



**AICTE SPONSORED**  
**7<sup>th</sup> International Conference**  
on  
**“Global Business Environment”**  
Conference Theme  
**“Inclusive Businesses in Developing Economies:  
Converging People, Profit, and Corporate Citizenship”**  
**December 10-11, 2021**

IMI Bhubaneswar in association with EGADE Business School, Mexico City, Mexico is happy to announce the 7<sup>th</sup> International Conference on Global Business Environment with the theme “Inclusive Businesses in Developing Economies: Converging People. Profit, and Corporate Citizenship” to be held at IMI Bhubaneswar campus on December 10-11, 2021.

**Conference Theme:** There has been a chain effect on income inequality intertwining the economic resources and operating businesses between countries. This situation has causes due to divergence of profitable businesses in geodemographic segments, benefiting to a selected stratum of the society. The business divergence with a combination of technological change, global disintegration, domestic regulation, and immigration laws has been driving major changes in business and economy across the countries resulting in pressure of widespread economic insecurity. Policymakers, industrialists, and researchers have unheeded this issue significantly since the mid-twentieth century as the economic focus was profusely towards the industrialization. The economy of most developing nations has reached today the era of Industry 4.0; however, integration of people, profit-with-purpose, and corporate citizenship is yet appears to be a far cry.

The fragmented links between the society and business today call for an inclusive growth agenda in business by converging human capital and corporate social responsibilities. The

right perspective of an inclusive growth in business can be visualized through a business design cube comprising design-to-market, design-to-society, and design-to-value philosophy. The business planning in multinational companies such as Unilever, Pfizer, and Apple are focusing on human attributes in business by converging diverse personalities, languages, cultures, ethnicities, and physical abilities, along with paving path to achieve sustainability goals. Such trend in businesses has evolved over temporal and spatial dimensions to reinforce the desired concern for developing corporate citizenship behavior today.

Despite global concerns, diplomacy, and economic cooperation, a large population in the developing countries is staying outside the formal economy. Traditional corporate social programs are facing incremental challenges towards driving the transformative changes by integrating people, profit, and corporate social responsibilities. Broadly, corporations need to redefine the regional ecosystems in which they participate and search for systemic, multisector opportunities to mobilize local partners and scale-up the business outreach to the society and economy. Inclusive businesses should align the various stakeholders around the new strategy by using proven tools such as crowdsourcing to unveil voice of masses, co-creating the strategy map, and ways to deliver social values.

Most companies have short of deep, experienced management experiences towards inclusive business modeling. It is a continuous learning processes yielding bidirectional benefits to the society and businesses. Nonetheless, how conscious the businesses today to adapt to inclusive strategies and integrate people, profit, and corporate citizenship behavior is a pertinent question. This conference intends to document experience of firms, management process, and business systems that have co-evolved with the inclusive business philosophy and delivered value to society, and people at large. Deliberation in the conference aims at discussing the causes and effects, and challenged associated with the management of inclusive businesses. Portraying the varied corporate experiences in inclusive business designs and customer value propositions across the industries, this conference focusses on critically examining the problems, challenges, probable solutions, and policy frameworks for integrating business as a resource to alleviate poverty and social and economic inequality. This distinguished academic meet is instrumental to drive a convergent debate on divergent aspects of inclusive business practices.

### **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 policy areas, 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 TRACKS

### Track 1: Inclusive Business Philosophy

- Interactive business modeling
- Social businesses
- Voice of people, actions, and transformation
- Public-private partnership
- Corporate social responsibility
- Inclusive leadership, business skills, and innovation
- Knowledge management
- Transfer of technology and collective intelligence
- Profit-with-purpose, social empowerment of businesses
- Inclusive growth: Profitable strategies to resolve social challenges and poverty

### Track 2: Business Epistemologies

- Bricolage theory of entrepreneurship
- Industry attractiveness theory
- Theory of social learning
- Learning organizations
- Theory of Change

- Decision theories
- Communication theories
- Risk Theory
- Lean management
- Circular economics and sustainability
- Transformational leadership
- Business challenges with people and society

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

- Shifts in business, economy, and social ideologies
- Social and corporate governance
- Reverse accountability
- Local-global industrial symbiosis
- State regulations, interventions, and collaborations in business
- Manufacturing and marketing systems
- Innovation, technology, business modeling

### **Track 4: Business Modelling**

- Business model archetypes
- Crowd-based business modeling
- Social media and technologies
- Design-to-Market Business Modeling
- Design-to-Society business ecosystem
- Social incubation, diffusion, and adaptation to innovative businesses
- 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
- Sustainable business models
- Performance evaluation, measurement and business optimization
- Circular business modeling
- Socio-economic and technological transitions

### **Track 5: Corporate Social Responsibility (CSR)**

- Business strategy and society
- Mainstream CSR programs and challenges
- CSR through employees and stakeholder empowerment
- Multi-level governance and implementation of CSR programs
- Social networks, disruption, and business conflicts
- Corporate social responsibility, corporate governance, and financial performance
- Revisiting CSR- From communities to consortium policies

- Local innovation and global operations
- Green innovation and social challenges
- Policy dialogue on CSR with social and business leaders

### **Track 6: People Focused Business and Employee Performance**

- Community relations
- Customer, stakeholder, and public engagement in business
- Need, creed, greed-human factors in business
- Co-creation and coevolution of businesses with people
- Human resources management system
- Organizational culture
- Enterprise sustainability
- Community, bricolage, and collectivism in business
- Role of social institutions in business

### **Track 7: Financial and Operational Analytics**

- Manufacturing and operations systems
- Marketing, logistics, and inventory systems
- Profit, mergers, and acquisition
- Cost and contingency analysis
- Stakeholder value analysis
- Financial systems and analysis
- Identifying shifts in socio-cultural market behavior
- Decision Analysis, multi-level decisions, and Forecasting
- Decision Support System-people, process, and power

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

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

## **Track 9: Inclusivity in Management**

- Work-place culture
- Issues related to gender inequality in business
- Poverty alleviation through social businesses
- participatory in corporate social responsibility
- Self-help groups in business collaborations
- Social decision-making process
- Collective business projects management
- Production consortium and social inclusion in business
- State interventions, disruptions, and management control

## **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: Marketing in Global Business**

- 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 12 Creative Thinking in Inclusive Business**

- Creativity, co-evolution, and innovation
- Cleaner production and business growth
- Design thinking and organizational change
- Knowledge management, innovation, and customer advocacy



- Social disruptions and business processes
- Helix Effects in inclusive business models
- Social semantics and business growth

### **Track 13 Regional Shifts in Business**

- Shifts in Asian businesses and global effects
- India and Euro-Asian entrepreneurial shifts
- Regional economic policies and industrial effects
- Crowd-engagement and local effects on business
- Structural changes in sectoral enterprises
- Political vision on empowering people in business

### **Track 14 Case Studies on Disruptive Innovation and Management**

- The radicalisms in business
- Qualitative research
- Empirical research
- Short narrative case studies
- Failure case studies
- Social responsiveness studies

### **Tack 15 Global Pandemic and Business Disruption**

- Social concerns of business corporations
- Bottom-up voice and business restructuring
- Community initiatives, revival of local economies
- Enhancing market outreach
- Human elements in business management
- Socio-economic disruptions, losses, and recoveries
- Impact of business shutdown

### **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: June 01, 2021**
- Conference registration: November 1, 2021 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=imibegade2021>

## WORKSHOPS

Two workshops are scheduled during the conference as detailed below:

**Workshop 1:** The Business Design Cube: Managing Inclusive Businesses

**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)
- 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	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	Entrepreneureship and Regional Development: Analyzing Growth Models in Emerging Markets	Palgrave Macmillan, NY <i>In Press</i> ISBN 9783030455200 <b>SCOPUS INDEXATION IN PROCESS</b>	
2020	Disruption in Business and Management Practices: Causes, Conflicts, and Control	December 11-12	Managing Disruptions in Business - Causes, Conflicts, and Control	Palgrave Macmillan, NY ISBN 978-3-030-79709-6	<b>In Press</b>

## RELEASE OF CONFERENCE ANTHOLOGY PUBLISHED BY PALGRAVE MACMILLAN, NEW YORK



### Registration and Fees\*

#### Conference Registration

Academician	INR 6000#
Corporate	INR 7000
Research scholar	INR 2500
Student	INR 1500
Foreign delegate (Academicians/Students)	US \$200

\* 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. GST @18% is payable in addition to the above tariff.

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:

Bank Name: Indian Bank  
Bank Address: 159, Bapuji Nagar, Bhubaneswar, Dist – Khurda, Orissa – 751009  
Branch Name: Bhubaneswar Bapuji Nagar (Main)  
Account No.: 50071252726  
Account Type: Current Account  
Account Holder's Name: International Management Institute, Bhubaneswar  
IFSC Code: IDIB000B803  
MICR Code: 751019018

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, 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. M. P Jaiswal, Director, IIM, Sambalpur, India
6. Prof. Aparajita Ojha, Indian Institute of Information, Technology, Design, and Management, Jabalpur, India
7. Prof. Arpita Khare, Professor of Marketing, Indian Institute of Management, Rohtak, India
8. Prof. V. Ravi, Professor, Institute for Development and Research in Banking Technology, Hyderabad, India
9. Prof. Rajan Saxena, Former Vice Chancellor, Narsee Monjee Institute of Management Studies, Mumbai, India
10. 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

## PROFILE OF CONFERENCE PARTNER INSTITUTES

### About International Management Institute (IMI) Bhubaneswar

International Management Institute (IMI) Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 62<sup>nd</sup> rank in National Institutional Ranking Framework (NIRF) 2021 conducted by Ministry of HRD, Govt. of India. IMI Bhubaneswar currently offers Post Graduate Diploma in Management (PGDM), PGDM (Part Time) and FPM (equivalent to Ph.D.) programmes which are approved by AICTE. The flagship PGDM programme is accredited by NBA (National Board of Accreditation) and has got equivalence from AIU (Association of Indian Universities). IMI programmes



are also accredited and recognized by United States Board for Education Standardization (USBES), USA. The Institute is a member of European Foundation for Management Development (EFMD), Association of Management Development Institutions in South Asia (AMDISA) and Association of Indian Universities (AIU). IMI Bhubaneswar has endeavored to create international alliances through its tie-ups with EGADE Business School, Mexico City, Mexico; Sichuan Academy of Social Sciences (SASS), Chengdu, China; ESC Rennes, France; and Manhattan Institute of Management (MIM), NY, USA. The Institution is also regularly coming out with SCOPUS indexed conference anthologies published by Palgrave Macmillan. Overall, education at IMI Bhubaneswar is based on three powerful concepts of Creation of Knowledge, Dissemination of Knowledge and Application of Knowledge through its robust research culture.

## 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, India** 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**

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

Conference Conveners

Dr. Sourabh Sharma / Dr. Manit Mishra

Mobile: +91 8209473065 / +91 8658988485

[www.imibh.edu.in](http://www.imibh.edu.in)