

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



ANNUAL INTERNATIONAL CONFERENCE (VIRTUAL) ON







Shri Chimanbhai Patel Institute of Management and Research (CPIMR), 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 **CPIM2022**

CPIM 2022, a one-day International/National Conference (Virtual) being organized by Shri Chimanbhai Patel Institute of Management (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 unique platform to academicians, researchers, and management practitioners to discuss the emerging management practices with the theme: "Developing Resilient and Sustainable Businesses". The conference is being organized on September 10, 2022. It is a One-Day conference (Virtual) on the theme of Developing Resilient and Sustainable Businesses with papers invited from reputed scholars and academicians from across the country. There are four (4) broad areas in which papers from experts are invited viz., Marketing, Finance, Human Resource and Entrepreneurship & General Management. Eminent academicians and/or professionals will be invited as a keynote speaker. Papers will also be accepted from the wider academic circles, which would get an opportunity to submit for publication in the reputed journals.



## WHY RESILIENT AND SUSTAINABLE BUSINESSES?

"Resilience is all about being able to overcome the unexpected. The goal of resilience is to thrive" (James Ca<mark>sci</mark>o). Resilience is defined as the power or ability of a person or an organization to adjust, respond and recover from adversity, changes, disruption, and crisis. The recent past has thrown numerous challenges, the biggest and unparalleled one in the form of the pandemic and the war. The impact on humanity has been multifold, having a bearing on the economy and business. Traditional business strategies and designs have paved way for more contemporary and futuristic models of doing business. Leadership styles have adapted to newer realities to tackle challenges that were encountered. Human resources and their skill sets have been re-defined and re-modelled to face and mitigate the adversities. Business processes are being re-engineered and re-structured to cater to the new sets of demand. Financial and economic policies have been discussed and reviewed to limit the impact of the crisis. Technology has come to the rescue in these changed times. Companies, governments, and researchers across the world have realized the importance of adopting sustainable and resilient business practices to minimize negative social and environmental impacts that result from their activities and, consequently, achieve superior corporate performance. Sustainable and Resilient Business Practices (SRBP) are vital indicators of societal life. Sustainability and business resilience are closely related. Organizations need innovative approaches to identifying sustainable solutions for realizing the UN sustainable development goals. 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

#### Prof. (Dr) Pawan Kumar Singh Indian Institute of Management – Tiruchirappalli, India.



Dr. Pawan Kumar Singh is Director of Indian Institute of Management Tiruchirappalli. He has served as Director of Management Development Institute Gurgaon and Director In-charge of Indian Institute of Management Indore. In the role of mentoring of Indian Institute of Management Sambalpur, he served as the first Chairperson of Academic Committee and as a Nodal Officer of IIM Sambalpur. He is in academics for more than three decades including being Professor of Organisational Behaviour and Human Resource Management at Indian Institute of Management Indore for about 15 years. He had earlier served as faculty at National Institute of Industrial Engineering Mumbai, Indira Gandhi National Open University New Delhi, Kanpur University, and Vikram University at Ujjain. Prior to joining academics, he worked for Bank of India as Industrial Relations Officer having served at Jamshedpur and Ranchi. He has guided research, provided consultancy, and trained about 20,000 personnel of all levels from almost all professions. He has published research articles and has presented academic papers in more than 75 national and international seminars. Dr. Singh has published books on Managing Interpersonal Conflict, Management Sutras from Sanskrit Scriptures, Jeevan Prabandhan kee Shaayaree, Poetic Hindi Translation of Thirukkural, and a booklet on Human Resource Management for Technical Personnel. He has been member of high profile committees of the government and various institutions. His talks and interviews have been broadcasted on national channels of television and radios.

## PRE-CONFERENCE WORKSHOP ON "WRITING & PUBLISHING IN REPUTED JOURNALS"

9 SEPTEMBER 2022

The pre-conference workshop will be organised on 9th September 2022. The workshop will focus on guiding the participants about drafting quality research papers and publishing them with journals of repute. This workshop endeavours to improve the dissemination of research and enhance knowledge sharing through quality publications. The workshop has been designed for the research scholars and academicians who want to develop the skills needed to write and submit scientific manuscripts for publication in reputed research journals. This workshop will also focus on guiding the participants in conducting quality research by providing them with practical suggestions and guidelines for effective research in the domain of business management. Separate certificate of participation will be given to all participants.

The workshop will be virtual and complementary for the conference participants. For non-conference participants, the registration fee for the workshop is Rs. 199/- per person.



# RESOURCE PERSON

#### Prof. (Dr.) Pratik Modi, Institute of Rural Management– Anand, India.

Pratik Modi is a Professor of Marketing at the Institute of Rural Management Anand. He carries about fourteen years of work experience in research, consulting, and management training. Earlier, Prof. Modi worked as a faculty member at the Portsmouth Business School, University of Portsmouth, UK. He has been a visiting faculty at IIM-Indore, IIM-Shillong, ISCAC-Portugal, among other places.

His research areas are strategic orientations, sustainability, and social-nonprofit-rural marketing. His research works have been awarded by the Academy of Marketing (AoM, UK), MICA, IIM-Ahmedabad, and Indian Institute of Science-Bangalore. He has published in Journal of Marketing Management, Journal of Strategic Marketing, Journal of Consumer behavior, Technological Forecasting & Social Change, Service Industries Journal, Journal of Consumer Policy, Futures, Business Ethics the Environment and Responsibility, Health Marketing Quarterly, The Marketing Review, Vikalpa, Asian Case Research Journal, Emerging Market Case Studies, Vision, and International Journal of Rural Management.

He is serving on the reviewer board of the Journal of Consumer Behaviour. He was the managing editor of the International Journal of Rural Management published by Sage , and is on the editorial board of the Journal of Research Practice, Athabasca University Press. He is a consultant to organizations such as, UNICEF, Indofil Industries, Tata Motors, JK Lakshmi Cement, Orient Cement, Arya Consulting, Reliance Foundation, National Dairy Development Board, Government of Gujarat, Government of Sikkim, Madhya Pradesh State Cooperative Dairy Federation.



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, Entrepreneurship & General Management. These papers will be peer-reviewed to lend more credibility to the judging process.

"EACH PARTICIPANT WILL GET PRESENTATION OPPORTUNITY AND PARTICIPATION CERTIFICATE. BASED ON THE SUBMITTED PAPER INTERNAL REVIEW & PRESENTATION, BEST PAPERS WILL BE AWARDED."

# **PUBLICATION OPPORTUNITIES**

Top rated papers will be considered for review and publication in the following Scopus Indexed & UGC CARE journals

1..International Journal of Business & Globalisation - Scopus Indexed, CABS and UGC CARE listed.

- 2.Empirical Economics Letters (EEL) ABDC Listed Journal (Article production charges applicable as per journal policy)
- 3.Teaching cases will also be accepted for review and publication in The Case Centre, United Kingdom. For case submission, refer link:

https://www.thecasecentre.org/submission/guidelines/requirements

4. All papers will have the opportunity to be published in the form of edited volume bearing an ISBN with international publisher.

5. All papers will also be eligible for review and publication in the following peer reviewed journals of Publishing India Group:

- International Journal of Financial Management
- Journal of Supply Chain Management Systems
- International Journal on Leadership
- International Journal of Business Ethics in Developing Economies
- International Journal of Knowledge Management and Practices
- International Journal of Marketing & Business Communication
- International Journal on Customer Relations
- Journal of Strategic Human Resource Management
- International Journal of Banking, Risk and Insurance
- Journal of Entrepreneurship & Management
- International Journal of Business Analytics and Intelligence
- Journal of Rural and Industrial Development

6. World Review of Entrepreneurship, Management and Sustainable Development – Scopus Indexed, CABS and UGC CARE listed (Open Access-only journal and article processing charges (APCs) apply.)

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.

**PARTICIPATION FEES** 

**USD 50** 



#### **IMPORTANT DATES**

Last date of Academician / **INR 1200** 20 July 2022 Abstract Industry Professional/ submission: **Research Scholar:** Last Date of Full Non-Paper 25 August 2022 Paper **INR 500** Participants: Submission: Post-Graduate Last Date for 25 August 2022 **INR 250** Management Registration: Students: Conference Date: 10 September 2022 Foreign Delegates:

**\*PARTICIPATION FEES WILL BE PER PAPER\*** 

## **CONFERENCE TRACKS**

#### Marketing paradigms:

Sustainable Marketing Practices Green Marketing & Consumerism Technology and innovative marketing practices & Marketing Analytics Post Covid-19 consumer behavior Application of AI in 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

### **Finance paradigms:**

Sustainable finance & investment ESG Criteria & 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** 





## **CONFERENCE TRACKS**

### 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 Crisis leadership & organizational resiliency Technology and Work Life Balance

### General Management Paradigms:

Business Resilience for Start-ups Entrepreneurship & resilient business practices Carbon Credits and Green Tax Corporate Governance Business Ethics & Corporate Social Responsibility Renewal Energy Management & Waste Management Digital Transformation Grassroots Innovation Sustainable Development Goals Business Models for the Future Agile Management Practices



#### Responsible business practices



# 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 titles 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 conference.mba@cpi.edu.in

### **Registration Details**

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

https://forms.gle/Wf8Hwz14C3XGHDa69

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 only in the form of online. No cash payments will be accepted. Fees once paid will not be refunded. However, a substitute delegate is acceptable.

#### **Chief Patron**

Shri Siddharth Patel Managing Trustee Sardar Vallabhbhai Education Trust

**Organising Committee** 

Prof. (Dr.) Abhinava Singh, Director – CPIMR Patron & Chairperson

Dr. Mayur Shah- Convener Dr. Kedar Bhatt- Convener Dr. Swati Saxena- Convener

#### Advisory Committee

Prof. (Dr) Pawan Kumar Singh, Director, Indian Institute of Management – Tiruchirappalli, India

> Dr. Md Abdul Wadud Professor, Rajshahi University, Bangladesh

Prof. Leo Paul Dana, Professor , Rowe School of Business, Dalhousie University, Canada **Pre-conference Workshop Schedule** 

Date : 9 September 2022 Reporting Time: 9:30 AM Workshop Time: 10:00 AM to 1:00 PM Mode: Virtual

### **Virtual Conference Schedule**

	Date: 10 September 2022
9:00 AM	Online Registration
9:30 AM	Inauguration
10:00 AM	Keynote Address by Prof. (Dr) Pawan
	Kumar Singh IIM-Tiruchirappalli
11:00 AM	Online Paper Presentations in Parallel
	Tracks (1 to 4)
12:30 to 1:15	Lunch Break
РМ	
1:15 PM to	Online Paper Presentations in Parallel
3:00 PM	Tracks (1 to 4)
3:15 PM	Valedictory Function



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