

INTERNATIONAL CONFERENCE

Sponsored by AICTE

Global Perspectives On Business, Economy And Society

For Sustainability in The New Normal



**August
05 & 06, 2021**

International Conference on

Global Perspectives On Business, Economy And Society

For Sustainability in The New Normal



Aug 05, 2021
Aug 06, 2021

KEY NOTE SPEAKER

Dr. Rachid Oumlil

Research Professor ENCG-Agadir,
Ibn Zohr University Morocco

VALEDICTORY SPEAKER

Dr. Rohit Rampal

Director - Data Science and Informatics
State University of New York, Plattsburgh

About The Conference

With the rapid transformation of businesses in the wake of the global economy, there is an impending need to delve into the practices that would enhance the sustainability that is reflected from the three aspects – business, economy and society. The pandemic and its aftermath has resulted in a lot of disruptions, economic upheavals and altered ways and patterns of living. The outbreak of the pandemic and the subsequent lock down has resulted in dramatic shift in the economy, business and other societal dimensions. The disruptions, change in the work environment, changes in the operations of business and subsequent changes in the lifestyle paves the way for the adaptation of the new normal. It poses a challenge for the industries to combat and hedge the repercussions and to get back to normalcy. Newer business models have been adapted by many organizations, institutions and other entities more so as an initiative of managing the crisis. The entire ecosystem underwent a radical shift that is manifested among the various aspects of economy, business and society. Hence company's structures, business models are being disrupted with products and services, low-cost structures, sharing models etc. More revival and restoration strategies are to be taken up with a view to build a sustainable society at large. In view of the above this conference is an earnest endeavor to reflect and explore the challenges faced towards adapting the 'New Normal', characteristics of this paradigm shift and the need to integrate the practices of the businesses in the best interest of the economy and society.

Objectives of the Conference



To provide a forum for deliberations on the shifts in the businesses towards preparedness for the new normal



To delve into sustainability of businesses and economy in the wake of the new normal



To reflect on the multidisciplinary aspects of business and economy and its influence on the society at large post the pandemic situation

About ISBR

An institute of international education standards, ISBR Business School was set up under the aegis of Bangalore Education Trust, which was established in the year 1990.

The incubators of ISBR had a dream- the dream of a gateway that provides a global outlook, an infrastructure that beckons to explore and learn, a cradle that nurtures high ethical and human values. Education at ISBR prepares its students to think boldly and act confidently in any business environment.

ISBR takes pride for creating an atmosphere wherein both students and faculty can pursue boundless knowledge, a single roof where theory and practice goes in hand to present better understanding about oneself and the world around him.

At ISBR the focus goes beyond education. ISBR aims to prepare students for life-making them a Leader. The success of ISBR as an acknowledged institution for quality learning is an outcome of the various facets that give ISBR its characteristic value- the faculty, enterprising students, infrastructure facilities and industry partnerships.

ISBR Business School, located in Electronic City, the hub of IT Silicon City, Bengaluru, has rapidly gained a reputation as a recognized business school. It has been bestowed upon with Platinum Category status awarded by AICTE-CII (Confederation of Indian Industry) consecutively for Five Years (2016-2020), the highly prestigious industry association in India. Only 3% of business schools in India are conferred with this status. Besides, ISBR has received the coveted accreditation from NBA, which makes ISBR belong to an exclusive class of management schools.

ISBR offers MBA Program of Bangalore University as well as AICTE approved PGDM program. Five hundred students' study in these stream at the Institute. The B School takes pride in manifesting remarkable placements from multinational companies and Indian corporates as recruiters.



PLATINUM

Ranked under Platinum Category 5 times in a row AICTE-CII



Bengaluru has a population of over 12 million, thus making it the third most populous city amongst essential towns in India and a megacity. It is the second fastest growing metropolis of India owing to its diverse demographics. Bengaluru is one of India's most magnetic cities located in the southern part of the country. The capital of the State of Karnataka, Bengaluru is India's tech and innovation hub which is affirmed by the number of Fortune 500 companies present as well as the thriving start-up scene that the city is proud of. Bengaluru has been at the epicentre of art and culture in India and is also a major R&D and manufacturing hub. Bengaluru is called the 'Silicon Valley of India' because of the growing IT sector and

startups. IT moguls like Wipro, Infosys, ISRO, HAL have their headquarters in the city. The bustling cosmopolitan city with an all-year-round pleasant climate has many cafes, shopping malls and restaurants for a luxurious and upscale lifestyle. There are many notable institutions located in the city such as Defense Research and Development Organization (DRDO), Indian Space Research Organization (ISRO), Indian Institute of Science (IIS), Indian Institute of Management (IIMB), National Aeronautics Laboratory (NAL) and National Law School. The city also has some wonderful tourist hotspots like the Bangalore Palace, Lal Bagh, Bannerghatta National Park, Innovative Film City and Cubbon Park.

CALL FOR PAPERS:

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, reviews, case studies and promising ideas that demonstrate research focusing on main theme and subthemes of the International Conference.

THRUST AREAS:

The deliberations are to be pertaining to the current and the post pandemic period. The conference has proposed to have the thrust areas / disciplines (though not limited to):

TRACKS OF THE CONFERENCE

MARKETING

- Sustainability Marketing
- Corporate Social Responsibility
- Marketing to the Bottom of the Pyramid Consumers
- Customer Engagement Marketing
- Marketing Analytics
- Digital Marketing
- Account Based Marketing
- Co-creation /Consumer Generated Marketing
- Retro Marketing
- Servicescapes
- B2B Marketing
- Social Marketing
- Organized Agri – Marketing
- Sharing Economy
- Marketing efforts of Government Organizations and Government Departments during the Pandemic Period
- Shifts in Retail Marketing during the Pandemic

FINANCE

- Financial Inclusion and Sustainability
- Monetary Policy towards Sustainability
- Global Financial Crisis & its Impact on Emerging Markets
- Sustainable Issues in Banking
- Changes in key Taxation practices- Corporate, and its Impact on Business
- Sustainable Strategic Practices for turning around the Economies in Recession
- Impact of Key Regulatory Changes & on the Risk Management Practices in the Global Capital Markets.
- Impact of Key changes in the International Trade Practices on the Global Trade Growth.

TRACKS OF THE CONFERENCE

GENERAL MANAGEMENT AND HR

- Disaster Management
- Talent Retention
- Effectiveness of AI in HR functions
- Emotional Intelligence and Employee Engagement
- Happiness at Workplace
- HR for Competitive Advantage
- Dynamics of Change Management
- Integrated PMS
- Transformational Leadership
- Diversity and Inclusiveness
- Role of HR in Organizational Innovation
- Challenges in Global HRM
- POSH at Workplace
- Sustainable Green HR practices
- HR Analytics
- Resolving Conflicts
- Team Dynamics

OPERATIONS & SUPPLY CHAIN MANAGEMENT

- Total Quality Management
- Sustainable Operation Management
- Operation Excellence
- Lean Management
- Internet of Things and Industry 4.0
- Business Process Reengineering
- Operation Management and Sustainability in Service Sector
- Sustainable Development & Operations Strategy

DATA AND BUSINESS ANALYTICS

- Data Exchange, Quality, Cleaning and Integration
- Challenges in Database Upgradation
- Healthcare Informatics and Analytics
- Analytics in various fields of Business - HR, Marketing, Finance, and more...
- Image Informatics & Analytics
- Security and Search in Big Data Era
- Applications of Data Analytics, Metrics
- Business Performance Management using Business Analytics
- Digitization in Business
- Business Information Systems

Note:

*All the other topics related to themes and sub-themes will be welcome.

**Themes and sub-themes are indicative. Authors can submit paper(s) on any topic related to theme of the conference

AUDIENCE WHO WOULD BE BENEFITTED:

The conference is open to faculty members, academicians, corporates, research scholars, students, industry practitioners, consultants.

GUIDELINES FOR SUBMISSION OF FULL PAPER WITH ABSTRACT:

Full paper(s) in word doc of atleast 6000 words (all inclusive). The full paper should include the following:

- Abstract (Max 300 words), Introduction, Review of Literature, Methodology,
- Data analysis, discussion and implications, conclusion and references.
- The paper should clearly mention the title, name of the author(s), affiliation(s), email address(es), track for which it is being submitted and contact details of the author on its cover page.
- The manuscript should be formatted as follows:
 - ★ Full paper should be submitted through email to:
internationalconference@isbr.in
 - ★ Authors are requested to identify the track in which their paper needs to be considered. Track indication may be given in the title page of the abstract as "Suggested track".
 - ★ Registration will be confirmed only after the payment of registration fee.
 - ★ In a joint submission, author and co-authors should be registered for the conference and at least one author must attend (online) conference and paper presentation.
 - ★ Author(s) with multiple entries must register for each paper separately.
 - ★ Please note that the Institute has strict anti-plagiarism policy so the originality of the work should be ensured by the authors. We seek original, unpublished work.
 - ★ Registration fee is inclusive of e-certificate
 - ★ Paper shall be presented online, however, in-absentia presentation is not allowed.



PUBLICATION OPPORTUNITIES:

- All papers selected for presentation and subsequently presented by the registered author(s) in the conference will be published in the Conference Proceedings with ISBN
- Selected extended papers will be invited for review and potential publication in *:
 - ★ Scopus / Web of Science | UGC-Care Listed
 - ★ The papers shall be selected for publication strictly on merit basis
 - ★ Submission and processing norms are as per the publishing journal

REGISTRATION GUIDELINES:

- There cannot be more than three authors per paper
- One author cannot contribute more than two papers
- To register, additional authors (apart from the first author) need to pay separate 50% of Registration Charges

MODE OF PAYMENT:

Option 1:

Credit card / debit card (VISA, Master, Maestro)

Option 2:

Online payment through online gateway

LINK 1 : <https://cutt.ly/8lyN3mo>

LINK 2 : https://isbr.in/pay_fees_online_student.php

Option 3:

Online payment through
QR Code



BEST PAPER AWARD:

The Conference expert committee will select the Best Research Paper from the presentation at the conference.



IMPORTANT DATES:

Last date for Submission Full paper with Abstract	July, 19th 2021
Intimation of Acceptance of the Full Paper Notification	July, 24th 2021
Last Date for Registration	July, 30th 2021
Date of Conference	August 5th & 6th 2021

REGISTRATION FEES:

Type of Participant	Registration Fees	18% GST	Amount to Pay
Faculty Academicians	1000	180	1180
Industry Experts	1500	270	1770
Foreign Delegates	2000	360	2360
Research Scholars, Students	500	90	590
Co-Authors (Indian)	500	90	590
Co-Authors (Foreigners)	1000	180	1180

Note:

GST of 18% is applicable over and above the fee that is charged.

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