

# North Eastern Management Association (NEMA)



&

# New Delhi Institute of Management (NDIM)



Organize

## Online International Conference

On

## **“Emerging Business, Management and Sustainability Paradigm beyond 2020”**

*(29<sup>th</sup> - 31<sup>st</sup> March, 2021)*

**Platform:** ZOOM

### **About the Conference:**

#### **[EBMSPB2020]**

The pandemic, COVID19 originated and was first reported in Wuhan city of China in Dec 2019 which later on declared as pandemic by World Health Organisation (WHO). As on August 2, 2020, more than 7.7 million cases have been reported across 188 countries. According to the International Monetary Fund (IMF), the global economy is expected to shrink by over 3% in 2020-the steepest slowdown since the Great Depression of the 1930s. The IMF's estimate of the global economy growth at -3% in 2020 is an outcome “far worse” than the 2009 global financial crisis. Advanced economies have been hit harder and together they are expected to grow by -6% in 2020. Emerging and developing countries are expected to contract by -1%.

The pandemic has created a volatile business environment that compels the companies to introduce new business models in order to cope up with situation prevailing in the market. The companies are adopting various strategies to ensure that their businesses revive in a progressive manner during and after the pandemic. In this scenario, the North Eastern Management Association (NEMA), India in collaboration with New Delhi Institute of Management (NDIM) aim to have deliberations on multiple perspectives by bringing together academia, industry as well as practitioners during the International Conference on **“Emerging Business, Management and Sustainability Paradigm beyond 2020”** to be held virtually during 29<sup>th</sup> - 31<sup>st</sup> March, 2021.



## About NEMA

The North Eastern Management Association (NEMA), which came into being on 21st May, 2016, is a non-political, non-partisan, voluntary regional management association with national and international perspectives located at Imphal, India. The Association is registered under the SR Act XXI of 1860. This is a cohesive group of management experts, economists, business community, business and management researchers, technologists etc, with multifarious objectives such as- to serve as a forum for the exchange of ideas, experiences; collection and dissemination of information on management, business, trade, and commerce; to promote the research and consultancy activities; and to bring coordination in the Business Management curriculum at national level. Any person/institution interested in the study of business management, trade and commerce, and economic issues of the firms and issues subscribing to the objectives of the Association can be member of the NEMA. Members of NEMA are presently drawn from the eight North Eastern States but membership to NEMA is also open to all the interested individuals/institutions from all over the world. The core activities of NEMA include organization of seminars, conferences, workshops, and meetings; promotion of research; providing technical assistance and consultancy to the clientele world and publication of books, journals and periodicals, etc. The activities of the Association are managed by an Executive Committee consisting of 5 office bearers and 6 executive committee members.



## About NDIM

New Delhi Institute of Management (NDIM), set up in 1992, has been declared “Best Management Institute of India” for ‘Industry Linkages’, third year in a row 2017, 2018, 2019 by the AICTE (Government of India) and the CII (Confederation of Indian Industry) after their nationwide year long surveys of all the 10000+ technical and higher education AICTE approved institutions across India under 19 parameters. NDIM has been declared Best also by the ASSOCHAM on 20th May 2017, 17th February 2018, 21st February 2019 and February 2020 (for placements/ for being best in North India), and is known for finest placements. And “Having been declared Best in India 3 years in a row 2017, 2018 and 2019; NDIM has been elevated and declared as the First and the only “Mentor Institute” in India in the Management category by the AICTE and CII”.

NDIM runs AICTE approved, nationally and internationally accredited, PGDM which has been declared MBA equivalent by the AIU and AICTE in 9 specialisations including AI-ML-Data Science-Business Analytics and Digital Marketing, and is one of the few institutions approved by the AICTE for PGDM in Entrepreneurship-Innovation & Venture Development.

NDIM is one of the only 2 MBA schools chosen by the Government of India for Grand Finale of ‘Smart India Hackathon’ in 2017, 2018, 2019, 2020 (Govt. of India’s Biggest Digital Revolution & World’s Largest Start-up Movement to create 25000 start-ups). NDIM is the only B-school in India to be the Pan-India “Incubation Partner” of the apex Trade & Industry Chamber ASSOCHAM and has created one of the finest entrepreneurial environment at the campus.



## Conference Sub Themes:

We invite faculty, researchers and practitioners to submit abstracts of their papers (300-500 words) pertaining to following theme of the conference '**Emerging Business, Management and Sustainability Paradigm beyond 2020**'. Some themes are suggested below but the list is not exhaustive:

### Policy, Strategy & Governance

- ◆ Inclusive and equitable economic growth
- ◆ India's act east policy & impacts on business
- ◆ Corporate governance; mechanism and practices
- ◆ Regional integration & policy implications
- ◆ Behavioural corporate governance
- ◆ International business strategies
- ◆ Strategy creating competitive advantage
- ◆ Revival strategy for the industries post 2020

### HR & Change Management

- ◆ Culture aspects in business
- ◆ Change management in dynamic business environment
- ◆ Emerging business models
- ◆ Gender diversity & women leadership
- ◆ Human capital management
- ◆ Human resource analytics
- ◆ Innovative HR practices
- ◆ Resilience & well-being
- ◆ Emerging organisational structures
- ◆ International human resource management
- ◆ New leadership models
- ◆ Organisational transformation

### Marketing & Finance

- ◆ Transformation of financial system for green economy
- ◆ Financial intermediaries in sustainable economies
- ◆ Innovations in financial services
- ◆ Behavioural finance
- ◆ Challenges and opportunities in international marketing
- ◆ Green marketing and responsible consumerism
- ◆ Digital marketing
- ◆ Consumer behavior

- ♦ Social media marketing
- ♦ Branding strategy
- ♦ Customer engagement
- ♦ Marketing in real time scenario

## **CSR, Sustainability & Supply chain**

- ♦ Supply chain management practice
- ♦ Contemporary CSR strategies
- ♦ Global reporting initiatives and corporate sustainability
- ♦ Business practices in Non-profit Organisation
- ♦ Innovation, strategy and CSR
- ♦ Corporate citizenship and corporate governance issues and challenges
- ♦ Sustainable development agenda 2030
- ♦ Sustainable financial regulatory framework
- ♦ Solar and other sustainable energies for future
- ♦ Role of spirituality in sustainability and responsible businesses
- ♦ Managing forest and other natural resources
- ♦ Education on sustainability, climate change, society and inclusiveness
- ♦ Managing water crises in future
- ♦ Sustainability reporting
- ♦ Value chain analysis
- ♦ Business ethics in sustainable development

## **Entrepreneurship & Tourism**

- ♦ Social and community entrepreneurship
- ♦ Tourism and sustainable development
- ♦ Virtual and e-tourism
- ♦ Managing indigenous cultures and livelihood through tourism
- ♦ Green entrepreneurship
- ♦ Entrepreneurship, growth and competitiveness
- ♦ Eco tourism and community tourism
- ♦ Innovation and technological entrepreneurship
- ♦ Contemporary issues in tourism and hospitality industry

## **Business Analytics, ICT & Knowledge Management**

- ♦ ICT in development practices
- ♦ Recent trends in ICT
- ♦ Knowledge management in knowledge economy
- ♦ Green ICT for sustainability
- ♦ Marketing analytics
- ♦ Revenue Management
- ♦ Analytics leadership
- ♦ HR analytics



## Submission Guidelines:

**Author can submit their paper through Easy Chair platform:**

(<https://easychair.org/conferences/?conf=ebmspb2020>)

- Length of full-length paper should be about 4000-5000 words.
- The entire paper (title, abstract, keywords, main text, figures, tables, references etc.) must be in ONE Document in PDF file. Please use Times New Roman font.
- Font size should be 16 point for title, and 12 point for rest of the text. Please provide margin of 1" on all sides. The text should be justified.
- References should be provided using American Psychological Association (APA) guidelines.
- Check that the paper prints correctly (i.e. all imported figures and tables are there) and ensure that the file is virus-free.
- Changes in the paper title, authorship and paper contents shall not be possible after the submission deadline.
- Submitted papers must not have been previously presented, published, accepted for publication anywhere.
- Submission of a paper implies that should the paper be accepted, at least one of the authors will register and present the paper in the conference.
- Last date of registration is **24<sup>th</sup> March 2021**.
- Authors should provide their full name, current affiliation, and contact details on the cover page of their research paper.
- Kindly indicate the name of the corresponding author in case of two or more authors. All conference related mails will be addressed to the corresponding authors.



## Important Dates:

<b>Last date for Submission of Abstract</b>	<i>15<sup>th</sup> March 2021</i>
<b>Last date for Submission of Full Paper</b>	<i>20<sup>th</sup> March 2021</i>
<b>Registration (on or before)</b>	<i>24<sup>th</sup> March 2021</i>
<b>Conference Inauguration</b>	<i>29<sup>th</sup> March 2021 (Post Lunch)</i>



## Conference Publication:

Selected papers will be published in Scopus Indexed Journal and UGC CARE listed journals subject to peer review process of the respective journal. Remaining peer-reviewed conference papers will be published in an edited book bearing an International Standard Book Number (ISBN).



## Registration

Faculty/Paper Presenting Authors/Delegates (Indian/Foreign)	<i>Rs. 3000/ 100 USD</i>
Students/Research Scholar presenting paper (Indian/Foreign)	<i>Rs. 1500/ 75 USD</i>
Non Presenting participant (Indian/Foreign)	<i>Rs. 1000/ 50 USD</i>



## Payment Details:

Payments can be made through electronic transfer (IMPS/NEFT/RTGS)/bank drafts (drawn in favour of North Eastern Management Association payable at Manipur University Branch/Imphal Branch):

**Account Name:** North Eastern Management Association

**Account Number:** 49000100010135

**Bank Name & Branch:** Bank of Baroda, Manipur University Branch

**RTCS/NEFT/ IFSC Code:** BARB0UNIMAN (0 is Zero)

**SWIFT CODE:** BARBINBBIBB



## Organising Committee:

<b>Coordinators</b>	Dr. Sunildro L.S. Akoijam, Jt. Secretary, NEMA, Dr. Teena Singh, Professor and Registrar, NDIM and Dr. Silky Vigg Kushwah, Associate Professor, NDIM
<b>Members</b>	<p>Prof. W.C. Singh, Registrar, Manipur University, Manipur</p> <p>Prof. H. Ramananda Singh, Head, Department of Business Administration, Assam University</p> <p>Prof. N.V.R. Jyoti Kumar, Head, Department of Commerce, Mizoram University, Mizoram</p> <p>Prof. Ch. Ibohal Meitei, Director, Centre for Entrepreneurship and Skill, Manipur University, Manipur</p> <p>Dr. A.N. Shankar, Department of Commerce, Sikkim University, Sikkim</p> <p>Dr. Trinankur Dey, ICFAI University, Tripura</p> <p>Dr. Amit Kumar, Head, Department of Management, Mizoram University, Mizoram</p> <p>Dr. Abdur Rashid, HOD Commerce, University of Science &amp; Technology, Meghalaya</p> <p>Prof. Kamal Kundra, Associate Professor, Dy. Registrar &amp; Head-IT, NDIM</p> <p>Dr. Chand Tandon, Professor and HOD Finance, NDIM</p> <p>Dr. V N Srivastava, Professor and HOD HR &amp; OB, NDIM</p> <p>Dr. Gajendra Sharma, Professor and HOD Marketing, NDIM</p> <p>Dr. Rinku Dixit, Professor, Business Analytics and Data Science, NDIM</p>
<b>Advisory Committee</b>	<p>Prof. D. P. Agarwal, Former Chairman, UPSC</p> <p>Dr. Hamid Saremi, President (Chancellor), Asrar Higher Education Institute, Mashad-IRAN &amp; Ex-Vice-Chancellor, Islamic Azad University of Iran-Quchan Branch, Quchan-Iran</p> <p>Prof. G. Singaiah, Pro Vice Chancellor, NEHU, Tura Campus, Meghalaya</p> <p>Prof. Justin Paul, Editor-in Chief, International Journal of Consumer Studies (A Rank- ABDC Australia) &amp; Professor, University of PR, San Juan, PR, USA</p> <p>Dr. Stephan Gerschewski, Kent Business School, University of Kent, UK</p> <p>Prof. Saleh Muhammed Jahur, Department of Finance, University of Chittagong, Bangladesh</p> <p>Prof. Nitin Tripathi, Asian Institute of Technology, Thailand</p> <p>Dr. Gauri Modwel, Director, New Delhi Institute of Management (NDIM)</p> <p>Prof. I.V. Trivedi, Former Vice Chancellor, Mohanlal Sukhadia University</p> <p>Prof. S.S. Sarkar, School of Management Studies, Tezpur University, Assam</p> <p>Prof. Memcha L, Manipur Institute of Management Studies, Manipur University, Manipur</p> <p>Prof. E. Nixon Singh, Finance Officer, Bodoland University, Assam</p>

## Chairpersons

**Dr. Radha R. Sharma**  
Dean Research and Industry  
Academia Linkages, NDIM

**Prof. J.U. Ahmed**  
President,  
NEMA

## Chief Patron

**Prof. K.K. Aggarwal**  
Chairman, National Board of Accreditation,  
Former Founder Vice Chancellor, I P University, Delhi,  
Former President, Institution of Electronics & Telecom Engineers &  
Former President, Computer Society of India

## Patrons

**Prof. L.S. Sharma**  
Vice President, NEMA

**Dr. V M Bansal**  
Chairman, NDIM, New Delhi

## Contact Us:

### **NDIM:**

- 1. Prof. Atul Rawat**  
Asst. Professor  
conferences@ndimdelhi.org  
8178670767 / 011- 40111000
- 2. Dr. Silky Vigg Kushwah**  
Associate Professor  
silky.kushwah@ndimdelhi.org  
9711131652
- 3. Dr. Teena Singh**  
Registrar  
teena.singh@ndimdelhi.org

### **NEMA:**

**Dr. Sunildro L.S. Akoijam**  
sunil.mba.amity@gmail.com  
8414025532

**Submission Link:** <https://easychair.org/conferences/?conf=ebmspb2020>