

# Two Days International Conference (Virtual)

(Under the Aegis of IQAC)

On 23 & 24 March, 2023

## Re-Imagining Business and Management: The Emerging Landscape



### Important Dates

Abstract Submission: February 10, 2023

Abstract Acceptance Notification: February 15, 2023

Early Bird Registration: February 28, 2023

Last Date of Registration: March 10, 2023

Full Paper Submission: March 1, 2023

Best Paper Award in Each Track

**Cash Prize ₹3000**

Get your paper published in Conference  
Proceedings/Books with ISBN Number



Scan & Register



<https://iujaipur.edu.in/conference/InternationalConferenceOnlineFeb2023/>

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# INTERNATIONAL CONFERENCE



## ABOUT US

The ICFAI University, Jaipur has been established under The ICFAI University, Jaipur Act, 2011 (Act No. 26 of 2011) passed by Legislative Assembly of Rajasthan. The University has been notified under Notification No. F. 2(26) Vidhi/2/2011 dated September 22, 2011. The University is sponsored by The ICFAI Society - a not-for profit educational society established in 1984. The ICFAI University, Jaipur is a part of ICFAI Group having 11 Universities, 9 B-Schools, 7 Law Schools and 5 Tech Schools. The ICFAI group has been promoted by the late Mr. N.J. Yasaswy, a visionary and pioneer in higher education.

IBS Jaipur a constituent of ICFAI University, Jaipur is an institute with a difference. It is one of the premier management institutions providing excellent academic delivery and resources to its students. It offers innovative educational programs, research, consulting and publishing, and aims at developing a new cadre of management professionals with high level of competence and deep sense of ethics and commitment.

## Conference Objectives

The objective of this conference is to bring together diverse stakeholders from business, government, policy makers and academia. It aims to provide a platform to its 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 conference would capture contemporary developments in business and management. As one of the outcomes, a wide range of networking opportunities shall emerge for advancement of future research and collaborations.

Discuss, distill and exchange latest research in the field of Commerce, Business and Management.



Analyze the impact of technological, behavioral and economic disruptions of the previous decade on business models and managerial responses.



Share best practices and promote partnership and cooperation among industry and academia. Suggest way forward for professionals and organizations, in competence development, strategic positioning and thought leadership in the knowledge economy.



IBS Jaipur is recognized among the outstanding B-School of Excellence in GHRDC Rankings 2022. IBS was created to impart contemporary business education to explore, unlock, and refine inherent potential in aspirants, to provide latest in pedagogy and seek research and industry collaboration through an active industry-academia interface.



# Call for Papers and Suggested Themes

## Track 1

### Finance, Accounting & Economics

- Sustainable, Environmental Finance & Investment Innovations
- Neuro Finance & Behavioral Finance
- Financial Inclusion, Micro Finance & Rural Development
- Financial Literacy and Investment Behavior
- Mutual Funds, Insurance and Other Financial Services
- Digital Finance or Digital Wallets
- AI and Portfolio Management
- Fintech, Crypto Currency & Block chain
- Cashless Economy
- Economics of Gig-Economy

## Track 2

### General Management

- New Dimensions in Higher Education & Pedagogical Transformation
- Environmental Sustainability and Governance
- Corporate Social Responsibility, Corporate Governance & Business Ethos
- Diversity Inclusion, Institutions, Governance & Prosperity
- Data-Driven Approaches for Effective Managerial Decision Making
- Intellectual Capital & Knowledge Management

## Track 3

### Marketing & Advertising

- Emulative Consumer behavior, Anxieties and Insecurities
- Green & Sustainable Marketing
- Neural Marketing
- Social Media Analytics, Data-Driven CRM
- Issues of Unsolicited Marketing Campaigns
- Tourism & Sports Marketing
- Digital Marketing & E-Commerce Platforms
- Emoji & Non-Verbal Marketing Communication

## Track 4

### Entrepreneurial Ecosystems

- Startup Ecosystem & Innovation Policy
- Sustainable/Ecological Entrepreneurship
- Gender Perspectives in Entrepreneurship
- Entrepreneurship Education and Sustainability
- Striking Balance between Social Value Creation, Sustainability, and Resiliency
- Social and Civic Entrepreneurship Education
- Trans-Generational Entrepreneurship (Family Business)
- Technopreneurship, Green Entrepreneurship, Digital Entrepreneurship, Edupreneurship and Social Entrepreneurship

## Track 5

### Operations & Information Technology

- Text Mining and Sentiment Mining
- Disruptive Technology
- Cloud Computing & Internet of Things
- Big Data Analytics
- Decision Science
- Green Supply Chain Management
- E- Governance & Digital India
- Smart City & Urban Planning

## Track 6

### Human Resource Management & Organization Behavior

- Talent Management: Challenges and Imperatives in the Changing Scenario
- New Age HR: Changing Roles and Functions
- HR Analytics: The Game Changer
- Organizational Citizenship Behavior & Work-Life Balance
- Emerging Perspectives on Human Development Research
- Professional Networks on Social Media: Tool for Sourcing New Generation Talent
- Spirituality & Mindfulness: Perspectives on Sustainable Work Culture
- Talent Acquisition - Technology Driven Interventions
- Emerging Perspectives on Leadership



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**\*Topics are not constrained; all other topics relevant to themes and sub themes will be welcomed**

**\*All submissions will be accepted via Easy Chair Conference Management System**

**<https://easychair.org/conferences/?conf=icribm2023>**

Selection of papers for presentation will be based on an abstract of about 250-300 words. The abstract should reflect what appears in the original paper.

Abstract should include these headings:

Purpose

Design/Methodology/Approach

Findings

Research limitations/Implications (if applicable)

**\*Note: For publication, full paper submission is required. You are requested to adhere to the following:**



Length	5000 words excluding Title/Cover Page and References
Margins	2.5 cm or 1 inch
Font	Times New Roman 12-point font
Spacing	1.5 inch
References	American Psychological Association (APA)
Title Page	Title, Author(s), Affiliation(s), Contact detail(s), E-mail id(s)
Key Words	Minimum four

### Publication Opportunity

The abstracts will be published in the form of Proceedings/Books with an ISBN number.

### Conference Award

Papers will be evaluated on parameters of originality, research rigor, and contribution to theory and/or practice. High-quality research papers (one from each track) will be awarded as the “Best Paper” title and a cash award of INR 3000 each along with an appreciation certificate.

### Important Notes and Codes of Ethics

1. If an extended abstract is accepted, preferably all but at least one of the authors must register to attend the conference.
2. At the time of submission, the submitted extended abstract must not have been previously presented or scheduled for presentation at any other conference.
3. In the case of empirical paper, presentation of research should include treatment of the data that is honest and that reveals both strengths and weaknesses of findings.
4. Authors should also guard against plagiarizing the work of others.



The participants are required to fill the registration form and make the payment as soon as they receive notification of acceptance of paper.



## Registration Fees

Category	Early Bird Registration (Up to February 28, 2023)*	Registration (After March 10, 2023)*	Foreign Delegates*
Corporate Delegates	Rs.1,000/-	Rs. 1,200/-	19 (USD)
Academicians	Rs. 800/-	Rs. 1,000/-	15 (USD)
Research Scholars / Students	Rs. 500/-	Rs 800/-	10 (USD)

## CONFERENCE COMMITTEE

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