



INTERNATIONAL INSTITUTE OF MANAGEMENT STUDIES



with



KEISER UNIVERSITY, USA

ORGANISES

INTERNATIONAL CONFERENCE

VISHLESHAN 2K23



"INNOVATIVE PRACTICES FOR SUSTAINABLE DEVELOPMENT" (HYBRID MODE)



15-16 December, 2023

Conference Partners-



Management Studies Sabaragamuwa University of Sri Lanka



Business Standard

Insight Out

AACSB

Business Education Alliance

Member



BUSINESS GRADUATES ASSOCIATION

MEMBER



EFMD GLOBAL

MEMBER

Address- Hinjawadi IT Park, Survey No.- 54(1+2/1), Nere Dattawadi, Pune, Maharashtra - 411033

## **ABOUT IIMS**

International Institute of Management Studies, Pune (IIMS PUNE) is a premier B-school in Pune under the prestigious education group Sai Balaji Education Society (SBES). A Management Training Institution that believes in working 24x7x365 to procreate dynamic managers. We at IIMS firmly believe in making a student fathom the granularities of the corporate world. International Institute of Management Studies is member of prestigious International Business Graduate Association BGA – AMBA, European Foundation for Management Development- (EFMD) and member of the Association to Advance Collegiate Schools of Business- (AACSB). IIMS Pune is also NAAC Accredited and ranked, 13th All India (Private B Schools)-Times B School — 2023. It is also recognized as Best Business School in Placement by Navabharat Group -2023, 2022, 2021, 2019 and as Best Education Brands by The Economic Times- 2023, 2019.

## **ABOUT KEISER UNIVERSITY**

Keiser University is located in the sunshine state of USA – Florida. They are, by enrollment, Florida’s largest private, not-for-profit postsecondary institution, offering classes in three modalities – on-ground, online, and hybrid. The university also educates in three languages – English, Spanish, and in Mandarin. Keiser University is institutionally accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and degrees at the associate, baccalaureate, master's, specialist, and doctoral levels. We also have many programmatic accreditations. Keiser University is ranked #1 in the United States for social mobility by U.S. News and World Report, Four times Catalyst Award winner for our online teaching and learning platform; #4 the safest College Campus in Florida (ranked in NICHE).

# **ABOUT THE CONFERENCE**

"We must build an agenda for speedy yet sustainable economic growth that is inclusive of all, respectful of individuals, responsive to innovation and responsible towards the future generations".

- Shri Narendra Modi

The conditions of a globalized society have given rise to new demands and possibilities in management model development for firms that include sustainability issues and need significant expenditures in innovation. Production and consumption patterns have changed significantly over the past few decades, causing changes in society and the environment as well as demands and constraints on businesses. As a result, competitiveness is becoming more and more dependent on the adoption of innovation management practices that incorporate sustainability.

The purpose of sustainable innovation is to "meet the needs of present generations without compromising the needs of future generations." Businesses must actively embrace concerns like those outlined in the UN Sustainable Development Goals. Sustainable innovation is a long-term strategy adopted by businesses to meet customer demands for things like better working conditions, ecologically friendly processes and goods, and better communities

## **CONFERENCE OBJECTIVES**

- Discuss the role of public policies in facilitating innovation and effective partnerships for sustainable development
- Exchange best international practices and strategies in order to encourage innovation and innovative entrepreneurship
- Exchange best international practices and strategies for technology transfers.
- Prioritize the enablers and drivers of Sustainable development
- Identify nationwide challenges for attainment of Sustainable Development Goals

# CONFERENCE SPEAKERS



**Mr. Manoj K Prasad,**  
Vice President-Talent Development  
& Digital Transformation, Reliance  
Industries Limited



**Dr. Kyla L. Tennin,**  
Senator for the United States of  
America, Executive Council Member,  
& Co-Chair of Board of Directors



**Ms. Sangeeta Menon,**  
Regional Publishing Manager at  
Emerald Publishing



**Dr. Shibashish Mukherjee,**  
Professor, Emlyon Business  
School, France



**Dr. Jacqueline Eastman,**  
Professor, Lutgert College of Business  
Co-Editor, Journal of Consumer Behaviour



**Dr. Indrajit Ghosal,**  
Associate Professor in Poornima  
University, Jaipur, Dept. of Faculty of  
Computer Science & Engineering

# CONFERENCE SPEAKERS



**Dr. Abrar Ali Saiyed**  
Assistant Professor  
Entrepreneurship and Management  
Ozyegin University  
Ph.D. Business Policy (IIM, Ahmedabad)



**Mr. Soumen S**  
Author, Technical Leader & Manager  
@ Various Companies | Software  
Development Methodologies



**Prof Dr Susela Devi K Suppiah**  
Director, Sunway Centre for Environmental Sosial  
Governance & Head, Sustainable Business Research  
Cluster @Sunway



**Dr. Volha Rudkouskaya**  
Ph.D. in Economics,  
Associate Professor, HOD  
BSEU, Minsk



**Prof. Jayatha Dewasiri**  
Professor, Sabaragamuwa University of Sri Lanka,  
Brand Ambassador - South Asia: Emerald  
Publishing, Vice President -Sri Lanka Institute of  
Marketing



**Mr. Alex Khang**  
Professor in IT, D.Sc., D.Litt., Universities  
and Institutions of Science and Technology in  
Vietnam, India and United States

# CALL FOR PAPERS

Prospective authors are invited to submit original research papers and case studies for presentation at the conference. The two day conference brings together master keynote speakers, country chair delegates from academia and industry, panel members, doctoral students, and organising faculty members shape the conversation on technology, sustainability, business management, and analytics in highly dynamic economies and markets.

## Track -1

### *Innovative Sustainable Practices in Accounting and Finance*

Research paper and article submissions are invited (but not limited) to the following topics:

- Sustainable Finance and Practices
- Sustainability Reporting
- Banking, Micro-finance and Financial Inclusion
- Impact Investing
- Sustainable Accounting and Governance
- Behavioural Finance, Financial Literacy and Neuro-Finance
- Financial, Social and Environmental Reporting
- Forensic Accounting
- Mutual Funds, Insurance and Financial Commodity Derivatives

## Track-2

### *Innovative Sustainable Practices in Marketing*

- Green Marketing
- Advertising and Brand Management
- Cause and Social Marketing
- Customer Service, Loyalty, and Experience
- Marketing Analytics and Robotics
- Digital Marketing
- Retailing and Marketing Channel Management
- Effective Communication and Relationship Management
- Rural Marketing
- Sustainable Accounting and Governance
- Behavioural Finance, Financial Literacy and Neuro-Finance
- Financial, Social and Environmental Reporting
- Forensic Accounting
- Mutual Funds, Insurance and Financial Commodity Derivatives

### Track-3

#### *Innovative Sustainable Practices in Human Resources*

- Sustainable HR Practices
- Digital HR
- Emotional Intelligence
- Ethical and Servant Leadership
- Gender Sensitivity and Gender Equity
- Green HRM

### Track-4

#### *Innovative Sustainable Practices in Others*

- Net Neutrality
- Big Data Mining and Analysis
- Business Intelligence and Web Analytics
- Issues and Challenges in Information Technology
- Emerging Models in Strategic Management
- Recent Trends in Operations Management
- Entrepreneurship and Growth
- Business Ethics & E-Governance
- Climate Change & Global Warming

## **GUIDELINES FOR PAPER SUBMISSION**

- All papers must be 100% original and have not been published in parts (text/figures/tables) in any conference proceedings or journal in any form, any media or any language.
- All papers will be reviewed and go through checking for plagiarism.
- It is the full responsibility of authors to get all manuscripts properly checked for the English language.
- Each submitted paper should contain an abstract not exceeding 300 words.
- The first page of the manuscript should include the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number and e-mail address.
- Tables, illustrations, charts figure etc. should be serially numbered and duly acknowledged. Sources of the data need to be mentioned below each table.

- Only those references that are utilized should be included in the Reference List and the same should be alphabetically arranged in APA format.
- An Expert Committee will screen the abstract on the parameters of research content, originality, and concept clarity. Without Pre-registration, papers will not be considered for publication.
- Paper Format
  - Title of the paper (Title, Times New Roman, bold, 14)
  - Author11\*, Author22 (Author(s), Times New Roman, bold, 12)
  - Affiliation email, Times New Roman, 10)
  - ABSTRACT (Times New Roman, bold, 10)
  - Keywords (Times New Roman, bold, 9)
  - Highlights in Bulleted Form (Times New Roman, 9)
  - Introduction (Times New Roman, bold, 12)
  - Literature Review (Times New Roman, bold, 12)
  - Research Methodology (Times New Roman, bold, 12)
  - Data Analysis (Times New Roman, bold, 12)
  - Results (Times New Roman, bold, 12)
  - Discussions (Times New Roman, bold, 12)
  - Conclusion (Times New Roman, bold, 12)
  - Limitations and Future Studies (Times New Roman, bold, 12)
  - References (APA 6th edition)

#### **WHO SHOULD ATTEND?**

- Academicians, Entrepreneurs, Industry Experts, Managers, Research Scholars and Students.

#### **PUBLICATION**

- The Papers will be published in the Institute Journal IJIIMS ISSN: 2583-6145
- Selected good quality papers may be considered for publication in ABDC, Scopus and UGC Care Indexed journals.
- South Asian Journal of Marketing, Emerald Publishing
- South Asian Journal of Tourism & Hospitality
- CRC Press Taylor & Francis Group

#### **BEST PAPER AWARD**

- One paper from each technical session will be shortlisted for the Best Paper Award.



## IMPORTANT DATES

- Last Date to Submit Full Paper: 20th October 2023
- Notification of Acceptance of Paper: 5th November 2023
- Last Date to Complete Registration: 20th November 2023

## SUBMISSION LINK

- <https://forms.gle/m7eqGoWoYLNnKH3u6>

## REGISTRATION FEES (INR)

<b>Delegate Category</b>	<b>Before Nov 1,2023</b>	<b>After Nov 1,2023</b>
<b>Students</b>	<b>FREE</b>	<b>FREE</b>
<b>Research Scholar</b>	<b>Rs.500</b>	<b>Rs. 700</b>
<b>Academicians from India</b>	<b>Rs. 1200</b>	<b>Rs. 1500</b>
<b>Industry Experts from India</b>	<b>Rs. 1500</b>	<b>Rs. 2000</b>
<b>Foreign Delegates</b>	<b>50 USD</b>	<b>60 USD</b>

## NEFT DETAILS FOR PAYMENT

Bank Name - Punjab National Bank,  
Branch - Kalyani Nagar Pune  
Account No.- 4644002100000179  
IFSC Code - PUNB0464400

## Patron



**Prof. Manish R Mundada**  
**Founder President, SBES**  
**Executive Director, IIMS**



## ORGANIZING COMMITTEE

### Convenor

**Dr. Lokesh Arora**  
**Professor & Head IQAC**  
**[l.arora@iimspune.edu.in](mailto:l.arora@iimspune.edu.in)**  
**+91 8793008947**

### Co- Convenor

**Dr. Samrat Ray**  
**Dean & Head of**  
**International Relations**  
**[s.ray@iimspune.edu.in](mailto:s.ray@iimspune.edu.in)**  
**+91 8585028933**

### Coordinator

**Dr. Yashwini Varde**  
**Assistant Professor**  
**[y.varde@iimspune.edu.in](mailto:y.varde@iimspune.edu.in)**  
**+91 9424053327**