



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



## **Fifth International Conference on Global Business Environment**

Conference Theme

### **Entrepreneurship, Resource Planning, and Regional Development**

**November 29-30, 2019**

Entrepreneurship is the principal tool for economic development at the grassroots of society. It contributes to the social-economic and regional industrial growth as a feeder sector across various geo-demographic and cultural segments. Thus, entrepreneurship today has emerged as the mainstay of socio-economic development, which is widely supported by public policies within emerging economies. However, the performances of micro, small, medium, and large enterprises across destinations vary due to asymmetric entrepreneurial behavior, contextual socio-political motivation, developmental resources, extent of industrial diversity, and entrepreneurial business of product and services. Entrepreneurship today has grown beyond epistemological boundaries, and it provides contemporary and hybrid insights into co-competition practices within the industry. It has a reciprocal relationship with markets and entrepreneurial competence, which strengthens the coexistence of social and economic goals.

In developing economies, public policies backing regional development have impelled the enthusiasm on entrepreneurial revolution aiming at making a significant shift in the conventional industry models. The growing number of local enterprises have shown remarkable industry attractiveness and market competitiveness, and it is contributing to



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valuable business-specific applications. The scope of reverse innovation has connected multinational companies with local enterprises to commercialize the bottom-line innovations at the global scale. Local enterprises have made significant contributions to global markets in the areas of information technology, digital commerce, healthcare, and utilitarian applications to enhance consumer value. Multinational companies like General Electric (Healthcare), Google (Digital Commerce), Hindustan Unilever Ltd. (Ethnic products), Procter and Gamble (Organic product), and many other consumer products and technology companies have attracted start-up, small, and medium scale enterprises to leverage a win-win business paradigms spanning beyond boundaries. This bottom-up industrial revolution empowers industries irrespective of their sizes to adapt to the low-cost logical business frameworks. Accordingly, the local enterprises have come together in an entirely hybrid way connecting regional and global industries with the competitive edge in the marketplace.

Entrepreneurship and regional development essentially converge with effective resource planning to highlight ambidextrous growth at micro- and macro-economic levels. Planning for entrepreneurial resources encompasses areas from finance to human resources and extends further from knowledge management to transfer of technology. The social capital and government financial programs in the destination countries promote, deliver, and manage the entrepreneurial resources as regional development measures. Besides allocating appropriate financial, technological, and human resources, effective regional planning requires accurate and spatially explicit information within the framework of changing natural resource. Natural resources have high pressure of land use patterns in urban and rural areas apart from the significance of diverse disciplines including hydrology, soil science, geology, biology, biogeochemistry, geography, and engineering ergonomics.

Society today is largely founded on the business environment, which integrates industrial values with societal values from developed to emerging market segments. The changes in the international business governance not only affects the societal and economic development of the region, but also develop new mindsets and behaviors among emerging entrepreneurs, collaborators, and stakeholders at the grassroots level. Many start-up industries are aiming to grow along with large industries as their ancillary suppliers to meet the Industry 4.0 challenges. Entrepreneurial revolution has driven the challenge towards unifying human elements and digitization for achieving the new generation business growth and economic development in the region. Local enterprises contribute to the new trends in manufacturing, financial, management, marketing, and supply chain management, which induces drastic drift in business practices across the global and local markets.

This conference aims at bringing together the international forum for raising rich discussion on symbiotic themes of entrepreneurship, resource planning, and regional development and their impact on global-local business imperatives. Discussions in the conference would critically analyze the convergence of entrepreneurship, innovation, technology, business practices, public policies, political ideologies, and consumer values for improving the global-local business paradigm to support regional development. This conference would also enrich knowledge and skills on contemporary entrepreneurship models, convergence business strategies towards entrepreneurial



and industrial alliance in manufacturing, services, and marketing organizations. The conference would contemplate on developing new business models and hybrid entrepreneurial perspectives to match with the changing priorities of regional economic development in the developing countries.

### **Who should attend?**

- Academics, research scholars, and business consultants; managers of international relations, operations management, marketing strategy formulation, and digital marketing; and persons in-charge of corporate social responsibility.
- Top and middle level executives of corporate, SMEs, start-up enterprises, and public-sector undertaking companies engaged in business-to-consumers and business-to-business operations in products and services sectors
- Government representatives working on regional and economic development, public policies, and industrial relations
- Entrepreneurs, who want to learn and 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 new industrial scenarios across the destination economies
- Valuable insights on entrepreneurial development prospects, innovation management, managing market competition, and national economic policies towards regional development
- Examples, illustrations and case studies of best practice interventions around the world
- Opportunity to delve deeper into areas such as globalization, industrial marketing strategies, innovation, digital applications, 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.



## Sub-themes and Topics

### Track 1: Entrepreneurial Development

- Entrepreneurship orientation
- Macro vs micro enterprise development policies
- Feeder industries and entrepreneurial thrust
- Political ideologies on developing micro enterprises
- Public diplomacies and local power plays
- Entrepreneurial growth models
- Leadership and skills dimension, and business models
- Enabling smart enterprises
- Knowledge management
- Transfer of technology programs for Micro and SMEs

### Track 2: Enterprise Management

- Resources management
- Industry attractiveness
- Market competitiveness
- Information analytics for enterprises
- Role of micro and SMEs in manufacturing and business,
- Entrepreneurial simulations and system integration,
- Entrepreneurial alliances and contract manufacturing,
- Lean management
- Circular economics and sustainability
- Entrepreneurial growth plan
- Managerial complexities

### Track 3: Marketing in a Global Environment

- Global branding
- Product innovation management across markets
- Global pricing
- Global supply chain management
- Global market segmentation
- Global leadership
- Managing multi-cultural employees
- Global competitive strategy
- Information technology and global marketing
- International alliances in marketing



#### **Track 4: Enterprise Modelling: Innovation and Technology**

- Enterprise Modelling: Innovation & Technology
- Cost and risk computing systems
- Start-up enterprises, digitization, and business applications
- Software contribution, services application, and cloud computing
- Innovative products, user experience, and business growth
- Performance evaluation, measurement and manufacturing optimization
- Quality of services, critical to quality and voice of customers
- Enterprise resource planning
- Disruptive innovation, technology and threats in business

#### **Track 5: Regional Innovation and Entrepreneurial Development**

- Regional innovation strategies
- Emerging innovation policy tools in regions
- Multi-level governance of innovation policies
- Knowledge networks and markets for innovation generation/diffusion
- Cross-border innovation support
- Green clusters and regional innovation
- Policy dialogue with groups of regions

#### **Track 6: Resource Planning and Management**

- Human resources management system
- Organizational culture
- Human resource management.
- Organizational development
- Land use planning for micro and SMEs
- Infrastructure planning and management
- Facilities planning
- Enterprise sustainability
- Enterprise landscaping policy
- Financial resources planning for enterprises
- Role of financial institutions and government

#### **Track 7: Enterprise Analytics System**

- Entrepreneurial manufacturing systems
- Marketing , logistics, and inventory systems
- Cost and contingency analysis
- Stakeholder value analysis
- Financial indicators analysis
- Identifying shifts in socio-cultural market behavior
- Transportation and communication networks



- Decision Analysis and Forecasting
- Entrepreneurial incubation and commercialization

### **Track 8: Sectoral Growth**

- Customer-centric industries
- Business-to-business industries
- Sectoral industries (Agribusiness, Health care, education, housing, public infrastructure, government etc.)
- Trends in services and operations industries
- Government policies in services sector promotion

### **Track 9: Regional Development**

- Doing business in emerging markets
- Export orientation
- Corporate Social Responsibility
- Local economic development
- International funding and development projects
- Sustainable international business modeling
- Economics of scale and industrial agglomeration
- Entrepreneurial consortium
- Government programs, implementation, monitoring, and evaluation
- Non-governmental organization, social laboratories, and developmental initiatives
- Case studies and best practices

### **Track 10: Entrepreneurship and Regional Dynamics**

- Trade, investment and domestic regulation
- Transport, ICT and energy infrastructure
- Macroeconomic and financial policy
- Regional assets, investments, and transfers
- Internationalization and cross-country trade management
- Globalization and business diversity
- Start-up enterprises and industrial alliances
- Industrial growth in emerging markets
- Balance score card and entrepreneurial benchmarking
- Managing SMEs Competition versus cooperation



### **Track 11: Economic Systems and Governance**

- Success and failure of micro and SMEs
- Economic systems and enterprise development
- Cost, subsidies, and growth related programs
- Special economic zones, industrial development
- local-global industrial symbiosis
- Start-up enterprises as local newborns
- Manufacturing and marketing
- Innovation, technology, and regional development
- Economics incentives for investments in manufacturing of SMEs

### **Track 12: Entrepreneurial Finance Management**

- Industrial finance policies
- Banking and investment
- Finance management in Start-up enterprises
- Government programs on local finance
- Consortium enterprise management
- Public finance policies
- Micro financing and enterprise development
- Business venture finance

### **Track 13: Strengthening Entrepreneurial Markets**

- Asian markets and global enterprises
- India and Euro-Asian entrepreneurial markets
- Regional economic policies and industrial effects
- Structural changes in sectoral enterprises
- Political vision and entrepreneurial development

### **Track 14: Case Studies on Entrepreneurship, Resource Planning, and Regional Development**

- Qualitative research
- Empirical research
- Short narrative case studies
- Failure case studies
- Social responsiveness studies



## Paper Submission: Important Dates and Guidelines

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 as detailed below:

- Conference Announcement-Call for Papers: May 01, 2019
- Submission of abstracts: July 31, 2019
- Decision on submissions: August 31, 2019
- Submission of final papers: October 31, 2019
- Conference registration: November 01, 2019 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=imibegade2019>

## Workshops

Two workshops are scheduled during the conference as detailed below.:

### 1. Contemporary trends in writing and publishing research papers

- a. Research Designs
- b. Writing Skills

Distinguished Speaker: Prof. (Dr.) Rajagopal Professor and National Researcher, EGADE Business School, Santa Fe Campus, Mexico City & Visiting Professor at Boston University, Boston, MA.

### 2. Entrepreneurship and Innovation

Distinguished Speaker: Prof (Dr.) Fernando Moya, Professor and National



Director, Department of Entrepreneurship and Innovation, EGADE Business School, Santa Fe Campus, Mexico City

## 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)
- **Emerging Economy Studies** (SAGE Publications)
- Anthology of selected papers will be published by **an International publisher.**

The anthology of selected papers for previous editions of the Conference have been published as an edited book by Palgrave Macmillan, NY, USA and IGI Global, Hershey, Pennsylvania. 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	<b>Prof. Ramesh Behl</b> , Professor & Director, IMI Bhubaneswar, Bhubaneswar, Odisha, India <b>Prof. Rajagopal</b> 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 ISBN 9781522548317	
2017	Drifts in Business, Governance and Societal Values: Conflicts and Challenges	08-09 December	Business Governance and Society – Analyzing Shifts, Conflicts, and Challenges	Palgrave Macmillan, NY ISBN 9783319946122 <b>SCOPUS INDEXED</b>	



2018	Industry 4.0: Business Beyond Boundaries	07-08 December	Innovation, Technology, and Market Ecosystems - Managing Industrial Growth in Emerging Markets	Palgrave Macmillan, NY <i>In Press</i> (In process for <b>SCOPUS</b> Indexation)	
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**RELEASE OF SCOPUS INDEXED CONFERENCE ANTHOLOGY OF 3RD INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS ENVIRONMENT PUBLISHED BY PALGRAVE MACMILLAN, NEW YORK**



**Registration and Fees\***

Conference Registration

<b>Early Bird Fee (On or Before November 01, 2019)</b>		<b>Late Fee (After November 01, 2019)</b>	
Academician	6000 <sup>#</sup>	Academician	7000
Corporate	7000	Corporate	8000
Research scholar	2500	Research scholar	3000
Student	1500	Student	2000
Foreign delegate (Academics/Students)	US \$200	Foreign delegate (Academician)	US \$250



\* GST @18% is payable in addition to the above tariff. Fee to include refreshments, lunch, conference high tea and conference material.

# Group discount of 10% in all cases if there are 2-4 participants from the same organization. Group discount of 20% in case of more than 4 participants are from the same organization

## Hospitality

The conference will be 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	INR 3000.00 per day
Double occupancy AC room	INR 2500.00 per day
Single occupancy non-AC room	INR 1750.00 per day

The tariff is inclusive of breakfast and dinner. Request for reservation of room should be sent along with full payment by **November 01, 2019**.

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

The Conference Convener,  
IMIB-EGADE 5<sup>th</sup> 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](mailto: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 Associate Dean (Faculty Development), EGADE Business School, Monterrey, Mexico, NL
3. Dr. Fernando Moya, Professor and National Director, Entrepreneurship and Innovation, EGADE Business School, Santa Fe, Mexico City

### Indian Schools

1. Prof. Gopal Nayak, Director IIIT Bhubaneswar and Professor, XIM Bhubaneswar
2. Prof. D.P. Goyal, Professor & Director, IIM Shilong
3. Prof. M.L. Singla, Professor, FMS New Delhi
4. Dr. B.B. Mishra, Professor & Head, Department of Business Administration, Utkal University.
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6. Prof. M. P Jaiswal, Director, IIM, Sambalpur, India
7. Prof. Aparajita Ojha, Indian Institute of Information, Technology, Design, and Management, Jabalpur, India
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10. Prof. Rajan Saxena, Vice Chancellor, Narsee Monjee Institute of Management Studies, Mumbai, India
11. Prof. 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. V. Govindarajan, Visiting Fellow, Harvard Business School, Cambridge, MA
9. Dr. Tom Breur, Vice President, Data Analytics, Cengage Learning Inc., Boston, MA
10. Dr. Kip Becker, Professor, Department of Administrative Sciences, Boston University, Boston, MA
11. Dr. Gianpiero Lugli, Professor of Retail Marketing; Dean of Faculty, University of Parma, Parma, Italy
12. Dr. Jack McCann, Professor, Tusculum College, Greeneville, TN, USA
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17. Dr. Satyendra Singh, Professor of Marketing, University of Winnipeg, Manitoba, Canada
18. Dr. Shelley Rinehart, Professor & Director MBA Program, University of New Brunswick, Saint John, NB

**\* Some more participant 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 (Part-Time) for working executives. IMI Bhubaneswar is one of the youngest and smallest (in terms of batch size) B-School to figure among top B-Schools in NIRF-2018 rankings by Government of India.



## 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 centers 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 descends 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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