



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**

**6th International Conference**  
**on**  
**Global Business Environment**



**AMDISA**  
SUPPORTED PROGRAMME

**December 11-12, 2020**

**IMI Bhubaneswar Campus**

**Conference Theme**  
**Disruption in Business and**  
**Management Practices:**  
**Causes, Conflicts, and Control**

Disruption in business is a recurring phenomenon, which is evidenced as innovations spur in the society and economy. Companies often invest in resources to build distinctive capabilities to overpower the disruptive innovations in market. The theory of disruptive innovation has significantly influenced the industry and business circles as a powerful tool for estimating the success of business agglomerations within industries and for predicting the risk and business growth of companies in particular. The classic model of disruption emphasizes the penetration of a cheap, innovative substitute to a high-end product or service, and gradually move up the customer chain with gradual improvement in its quality to overpower the competition and lead the market. Disruption in market is driven by psychodynamics in its early stages, which succumbs to an entropy at the end of its lifecycle.

A disruptive innovation is a technology, product, or process that creeps up from the bottom-line in an existing business and threatens to displace it. Gradually, it evolves to the point where it displaces the conventional business players. Disruptions have moved from business operations to administration processes over time. Digital management, Internet of Things, and Industry 4.0 revolution support various types of disruptions in business and management processes. Some customer-centric companies are experimenting to harnesses the collective wisdom of the organization to measure the potential of a particular innovation to damage an incumbent's business. The disruptions thus need to be viewed from the point of view of both positive and negative perspectives. However, in dynamic business scenarios that exists today, the organizational model changes along with the customer expectations and preferences. However, defensive playbook for confronting disruptive innovation often falls short. Indeed, disruption has greater effect on the less known but vital foundations such as the design cube comprising design-to-market, design-to-value, and design-to-system. Therefore, disruption in business and management threatens the architecture of a company's very survival in a way that alters the overall operations and philosophy of business.

Existing and long-standing businesses usually consider innovation as a threat to be met with defensive measures. Disruptive technology-led business models have driven down many companies because of their temporary surge in the market and left the story behind the industry. Disruptive innovation is, therefore, considered by most businesses as destructive tool on its face value. Nevertheless, in broad sense, disruption is regarded as a change agent within the market, industry, and company that ensures the net effect of total market growth over time. The counter arguments on disruption offer a powerful growth avenue for frugal innovations and discovering new markets for the existing companies, incumbents, and start-ups. Disruption in business and management slow the process down but may emerge as radical innovation and thrust its consequences heavily on the established market. During the initial phase, disruptive products serve as a strong instruments to acquire new customers and to build an organization that is capable of standing as a new competitor within the industry. Studies analyzing the effects of disruption in business and management suggest that customer focus holds the key determinant to co-evolve with radical innovations.

Most companies run by deep, experienced management teams dominate almost every industry to develop a shield against disruptive innovation. How do upstarts create disruption? Is disruption a management process of evolving companies? This conference intends to document experience of firms, management process, and business systems that have faced disruption and succeeded of slack markets. Deliberation in the conference aims at discussing the causes and effects and challenged associated with the disruptions in business and management. Portraying disruption-resistant business designs and customer value propositions across the industries are some of the comprehensive objectives of this international academic meet.

### **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 disruptive innovation and management practices
- Understand causes, effects, and debate on strategies to manage business despite disruptive innovations, challenges, and conflicts.
- Ways to explore new disruptions in industrial scenarios across developing economies
- Valuable insights on epistemological evolution on disruptive innovation and disruption in management, market competition, and business strategies and best practices to co-evolve with disruption.
- Examples, illustrations and case studies of disruptive practices 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 working on business and innovation related perspectives
- 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: Innovation Management**

- Incremental innovation
- Radical innovation
- Social innovation
- Reverse innovation
- Innovation-led business models
- Knowledge management
- Transfer of technology and collective intelligence

### **Track 2: Business Epistemologies**

- Theory of disruption
- Industry attractiveness theory
- Learning organizations
- Theory of Change
- Decision theories
- Communication theories
- Risk Theory
- Lean management
- Circular economics and sustainability
- Competency theory

### **Track 3: Business Systems and Governance**

- Success and failure of micro and SMEs
- Business economy and social change
- Corporate governance
- Business system innovation
- Local-global industrial symbiosis
- Business process improvement
- Manufacturing and marketing systems
- Disruption in corporate social responsibility

### **Track 4: Analytics and Business Modelling**

- Social media and technologies
- Cost and risk computing systems
- Design-to-Market Business Modeling
- Incubation, Diffusion, and Adaptation
- Crowd sourcing and crowd funding
- Big Data and Computer Aided Business Modeling
- Software contribution, services application, and cloud computing
- Services business modeling
- Quality of services, critical to quality and voice of customers
- Performance evaluation, measurement, and manufacturing optimization
- Circular business modeling
- Disruptive innovation, technology, and threats in business

### **Track 5: Disruptions in Business Operations**

- Causes and effects of disruption in business
- Business disruption conflicts
- Multi-level governance of innovation policies
- Social networks, disruption, and business conflicts
- Local innovation and global operations
- Policy dialogue with innovators

### **Track 6: Human Resource Management and Innovation**

- Human resources management system
- Leadership and skills dimension, and innovation
- Resources planning for innovation
- Facilities planning
- Organizational culture
- Public policy on business oriented innovation
- Role of financial institutions and government
- Work-process disruption

### **Track 7: Operations and Financial Systems**

- Manufacturing and operations systems
- Marketing , logistics, and inventory systems
- Cost and contingency analysis
- Stakeholder value analysis
- Financial systems and analysis
- Decision Analysis, multi-level decisions, and Forecasting
- Decision Support System for investment
- Financial resources planning for enterprises

### **Track 8: Innovations for Sectoral Growth**

- Customer-centric industries
- Business-to-business industries
- Sectoral industries (Agribusiness, Health care, education, housing, public infrastructure, government etc.)
- Disruption in educational services-tools, techniques, effects, and hybridization
- Trends in services and operations industries
- Information technology and geo-demographic disruptions

### **Track 9: Future of Marketing**

- Social media marketing
- Digital marketing
- Innovation in market segmentation

- Product innovation and market disruption
- Customer experience management and its disruptive influence
- Tactical and strategic disruptions
- Disruption-by-design
- Green marketing and social disruption

### **Track 10: Trade and Economy**

- 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
- Local enterprises, technology, and industrial alliances
- Industrial growth in emerging markets

### **Track 11: Global Business**

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

### **Track 12: Creative Thinking and Innovation**

- Creativity, co-evolution, and innovation
- Cleaner production and technology disruptions
- Design thinking and organizational change
- Knowledge management, innovation, and process consultancy
- Digital disruptions and operations process
- Helix Effects and disruptive drives in business
- Managing disruptive ventures

### **Track 13: Business in Emerging Economies**

- Disruptions in Asian markets and global effects
- India and East-Asian entrepreneurial markets
- Regional economic policies and industrial effects
- Disruptive surges and local effects on business
- Structural changes in sectoral enterprises
- Political vision innovation and technology evolution

## Track 14: Case Studies on Disruptions and Innovation Management

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

## Track 15: Impact on Business in Post-COVID Scenario

- Marketing management
- Financial management
- Human resource management
- Operations management
- Information management and analytics
- Strategy and general management

### 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 important dates on submissions are as detailed below:

- Conference Announcement-Call for Papers: June 01, 2020
- Submission of abstracts: November 30, 2020
- Decision on submissions: December 01, 2020
- Submission of final papers: December 10, 2020
- Conference registration: November 01, 2020 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=imibegade2020>

### Workshops

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

- Workshop 1: Dissecting Disruption in a Disintegrated Cube
- Workshop 2: Improving Skills on Writing and Publishing Research Works


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

### 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 **Palgrave Macmillan, NY, US.**

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	Anthology
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	
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 ISBN 9783030230098 <b>SCOPUS INDEXED</b>	
2019	Entrepreneurship, Resource Planning and Regional Development	November 29-30	Entrepreneurship and Regional Development: Analyzing Growth Models in Emerging Markets	Palgrave Macmillan, NY <i>In Press</i> ISBN 9783030455200	

**RELEASE OF CONFERENCE ANTHOLOGY OF 5<sup>TH</sup> INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS ENVIRONMENT PUBLISHED BY PALGRAVE MACMILLAN, NEW YORK**



## Registration and Fees\*

### Conference Registration

Category	Fee
Academician	2000 <sup>#</sup>
Corporate	3000
Research scholar	1000
Student	500
Foreign delegate (Academicians/Students)	US \$100

\* 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.

The link for **CONFERENCE REGISTRATION** is:

<https://forms.gle/QKD2Hzs426gg76gk7>

## Hospitality

The conference will be held in **VIRTUAL MODE**.

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 6<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.*

Payment can also be made through Paytm Fee Payment option on Paytm App or by scanning Paytm barcode.



## **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, Professor & 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.
5. Prof. Saroj Kumar Datta, Director General, Accurate Group of Institutions, Greater Noida, UP, India
6. Prof. M. P Jaiswal, Director, IIM, Sambalpur, 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. 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
13. Dr. Geetha Duppati, Associate Professor, Waikato University, New Zealand
14. Dr. Narender Rao, Professor of Finance, North Eastern Illinois University, Chicago
15. Dr. Erdener Kaynak, Professor Emeritus, Penn State University, Harrisburg, PA, USA
16. Dr. Pedro Marquez, Dean, Royal Roads University, Victoria, BC, Canada
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



(50 km from Puri)

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

### 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 No. 1, Gothapatna, PO: Malipada, Dist.: Khurda, Bhubaneswar-751003

**Conference Conveners**

**Dr. Sourabh Sharma / Dr. Manit Mishra**

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