	277.3	318.9	360.8	403.2	19.3%	13.9%

Note: *Non-cash transactions data for 2019 is sourced from countries' central banks. In case of data unavailability, forecasted figures are used.

Sources: Capgemini Financial Services Analysis, 2020; ECB Statistical Data Warehouse, 2018 figures released November 2019; BIS Statistics Explorer, 2018 figures released December 2019; countries' central bank annual reports, 2019.

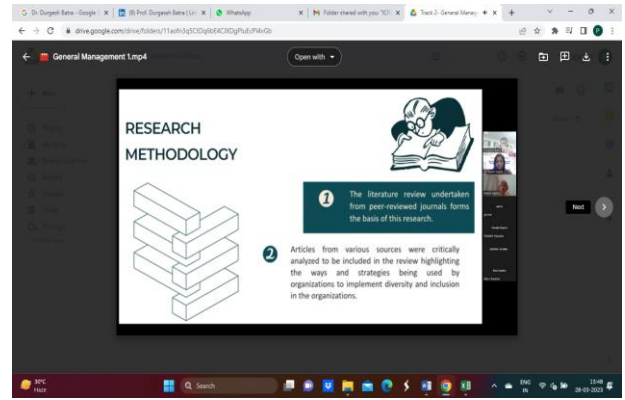
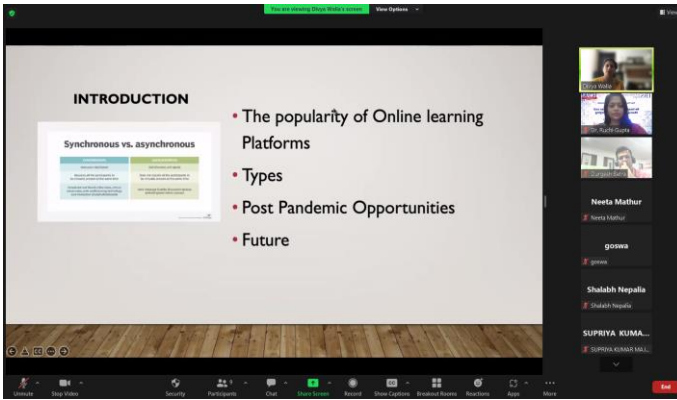
Dr. Durgesh Batra, Associate Professor, Manipal University, Jaipur chaired the track of General Management and total 08 papers were presented. Topics of presentation ranged from Skill Development, Women Entrepreneurs, Online Learning Platforms, and Intangible Cultural Heritage Practitioners, and Farmers Producers Organizations (FPOs) and Diversity & Inclusion.

Communication Strategies for Implementing Diversity & Inclusion in Organizations

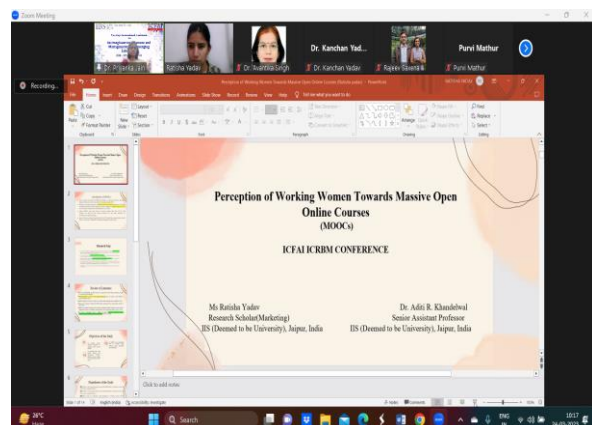
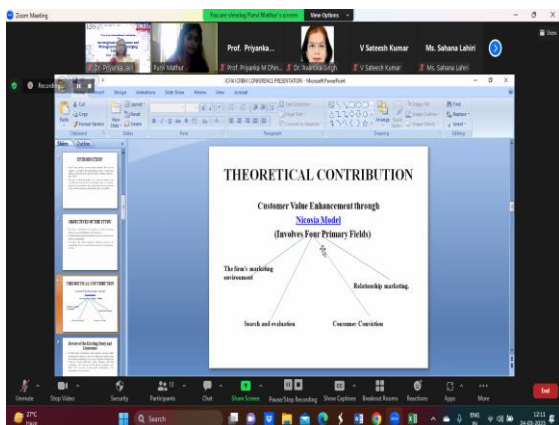
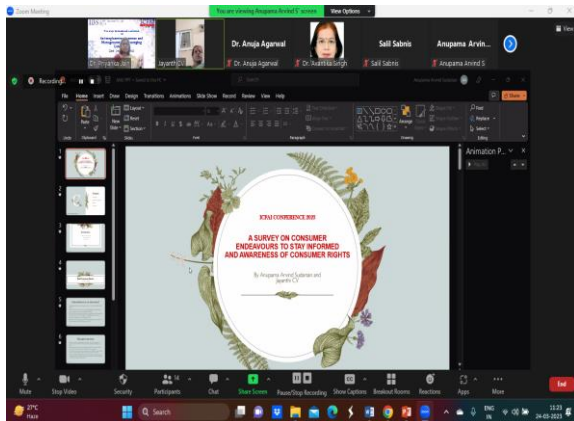
Neeta Mathur, Research Scholar, ICFAI University, Jaipur
 Dr. Shweta Jain, Dean & Program Head, IBS-Jaipur
 Dr. Sangeeta Shahane, Associate Dean & Dy. Coordinator Placements, IBS-Gurgaon

Skill Development in Rajasthan: A Study of Initiative, Challenges and Way Forward

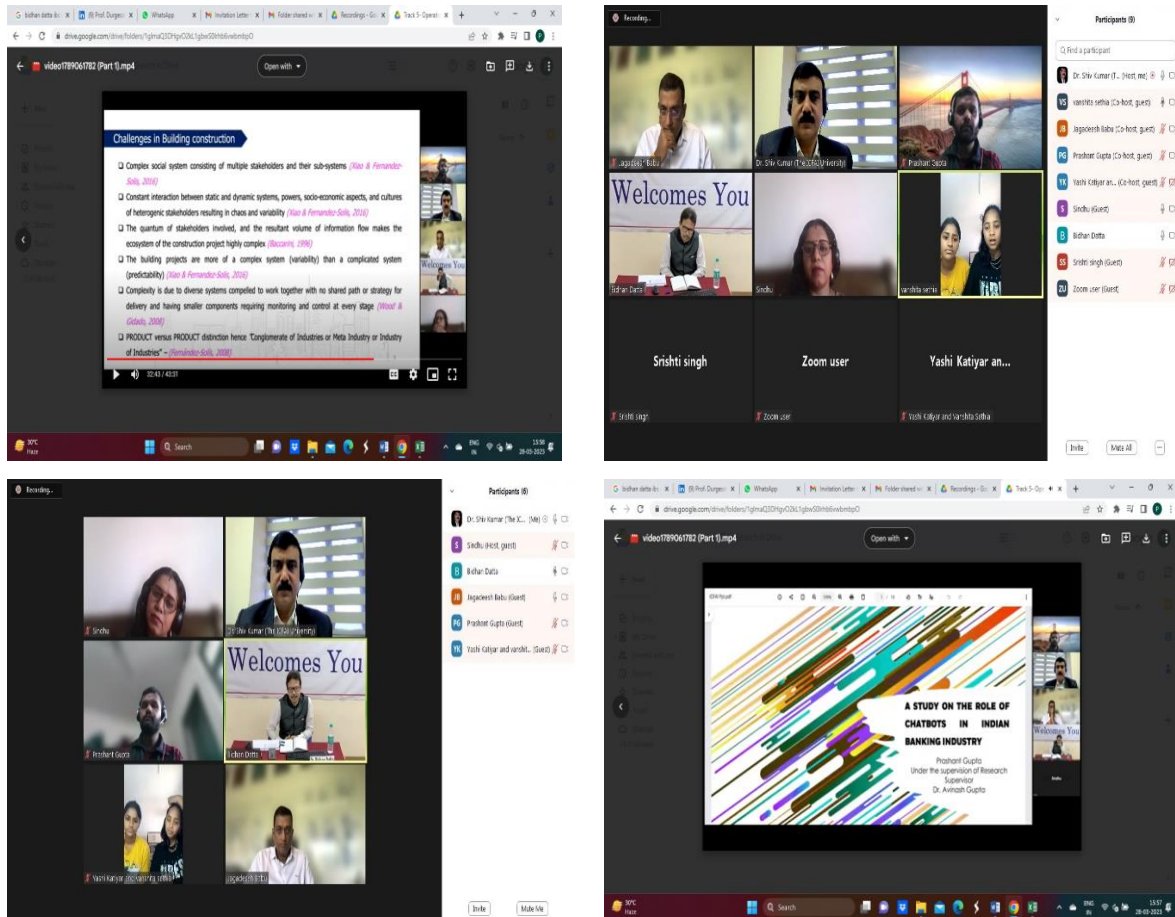
Shalabh Nepala & Priyanka Jain
 The ICFAI University, Jaipur, Rajasthan, India



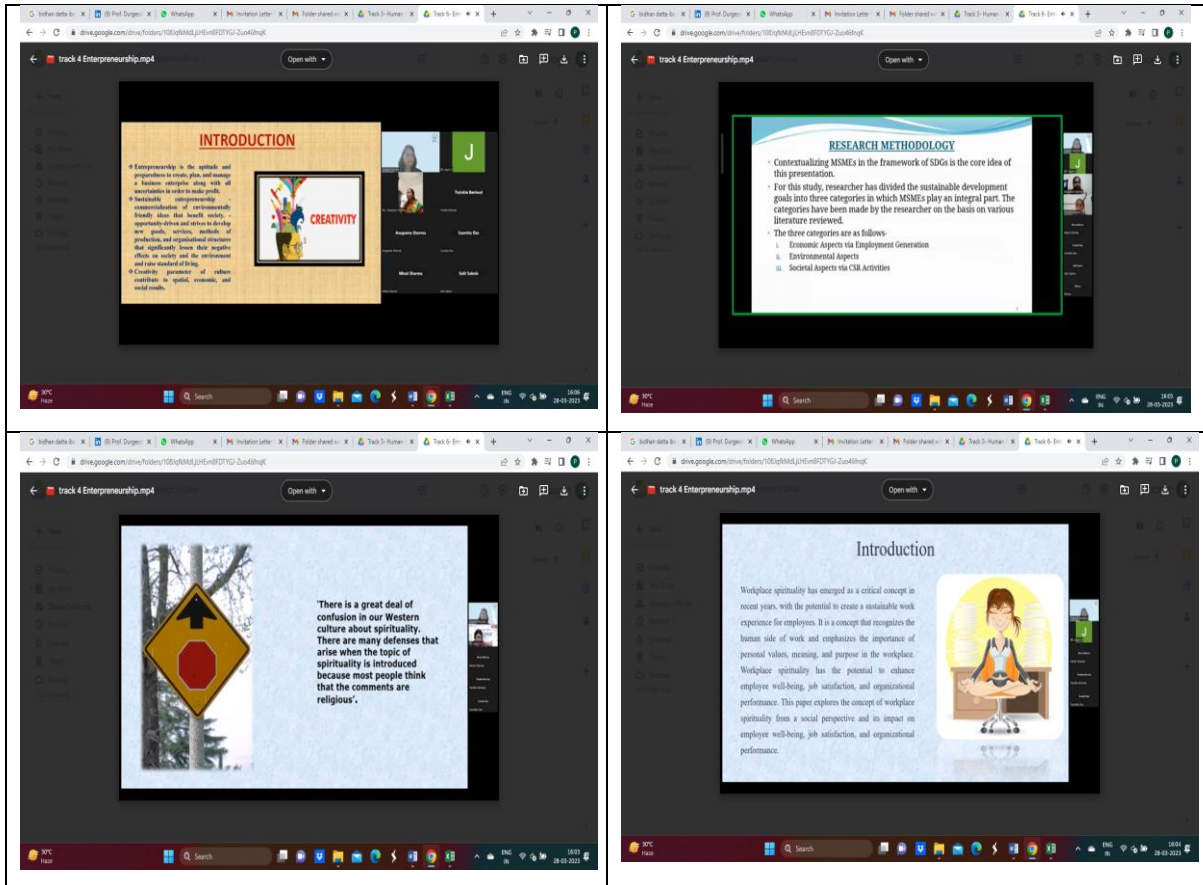
Dr. Avantika Singh, Assistant Professor, Central University of Rajasthan, chaired the track of Marketing & Advertising and total 12 papers were presented in the session. The topics of discussion were extensive framework for explaining the phenomenon of customer-brand love towards hypermarket brands, Is Digital Marketing or Traditional Marketing a boon for Small Business Enterprises?, Medical Robots in the Indian Healthcare Industry, A comparative study on the buying behaviour of female consumer between Herbal Beauty Products and Cosmetic Beauty Products: An exploratory study in Kolkata and Perception of Working Women Towards Massive Open Online Courses (MOOCs).



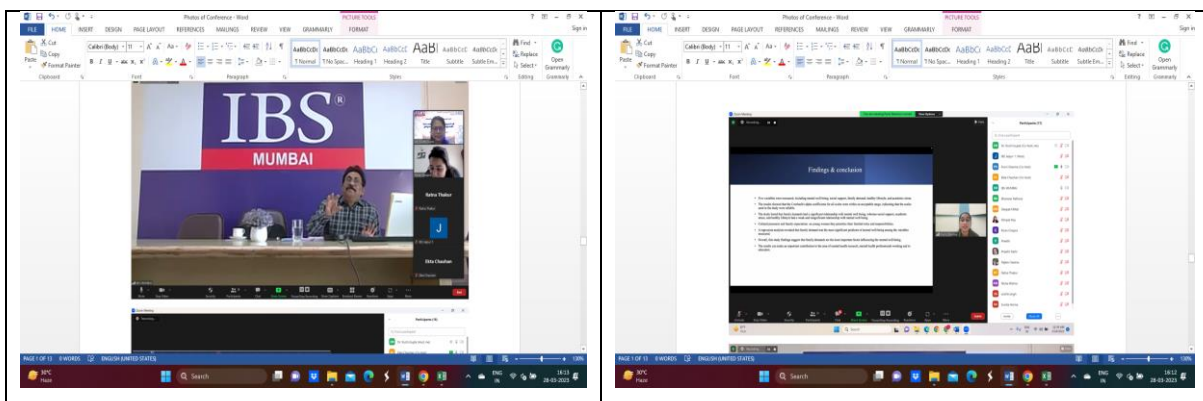
Dr. Bidhan Datta, Associate Dean & Deputy PCO at IBS Pune chaired the track of Operations & Information Technology and total 04 papers were presented in the session. Exchange of ideas were on Evaluative Study of Smart Cities in India, Role of Chatbots in Indian Banking Industry, The causal linkage between Stakeholders performance and Project success of Information Technology Office Buildings (ITOB) in India and Health Communication Management.

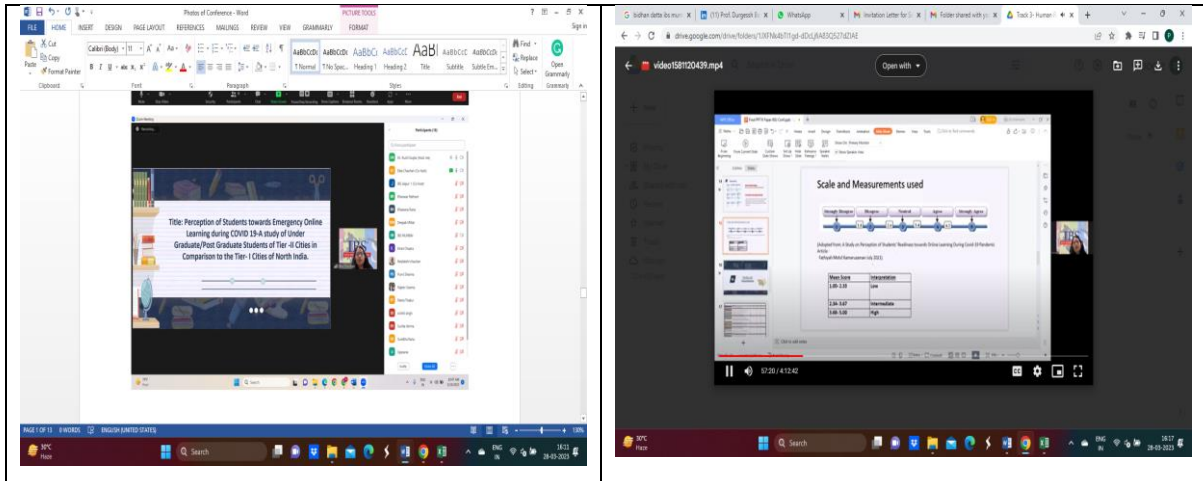


Dr. Sheetal Mundra, Associate Professor, JK Lakshmi pat University, Jaipur, chaired the track of Entrepreneurial Ecosystems and total 04 papers were presented in the session. Deliberations were on role of Micro, Small and Medium Enterprises and Sustainable Development Goal, Cloud Kitchens & Restaurant Industry, Sustainable Entrepreneurship and Small Scale Business of Women in Jaipur.



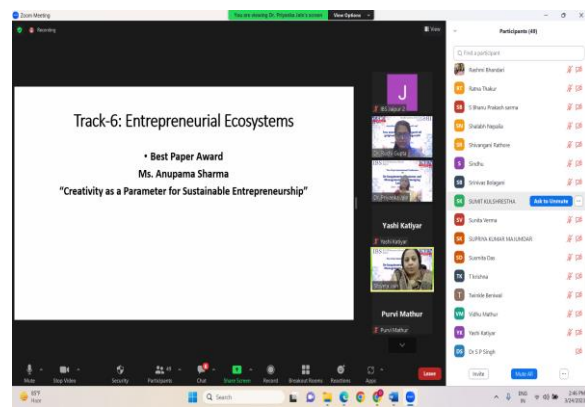
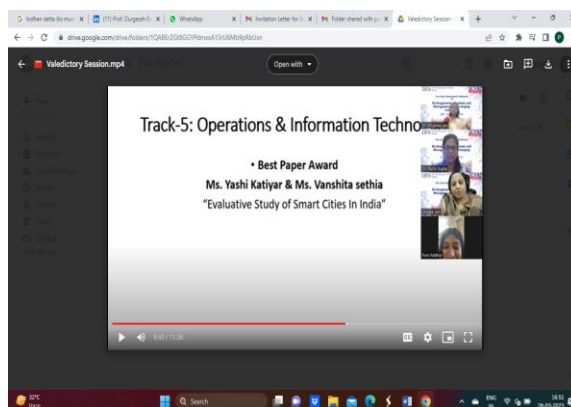
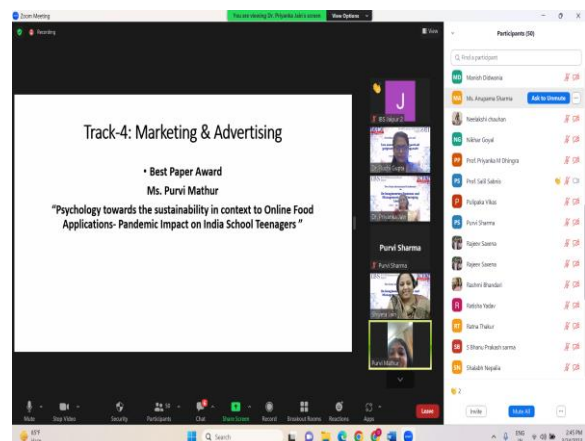
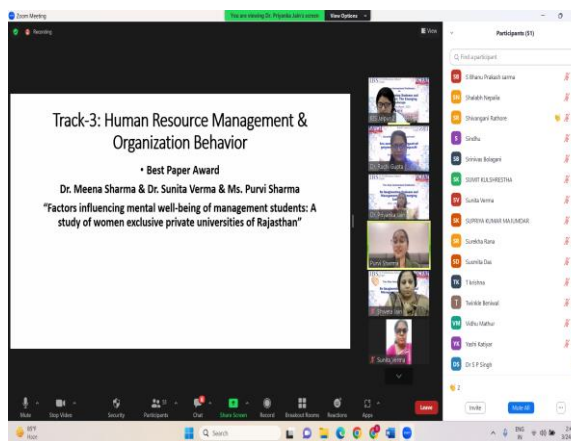
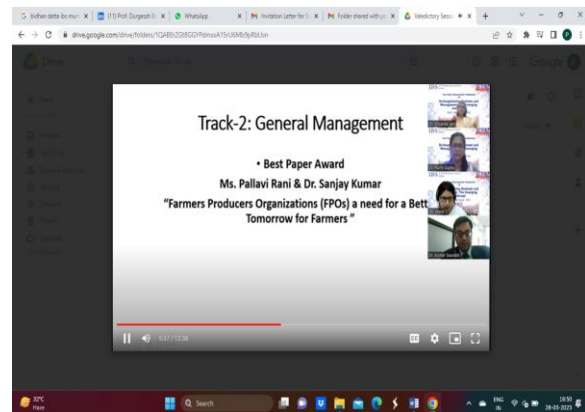
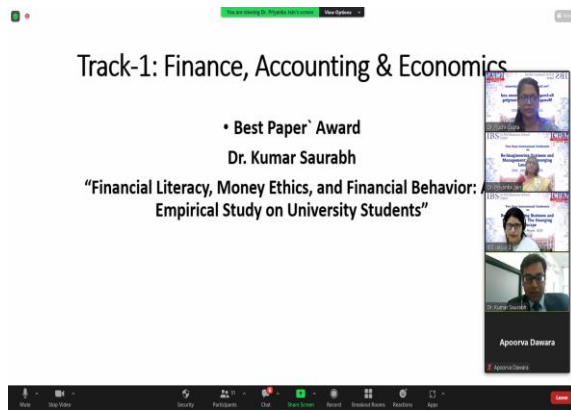
Prof. Tapas Das, IBS Mumbai chaired the track of Human Resource Management & Organization Behaviour and total 17 papers were presented in the session. The contemporary topics of discussion were Green HRM for Environmentally Sustainable Business, Emotional Intelligence, Changing Role of HR in New Age and its Challenges, Organizational Citizenship Behaviour, Talent Management Systems, Impact of Employer Branding on Employee Engagement and Satisfaction and Impact of Artificial Intelligence on Teaching and Learning Processes: An Exploratory Study.





A Valedictory Session was scheduled at 2:30 PM on 24th March 2023. Dr. Priyanka Jain, Convener of the International Conference started the session with a welcome note to the dignitaries of the University, the colleagues, and the participants. She presented a detailed report on the papers presented within these two days in different tracks. High-quality research papers (one from each track) were conferred the “Best Paper” title, and a cash award of INR 3,000 each along with an appreciation certificate was announced by Dr. Archana Rathore, Associate Dean and Dr. Shweta Jain, Dean IBS. Papers were evaluated on parameters of content and relevance, originality, research rigor, organization and delivery and contribution to theory and/or practice by the experienced Session Chairs respectively. The list of the winners are as follows:

Track	Presenter (s)	Title of the Paper
Finance, Accounting & Economics	Dr. Kumar Saurabh	Financial Literacy, Money Ethics, and Financial Behavior: An Empirical Study on University Students
General Management	Ms. Pallavi Rani & Dr. Sanjay Kumar	Farmers Producers Organizations (FPOs) a need for a Better Tomorrow for Farmers
Entrepreneurial Ecosystems	Ms. Anupama Sharma	Creativity as a Parameter for Sustainable Entrepreneurship
Marketing & Advertising	Ms. Purvi Mathur	Psychology towards the sustainability in context to Online Food Applications- Pandemic Impact on India School Teenagers
Human Resource Management & Organization Behaviour	Ms. Purvi Sharma, Dr. Sunita Verma, Dr. Meena Sharma	Factors Influencing Mental Well-Being of Management Students: A Study of Women Exclusive Private Universities of Rajasthan
Operations & Information Technology	Ms. Yashi Katiyar & Ms. Vanshita Sethia	Evaluative Study of Smart Cities In India



Dr. Ruchi Gupta, co-convenor of the International Conference extended the vote of thanks to the participants for their enthusiastic & interactive participation. She expressed her gratitude to the session chairs for providing constructive suggestions, thought-provoking discussions, and informational and knowledgeable inputs. The conference ended with thanks to the Honourable President Prof (Dr) H P Singh (VSM), and Dr. Shweta Jain-Dean IBS for their valuable guidance and support.

Feedback from Participants

Conference participants shared that scheduled tracks were interactive and informative and were well-structured, insightful, and thought-provoking. All the participants appreciated the feedback and constructive suggestions shared by the respective Session Chairs and stated that it will help them in the improvisation of the research articles. They expressed gratitude and appreciation for the organizing team.

Recommendations

Actuated by the encouraging response received from the participants and the Session Chairs ICFAI Business School, Jaipur, plans to continue with the initiatives like International Conference, FDP, MDP, and similar development interventions.

