



International Management Institute, Bhubaneswar
Shaping global leaders for tomorrow

INTERNATIONAL MANAGEMENT INSTITUTE, Bhubaneswar, India



EGADE Business School
Tecnológico de Monterrey

Minds Igniting Change

EGADE Business School, Mexico City, Mexico

Jointly organize



3rd International Conference

on

Drifts in Business, Governance, and Societal Values: Conflicts and Challenges

December 8-9, 2017

Shifts in the global economic and political order has put significant effect on business patterns across the market taxonomy spread over developed, developing, and emerging markets. Reversal of political ideologies from liberal to protectionist business frameworks are disrupting the trade flows that were rooted in the international economy since the mid-twentieth century. Organizational changes that governments initiate have a huge bearing on the governance and effectiveness of the private and public sector corporations. The recent public diplomacies about the protectionist thrust in American business and the referendum of Brexit has revealed major signals of trade and economy disruption in the global marketplace. The society today is largely founded on the business environment, which determines the societal values from international to the bottom-of-the pyramid geo-demographic segments. The changes in the international business governance not only affects the societal and economic development of the region but also wobbles the mind sets and behaviors of emerging entrepreneurs, collaborators, and stakeholders.

New trends in manufacturing, financial management, marketing, and supply chain management in the twenty-first century have made a drastic drift in business practices across the global and local markets. Production sharing reverse innovation, and Blockchain technologies are being used today to make the business cost effective, transparent, and protected with cyber security. Blockchain technology has appeared as a cost-effective tool to create efficiency improvements in supply chains, so that the market ends up with dynamic demand chains instead of rigid supply chains resulting in more efficient resource use for all. Nevertheless, challenges lie in the development and governance of the technology. Besides the emergence of the above new business trends, digital business practices have increased manifold. The use of digital applications in business have raised ethical dilemma in reference to display of contents, advertising and communication, and digital piracy. Digital literacy plays a significant role in imparting education to people



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about the use of digital technology and ethical norms associated with it. New public policies for integrating digital literacies and digital ethics into societal sustainability is emerging in many developing countries. This involves widening digital space for evolving sustainability in the ethical awareness and digital skills in managing business and society. It also entails understanding about how digital space can influence the biased, polarized thinking and unethical practices in business. Hence, the governance in business through public policy intervention has become very significant in the global marketplace today.

This conference aims at bringing together the international forum for rich discussion on reviewing and learning lessons about the shifts in business practices, its governance, and societal values. Discussions in the conference would critically analyze the convergence of technology, business practices, public policies, political ideologies, and societal values for improving business performance at the global-local paradigm. This conference would also enrich knowledge and skills on contemporary business strategies against conventional wisdom of managing companies today. The conference would contemplate on developing new visions and business perspectives to match with the changing political ideologies in emerging markets. Discussions will also be encouraged on the different levels of global market management for cutting costs and creating value that companies can use in emerging technology and public policies following the ethical values.

Who should attend?

- Academics, research scholars, and business consultants, managers of international relations, operations management, marketing strategy formulation, digital marketing, and in-charge of corporate social responsibility.
- Top and middle level executives of corporate, SMEs, and public sector undertaking companies engaged in business-to-consumers and business-to-business operations in products and services sectors
- Government representatives working on economic development, public diplomacy, and international relations
- Entrepreneurs, who want to express new insights, share research contributions and discuss best practices

What would you achieve?

- An interactive and hands-on approach to work with innovation management tools and techniques
- Ways to explore international trade scenarios in global markets
- Valuable insights on innovation, market competition and national economic policies supporting innovation and technology management
- Examples, illustrations and case studies of best practice interventions around the world
- Opportunity to delve deeper into areas such as globalization, innovative marketing strategies, market economics, market environment, trade policies, brand management, investment, market behavior, and more
- A networking opportunity to meet international colleagues and professionals who are grappling with similar issues, problems and concerns
- Opportunities for collaborative research with experts in the field of innovation management.
- Opportunities for offering joint training modules with experts in the areas of innovation and marketing management.



Themes and Topics

Track 1: International Trade Environment

- Globalization vs Protectionist policies
- Trade agreements and diplomatic moves
- Changing political ideologies
- Public diplomacies and power plays
- Global visualization, politico-economic interface, and business models
- Role of international trade organizations

Track 2: International Trade and Economy

- Export and Import Analytics
- Industry competitiveness
- Export of services and revenue management
- Trade blocks and international relations
- International trade and GDP Contributions
- Trade and tariff barriers

Track 3: Economic Systems and Governance

- Success and failure of international relations
- Economic systems and trade performance
- Cost, subsidies, and export promotions
- Special economic zones, exported oriented units, local-global convergence
- Manufacturing and marketing
- Innovation, technology, and national economy
- Import booms, busts, and economic growth
- Economics incentives, investments, and manufacturing
- Risk management in international trade

Track 4: Internet Business Modelling: Innovation and Technology

- Internet Business Modelling: Innovation & Technology
- Mobile and Internet computing
- E-commerce modelling
- Software industry, services application, and cloud computing
- Innovative products, user experience, and business growth
- Performance evaluation, measurement and innovation optimization
- Quality of services, critical to quality and voice of customers

Track 5: Globalization, Digital Marketing, and Societal Values

- Technology transfer and business growth
- Digital marketing technologies
- Disruptive innovation, technology and threats in business
- E-commerce and digital rights management
- Internet marketing, digital ethics, and societal values



Track 6: Marketing Analytics

- Market competition
- Brand architecture and management
- Customer relationship management
- Customer services and value creation
- Retail marketing
- Identifying shifts in socio-cultural market behavior

Track 7: Sectoral Growth

- Customer-centric innovation
- Business-to-business innovation
- Sectoral innovations (Agriculture, Health, education, housing, public infrastructure, government etc.)
- Trends in services and operations management
- Government policies in services sector promotion

Track 8: Multinational Companies and Regional Expansion

- Doing business in emerging markets
- Export orientation
- Leveraging innovation through CSR
- Corporate governance
- Sustainable international business modeling
- Case studies and best practices

Track 9: Globalization and Business growth

- Internationalization and cross-country trade management
- Globalization and business diversity
- Modes of entry in emerging markets
- Resource planning
- Mergers, acquisitions, and marketing strategies
- Best practices in global-local business
- Managing business organizations: Competition versus cooperation

Track 10: Global Business

- Global branding
- Product innovation management across markets
- Global pricing
- Global supply chain management
- Global market segmentation
- Market assessment and entry
- Emerging economies
- Global competitive strategy
- Information technology and global marketing
- International alliances in marketing



Track 11 Finance Management

- Banking and investment
- Finance management in Start-up enterprises
- Government programs on local finance
- Consortium enterprise management
- Asian markets and trade management
- India and international markets
- Domestic monetary policies and trade effects

Track 12 HR Practices in Emerging Markets

- HR Analytics
- Recruitment & selection in multicultural environment
- Structural changes in industrial sectors
- Political vision and social development

Paper Submission

Conference organizers invite full papers, abstracts, and extended abstracts from the interested academics, professionals and researchers on the above stated topics. The length of the full papers should not exceed 30 pages in double space. The important dates on submissions are:

- **Conference Announcement-Call for Papers: June, 01, 2017**
- **Submission of abstracts: September 30, 2017**
- **Decision on submissions: October 15, 2017**
- **Submission of final papers: October 31, 2017**
- **Conference registration: October 01, 2017 onwards**

All submissions must be typed double spaced with 2.5 cm or one-inch margins using 12 point Times New Roman font in a single MS Word file. All submissions must include a Title, Authors (names, affiliations, e-mails of all authors and a notation (*) of the corresponding author), an Abstract (no more than 150 words) and 3-5 Keywords. Final paper should not exceed 30 pages, including the Abstract, body of the text (Introduction, Theory, Methods, Findings, Discussion, Conclusions and Implications), Tables, Figures and References. All paper submissions must include a discussion, which addresses the contribution of the author's work to the advancement of business and business-related science and practice in the Conclusions and Implications section.

All submissions must be entirely original, not previously published, and must not be under concurrent consideration or scheduled for presentation elsewhere.

All abstracts and full papers must be submitted online at Easy-Chair. The link for submission is: <https://easychair.org/conferences/?conf=imiegade2017>

Case study competition

Conference organizers invite original cases from interested academicians, professionals and researchers. The cases would go through a process of double-blind review. The authors of shortlisted cases would get an opportunity to present their cases before experts during the Conference. The award winning cases would be considered for publication in one of the conference research outlets.



Workshop

Prof. (Dr.) Rajagopal, Professor and National Researcher, EGADE Business School, Mexico City & Visiting Professor, Boston University, Boston, MA, will deliver public lecture on the following topics:

1. Developing Skills on Writing Cases (in the capacity of an author of 50 research, conceptual, and text books published by UK and USA Publishers).
2. Doctoral Research: International Perspectives on initiation to conclusion.

Academic Output

All papers presented in the conference will be summarized in the conference proceedings along with the reports of the interactive workshops. Selected papers would be published in:

- *Global Business Review* (SAGE Publication; SCOPUS Indexed; “C” category in ABDC list)
- *International Journal of Business Competition and Growth* (Inderscience Publication)
- Anthology of selected papers will be published by **Palgrave Macmillan, New York, USA.**

The anthology of selected papers for previous editions of the Conference have been published by IGI Global, Hershey, Pennsylvania as a book. The details are as follows:

| Year | Conference Theme | Date | Title of Conference Anthology | Publisher | Editors |
|------|--|----------------|---|---|---|
| 2015 | Global Business Environment: Strategies for Business Analytics and Cyber Security Management | 11-12 December | Business Analytics and Cyber Security Management in Organizations | IGI Global Hershey, PA ISBN 9781522509028 | Prof. Ramesh Behl , Professor & Director, IMI Bhubaneswar , Bhubaneswar, Odisha, India Prof. Rajagopal Professor & National Researcher, EGADE Business School, Mexico City, Mexico |
| 2016 | Innovation, Market Competition and Economic Development | 09-10 December | Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace | IGI Global Hershey, PA (In Press) | |

RELEASE OF CONFERENCE ANTHOLOGY OF 1ST INTERNATIONAL CONFERENCE (2015) PUBLISHED BY IGI GLOBAL, HERSHEY, PENNSYLVANIA, USA



Registration and Fees*

| Early Bird Fee (On or Before October 31, 2017) | | Late Fee (After October 31, 2017) | |
|--|-------------------|-----------------------------------|----------|
| Academician | 5000 [#] | Academician | 6000 |
| Corporate | 6000 | Corporate | 7500 |
| Research scholar | 2000 | Research scholar | 2500 |
| Student | 1000 | Student | 1200 |
| Foreign delegate (Academician) | US \$200 | Foreign delegate (Academician) | US \$200 |
| Foreign delegate (Student) | US \$100 | Foreign delegate (Student) | US \$100 |

* Fee to include refreshments, lunch, conference high tea and conference material.

For three or more participants from the same institution, a deduction of 20% on registration fee would be offered.

Hospitality

The conference is being held at IMI Bhubaneswar campus. Limited number of rooms are available on payment on first come first serve basis. The room tariffs are given below:

| | |
|------------------------------|--------------|
| Single occupancy AC room | 2500 per day |
| Single occupancy non-AC room | 1500 per day |
| Single occupancy hostel room | 750 per day |

The tariff is inclusive of breakfast and dinner. Request for reservation of room should be sent along with full payment by **November 08, 2017**.

The Demand Draft can be drawn in favour of **International Management Institute** payable at **Bhubaneswar** and should reach the conference convener mentioned below:

The Conference Convener,
Global Business Environment – 3rd International Conference
International Management Institute,
IDCO, Plot # 1, Gothapatna,
PO: Malipada, Dist: Khurda,
Bhubaneswar- 751003, Odisha

The details for NEFT/RTGS transfer are:

International Management Institute, Bhubaneswar
Allahabad Bank, Account No. 50071252726
IFSC-ALLA0210329, Branch Code- 0329
Bapuji Nagar, Bhubaneswar-751009

In case of RTGS/NEFT transfer, also email to conference convener (conference@imibh.edu.in) providing the following details: *Name and Designation of the Participant, Bank Name, UTR Number, Date of Transfer, Amount of Transfer.*

Conference Co-Chairs

1. Prof. Ramesh Behl, Professor and Director, International Management Institute, Bhubaneswar, India
2. Dr. Rajagopal, Professor and National Researcher, EGADE Business School, Mexico City



Conference Advisory Board

IMI-Bhubaneswar

1. Prof. Ramesh Behl, Director, International Management Institute
2. Dr. Sourabh Sharma, Associate Professor, International Management Institute
3. Dr. Manit Mishra, Associate Professor, International Management Institute

EGADE Business School

1. Dr. Rajagopal, Professor, EGADE Business School, Mexico City, Mexico
2. Dr. Raquel Castaño, Professor and Director, EGADE Business School, Monterrey, Mexico, NL

Indian Schools

1. Prof. Mithileshwar Jha, Professor of Management, Indian Institute of Management, Bangalore, India
2. Prof. D.P. Goyal, Professor, MDI Gurgaon
3. Prof. M.L. Singla, Professor, FMS New Delhi
4. Dr. B.B. Mishra, Professor & Head, Department of Business Administration, Utkal University.
5. Prof. Saroj Kumar Datta, Pro Vice Chancellor and Dean, School of Business, Galgotias University, Greater Noida, UP, India
6. Prof. Ch.S. Durga Prasad, Dean, Vignana Jyothi Institute of Management, Hyderabad, India.
7. Prof. Aparajita Ojha, Indian Institute of Information, Technology, Design, and Management, Jabalpur, India
8. Prof. Arpita Khare, Professor of Marketing, Indian Institute of Management, Rohtak, India
9. Prof. V. Ravi, Professor, Institute for Development and Research in Banking Technology, Hyderabad, India
10. Prof. Rajan Saxena, Vice Chancellor, Narsee Monjee Institute of Management Studies, Mumbai, India
11. V Mukunda Das, Director, Chandragupta Institute of Management, Patna, India

Overseas Faculty

1. Venky Shankararaman, Professor of IS at Singapore Management University, Singapore
2. Ravi Seethamraju, Professor at University Business School, University of Sydney, Australia
3. Leon Teo, Professor at School of Business IT & Logistics, RMIT University, Melbourne, Australia
4. James Dong, Professor of IS & OM, University of Auckland, New Zealand
5. Dr. Vladimir Zlatev, Associate Professor of Practice, Department of Administrative Sciences, Boston University, MA
6. Dr. Hiranya Nath, Professor of Economics, Sam Huston University, Hunts Ville, TX
7. Dr. Angappa Gunasekaran, Chair, Department of Decision Sciences, Charlton College of Business, University of Massachusetts, Dartmouth, MA
8. Dr. Angelos Stavrou, Computer Science Department, George Mason University, Fairfax Drive, Arlington, VA
9. Dr. V. Govindarajan, Visiting Fellow, Harvard Business School, Cambridge, MA
10. Dr. Tom Breur, Vice President, Data Analytics, Cengage Learning Inc., Boston, MA
11. Dr. Kip Becker, Professor, Department of Administrative Sciences, Boston University, Boston, MA



12. Dr. Gianpiero Lugli, Professor of Retail Marketing; Dean of Faculty, University of Parma, Parma, Italy
 13. Dr. Jack McCann, Professor, Tusculum College, Greeneville, TN, USA
 14. Dr. Geetha Duppati, Associate Professor, Waikato University, New Zealand
 15. Dr. Narender Rao, Professor of Finance, North Eastern Illinois University, Chicago
 16. Dr. Erdener Kaynak, Professor Emeritus, Penn State University, Harrisburg, PA, USA
 17. Dr. Pedro Marquez, Dean, Royal Roads University, Victoria, BC, Canada
 18. Dr. Satyendra Singh, Professor of Marketing, University of Winnipeg, Manitoba, Canada
- * Some more names from Industry are yet to be included in the Advisory Board

PROFILE OF CONFERENCE PARTNER INSTITUTES

About International Management Institute (IMI) Bhubaneswar

International Management Institute (IMI) Bhubaneswar was established in 2011 to carry forward the legacy of IMI Delhi, India's first corporate sponsored Business School, founded in 1981 in collaboration with IMI Geneva (now, IMD, Lausanne). IMI Bhubaneswar draws sustenance through creation; dissemination and application of knowledge which integrate seamlessly with each other to translate into research, teaching and training for our stakeholders. Nested in an ecologically invigorating ambience and sculpted by a renowned architect, IMI epitomizes a "gurukul." IMI B currently offers two-year full-time Post Graduate Diploma in Management (PGDM) and PGDM (WE) for working executives. The state government of Odisha recognizes IMI Bhubaneswar as a premier institution for recruiting executives for State Public Sector Units (SPSU).



About EGADE Business School, Mexico City

EGADE Business School is the graduate business school of Tecnológico de Monterrey, a university recognized throughout Mexico, North America, and Latin America for the development of entrepreneurial and globally competitive leaders who create and sustain value. The School has locations in Monterrey and Mexico City and has three international accreditations comprising AACSB, EQUIS, and AMBA. It has developed a robust reputation based on the quality of its graduates, its innovative educational model, high-quality instruction and research achievements, and the global nature of its academic programs. EGADE Business School is a community of minds, internationally recognized faculty, talented students, successful alumni, distinguished business leaders, and prestigious international academic partners.



About Venue

International Management Institute is located in Bhubaneswar and very close to Popular Tourist Place Puri, Lake Chilika and Konark (Black Pagoda)



Bhubaneswar



Bhubaneswar is often called the ‘Temple City of the East’ and was once the capital of an ancient kingdom. The imposing spire of the Lingaraj Temple, the quiet beauty of the Viswa Shanti Stupa in Dhauli and the pink translucence of the Mahavira Jain Temple in nearby Khandagiri, inspire feelings of wonder at their sheer beauty and their cross-cultural permutations. The temples have stood testimony to the area’s history, which spans 25 centuries. The Lingaraj, the Parsurameswar, the Mukteswar and

the Rajarani temples are unique in themselves, not only in their architectural beauty but also in the wonderful sculptures which enhance their presence.

Other Popular Tourist Places around Bhubaneswar:

Puri

The city of Puri is known for its history from time immemorial, Sanctum sanctorum of the Trinity, architectural magnificence, balance climate and divine significance. Counted among the most sacred pilgrim centres for Hindus in India, the destination is a seat of Lord of Universe, Jagannath, as per testimony of Skanda Purana. Honoured with the famous Jagannath shrine, the spiritual city is also known as Jagannath Puri. Besides, the destination is a repository of art and architecture of India with testaments dating back to 3rd Century B.C. This ancient town has ruins and testaments belonging to the period from 3rd Century B.C. to 17th Century A.D.



Chilika Lake



Spread over an area of 1100 sq.km, the Chilika is Asia’s largest brackish water lake. Home of millions of colourful birds throughout the including migratory birds who descend on it from as far off as Siberia in winter and cavorting Irrawaddy Dolphins. Dotted with numerous islands (Kalijai, Brakefast, Honeymoon), Chilika can be best enjoyed from Barkul and Balugaon (100 km from Bhubaneswar) and from Satapada (50 km from Puri)

Konark

The Sun temple at Konark, poetry in stone and a World Heritage Monument is often described as the grandest achievement of the Eastern school of architecture. This 13th Century AD architectural marvel in stone designed as a chariot of the Sun God with 12 giant wheels fixed on either side, whirled by seven horses in the translation of a Rig Vedic allegory in stone.



Bhitarkanika National Park

Bhitarkanika National Park is located in the Kendrapara District of Odisha. With a core area of 145 square km, the national park is surrounded by the Bhitarkanika Wildlife Sanctuary. Gahirmatha Beach and Marine Sanctuary lie to the east, and separate mangroves from the Bay of Bengal. The park is home to Saltwater Crocodile (*Crocodylus porosus*), White Crocodile, Indian python, King Cobra, black ibis, darters and many other species of flora and fauna.

Conference Venue:

International Management Institute,
IDCO, Plot # 1, Gothapatna,
PO: Malipada, Dist: Khurda,
Bhubaneswar- 751003, Odisha

Conference Conveners:

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