



**(CPIIM)**  
2021  
**CHANGING  
PARADIGMS  
IN MANAGEMENT**

Publication  
opportunities  
in ABDC /  
SCOPUS / UGC  
CARE

Global Conference (virtual) on  
**Sustainability & Innovative Management Practices  
in Uncertain Times**

**14 August 2021**

**SHRI CHIMANBHAI PATEL INSTITUTE OF  
MANAGEMENT & RESEARCH (CPIMR)**



## About **CPIMR**

Shri Chimanbhai Patel Institute of Management and Research, established in 1998, is one of the most reputed and student-preferred B-schools of Gujarat. Operating under the aegis of the Sardar Vallabhbhai Education Trust established in 1968, CPIMR is a part of the Chimanbhai Patel Institute, approved by AICTE, and affiliated to Gujarat Technological University.

Along with the academic excellence, the institute aims to enhance personal and professional abilities of students to make them leaders of community. CPIMR organizes seminars, symposium, conferences, case-writing workshops, FDPs to provide platform for student-industry, industry-academia, and faculty – faculty interaction on a regular basis.

CPIMR has also established a dedicated case centre (CPIMR Case Centre) in 2019 to promote discussion and research-based teaching cases. CPIMR is also a member organisation of the Case Centre.

## About **CPIM 2021**

CPIM 2021 (**earlier known as Perspective**), Global Conference in virtual mode being organized by CPIMR, aims to bring various scholars together to discuss and explore research that offers insights into creative and systematic approaches and innovation processes for sustainable impact on society. This conference aims to provide a platform to present and discuss latest developments and applications related to Sustainability & Innovative Management Practices. It is conceived to provide unique platform to academicians, researchers and management practitioners to discuss the emerging management practices with the theme: "**Sustainability & Innovative Management Practices in Uncertain Times**"

# Why Sustainability & Innovative Management Practices?

Companies, governments, and researchers across the world have realized the importance of adopting sustainable innovative practices to minimize negative social and environmental impacts that result from their activities and, consequently, achieve superior corporate performance. Legislation and the society itself are demanding from organizations that innovation in products, services, processes, and business models be accompanied by the responsibility for sustainable development. Sustainability and Innovative Management Practices are vital indicators of societal life. Sustainability and Innovation are closely linked. Organizations need innovative approaches to identifying sustainable solutions for realizing the UN sustainable development goals. To navigate through an uncertain era of ferment in many industries and radically innovate, it is of paramount importance to dissolve disciplinary and functional boundaries, connect formerly unconnected knowledge and applications fields, foster systemic thinking, overcome thought barriers, and break existing paradigms. The UN's Agenda 2030 with its 17 SDGs sets out the economic, social, and environmental dimensions of a sustainable world. This requires joint efforts by governments, businesses, other institutions, groups, and individuals towards building an inclusive and resilient future for the planet.

Keynote Speaker & Resource Person



**Prof. Anand Kumar Jaiswal**  
IIM – Ahmedabad

Professor Jaiswal is Professor of Marketing at Indian Institute of Management, Ahmedabad (IIMA). His research interests include bottom of the pyramid (BOP) markets, services management, customer satisfaction, business-to-consumer e-commerce, and brand extension management. He has published papers in the Journal of Business Ethics, Long Range Planning, Journal of Interactive Marketing, Journal of Business Research, Journal of Services Marketing, Journal of Consumer Marketing, Innovations, Organization & Environment, Managing Service Quality (Journal of Service Theory and Practice), Marketing Intelligence & Planning, BMC Health Services Research, Sustainability, Journal of Academy of Business and Economics, Asian Case Research Journal, Economic & Political Weekly and Decision.

He was given Distinguished Young Professor Award for excellence in research in 2011 at Indian Institute of Management Ahmedabad. He won the International Management Division's Skolkovo Best Paper Finalist award in 2012 Annual Meeting of the Academy of Management, Boston.

He won the best case award in 2011 international EFMD Case Competition in the Indian Management Issues and Opportunities category. In 2013 international EFMD Case Competition he was runner-up in the Indian Management Issues and Opportunities category and received a special Highly Commended mention. He has been involved in executive training /development programmes with several Indian and multinational corporations such as PepsiCo, Cummins India Limited, Novartis, Fullerton, Indian Oil Corporation Limited (IOCL), Larsen & Toubro Limited (L&T), Life Insurance Company (LIC), Gorkha Breweries, Hindustan Aeronautics Limited (HAL). He did consulting projects / other assignments for several organizations such as Sanofi-Aventis, Novo Nordisk, Novo Nordisk Region International Operations, General Electric, Institute of Design, Illinois Institute of Technology Chicago, and Research International.

## CALL FOR PAPERS

Research papers, conceptual papers (review of literature) and cases are invited from academicians, research scholars, management consultants, corporate professionals, and management students from across the country on the above-mentioned theme covering

four broad areas of Marketing, Finance and Accounting, Human Resource, and General Management. These papers will be peer-reviewed to lend more credibility to the judging process

***Each participant will be eligible for paper presentation, feedback, peer-review, best paper award, and conference e-certificate. Based on the submitted paper, internal review, and presentation, best papers will be awarded.***

### **PUBLICATION OPPORTUNITIES:**

- ***Top five percent papers will be considered for review and publication in the World Review of Entrepreneurship, Management and Sustainable Development – Scopus Indexed, CABS and UGC CARE listed.***
- ***All papers will be eligible for post-conference submission, review, and publication in the following peer reviewed journals of Publishing India Group:***

- 1** International Journal of Financial Management
- 2** Journal of Supply Chain Management Systems
- 3** International Journal on Leadership
- 4** International Journal of Business Ethics in Developing Economies
- 5** International Journal of Knowledge Management and Practices
- 6** International Journal of Marketing & Business Communication
- 7** International Journal on Customer Relations
- 8** Journal of Strategic Human Resource Management
- 9** International Journal of Banking, Risk and Insurance
- 10** Journal of Entrepreneurship & Management
- 11** International Journal of Business Analytics and Intelligence
- 12** Indian Journal of Sustainable Development



- **Teaching cases will also be accepted for review and publication in *The Case Centre, United Kingdom (Formerly European Case Clearing House)*. For case submission, refer link:**

<https://www.thecasecentre.org/files/downloads/casesubmission/TheCaseCentre-SubmissionGuidelines.pdf>

- **Remaining papers will have the opportunity to be published in the form of edited volume bearing an ISBN.**

• The selected papers/cases in the conference will be considered for publication after a proper peer review process as per the requirement and norms of the respective journal/repository/publication. The papers shall be selected for publication purely on merit basis.

- **The organising committee will also be the guest editors for a special issue of a reputed ABDC-C listed journal. The participants will also have the option to publish in a UGC CARE listed journal. If the papers are selected, the participants may have to bear additional production charges taken by the respective journal.**

*CPIMR does not accept any fee towards the publication of papers.*

## CONFERENCE TRACKS

### Track 1: Marketing Paradigms

Sustainable Marketing Practices  
Green Marketing & Consumerism  
Technology and innovative marketing practices & Marketing Analytics  
Post Covid-19 consumer behavior  
Digital retailing & Application of AI in Retailing Marketing  
Sustainable supply chain management  
Web based marketing and its management  
Sustainable brand redesigning  
TBL Approach in Marketing  
Eco-Tourism Marketing  
Sustainable Rural Marketing Practices  
Strategic Marketing  
Brands Development in Digital Marketing Age  
Non-Verbal Marketing Communication  
Rural Consumers & Marketing Strategies



### Track 2: Finance Paradigms

Sustainable finance  
ESG & Socially responsible investment  
Digital financial inclusion  
Digital financial literacy  
Environmental Accounting  
Carbon Credit & Governance  
Financial Technology & Blockchain  
Microfinance & Financial Sustainability,  
Sustainable Financial Regulatory Framework  
Challenges in accounting and corporate governance  
Emerging trend in financial market across the globe  
Financial sustainability of Small and Medium Enterprises,  
Behavioural finance



## Track 3: Human Resource Management Paradigms

Sustainable Human Resource Management, Practices & Policies  
New Age HR Strategies for Organizational Excellence  
Technology and HR  
Sustainable Green HRM  
Sustainable Talent Management  
Developing Talent for Future-Attraction, Retention and Engagement  
Stress Management in Time of Uncertainty  
Artificial Intelligence and HR  
High Performance Work Culture  
Diversity and Inclusion  
Leadership in Changing World  
Technology and Work Life Balance



## Track 4: General Management Paradigms

Entrepreneurship  
Carbon Credits and Green Tax  
Corporate Social Responsibility  
Renewal Energy Management & Waste Management  
Sustainable Urbanization  
Digital Transformation  
Grassroots Innovation  
Sustainable Development Goals  
Business Models for the Future  
Strategies for Uncertain Times  
Responsible Business in Uncertain Times  
Learning and Innovation in Uncertain Times  
Innovation Management  
Innovation in Management Education



# PAPER SUBMISSION GUIDELINES

1. Only original and unpublished work is sought. The contributors should certify that their manuscript has neither been published anywhere nor is being considered anywhere for publication.
2. The Research paper must be written in UK English.
3. The papers should be typed in MS Word.
4. The abstract should be titled Abstract in Bold, left aligned. The body of the abstract must be in italics and should summarize the research in not more than 150-250 words.
5. The abstract should be followed by 4-5 keywords (left aligned, normal font)
6. All citations in the text should be referenced at the end of the paper in the APA style.
7. The corresponding author must confirm that the author list is complete, that all co-authors have agreed to be included in the author list, and that all co-authors have read and agreed to submit the manuscript.
8. The contribution of other individuals/organizations or sources should be recognized as per law.
9. Authors are responsible for any copyright clearance, factual inaccuracies and opinion expressed in their respective paper/s.
10. Author/authors must disclose all conflicts of interest in the cover letter of their submission for consideration by the Journal.

11. The Research papers will be checked for plagiarism. Plagiarized content or content without proper citation and/or reference will not be accepted.
12. After getting the manuscript, the acknowledgement will be sent to the corresponding author through email which does not guarantee for publication. The editorial board will review article/research paper and the approved/recommended articles/ research papers will be sent to the reviewers/ referees for critical review of the paper. All the papers will be sent to the referees for their suggestions and modifications. The corresponding author will be intimated for the same if any.
13. The views expressed in the articles/research papers are the views of author/authors. It is not essential for editorial board members to agree or disagree. The sole responsibilities of the views expressed in article/paper are of the author/authors.
14. Author/s may be asked to modify / realign their papers as per the requirements of the respective journals later.
15. All final decisions regarding publications rests on the committee.
16. Please submit your abstract and full paper to [research.mba@cpi.edu.in](mailto:research.mba@cpi.edu.in)

## IMPORTANT DATES

Last date of Abstract submission	10 July 2021
Last Date of Full Paper Submission	31 July 2021
Last Date for Registration	31 July 2021
Conference Date	14 August 2021

## PARTICIPATION FEES

Academician	INR 699
Industry professional	INR 990
Non-Paper Participants	INR 490
Post-Graduate Students	INR 100
Research scholar	INR 499
International Participants	USD 14

## ★ REGISTRATION DETAILS ★

Participants can register by filling up the registration form available at the link given below:

Registration Form Link: <https://forms.gle/VEbj1KRYk3BXsKB79>

Payment can be made through NEFT using below mentioned details.

### BANK DETAILS:

Name of Account: **Shri Chimanbhai Patel Institute of Management & Research**

Bank Name: **Bank of India**

Bank Account No.: **204010110001090**

IFSC Code: **BKID0002040**

Branch Name: **S. G. Highway**

**Fees will be accepted through online mode only. No cash payments will be accepted. Fees once paid will not be refundable.**

# SCHEDULE OF THE CONFERENCE

09:00 am	Online Registration
09:30 am	Inauguration
10:00 am	Keynote Address by Prof. Anand Kumar Jaiswal, IIM-Ahmedabad
11:00 am	Session on Crafting and Publishing Management Research by Prof. Anand Kumar Jaiswal, IIM-Ahmedabad
12:30 to 1:15 pm	Lunch Break
01:15 pm Onwards	Paper Presentation in Parallel Tracks (1 to 4)
04:15 pm	Valedictory Function

## CHIEF PATRON

**Shri Siddharth Patel**

Managing Trustee, Sardar Vallabhbhai Education Trust

## ADVISORY COMMITTEE

**Dr. Vidyut Joshi**

(Hon. Director, Institute for Equity and Development, Gujarat Vidyapith | Advisor, CPIMR)

**Dr. K.V. Ramani** (Former Professor, IIM – Ahmedabad)

**Dr. Md Abdul Wadud** (Professor, Rajshahi University, Bangladesh)

## ORGANISING COMMITTEE

**Prof. (Dr.) Abhinava Singh,**

Professor & Director – CPIMR  
Patron & Chairperson – CPIM 2021

**Dr. Mayur Shah,**

Associate Professor & HOD - Finance  
Convener – CPIM 2021

**Mr. Rajesh Desai**

Assistant Professor  
Convener – CPIM 2021

## REACH US

**Shri Chimanbhai Patel Institute of Management & Research,**

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