International Conference on Global Business Environment
organized by
International Management Institute Bhubaneswar
in collaboration with
EGADE Business School, Mexico City
at
IMI Bhubaneswar Campus
on
December 7 & 8, 2018

Fourth IMI Bhubaneswar and EGADE Business School conference
A lot of excitement has generated around Industry 4.0 opportunities among the business fraternity over past few years. The excitement at the top-management level in business houses has pumped up the enthusiasm on this revolution aiming at making a significant shift at the conventional industry models. Growing number of manufacturers have shown remarkable competitiveness, while moving beyond Industry 4.0 buzzwords and focusing on valuable, business-specific applications. The current trend of automation, electronic data interchange, and Big Data analytics in manufacturing and business industries have significantly contributed to the industrial and economic growth in the region.

This trend has raised the fourth generation of industrial revolution in global and regional business environment. Such digital revolution includes cyber-physical systems, the Internet of things, cloud computing, and cognitive computing business models applied in emerging markets today. Industry 4.0 is commonly referred to as the age of automation of industrial designs and operations for enhanced productivity and delivering high consumer value. This revolution empowers industries irrespective of their size to adapt to the new age of logical frameworks. The use of computers and automation have come together in an entirely hybrid way connecting robotics with human capital to develop the competitive edge in the marketplace.

This conference provided an international forum for having rich discussion on the Industry 4.0 theme and is impact on business-to-business, business-to-consumers, the global-local business imperatives, and towards driving the national economy. Discussions in the conference critically analyzed the convergence of technology, business practices, public policies, political ideologies, and consumer values for improving business performance at the global-local paradigm in the context of Industry 4.0 developments. The conference also enriched knowledge and skills on contemporary business strategies towards automation and digitization process in manufacturing, services, and marketing organizations. The delegates contemplated on developing new visions and business perspectives to match with the changing priorities of industries in the emerging markets.

The conference was inaugurated by Prof. Ramesh Behl, Professor & Director, IMI Bhubaneswar; Prof. Rajagopal, Professor & National Researcher, EGADE Business School, Mexico City, Mexico; and, Dr. Tilak Rawal, former Governor of Nepal Rastra Bank and former Member of Parliament of Nepal. Prof. Ramesh Behl welcomed the participants and revealed that the conference has received an overwhelming response in the form of 130 manuscript submissions from India and abroad. Prof. Behl also mentioned that this conference aims to bring together international delegates for rich discussion on reviewing and learning lessons about the 4th industrial revolution and its cascading influence on business practices.

Prof. Rajagopal, Professor and National Researcher, EGADE Business School, Mexico set the tone of the conference by emphasizing on developing new visions and business perspectives to match with the changing political ideologies in emerging markets. Dr. Tilak Rawal, former Governor, Nepal Rastra Bank & former Member of parliament of Nepal, delivered the Inaugural Address. He spoke about the geo-political scenario and its impact on business governance.
The event witnessed enthusiastic participation from faculty members, research scholars and students from various well-known institutes and universities. Some of the participating institutions included EGADE Business School Mexico City, Mexico; Brock University, Canada; Universidad Panamanicana, Mexico; Uniglobe College, Kathmandu, Nepal; IIM Trichy; IIM Kashipur; NMIMS Bangalore; Pondicherry University; IIT Bhubaneswar; NIIT Neemrana; ISBM Bangalore; IIT Bombay; IIT Kharagpur; IMI New Delhi; XIMB; BIMTECH Greater NOIDA; BGU, Bhubaneswar; Nirma University; Utkal University, Bhubaneswar; Ravenshaw University Cuttack; and, KIIT University, Bhubaneswar, to name a few.

During the Inauguration, the Conference Anthology entitled “Business Governance and Society: Analyzing Shifts, Conflicts and Challenges” comprising of selected peer-reviewed papers presented during the 3rd International Conference on “Drifts in Business, Governance, and Societal Values: Conflicts and Challenges” organized by IMI Bhubaneswar and EGADE Business School, Mexico on 08-09 December 2017, was also released by the dignitaries. The anthology is published by Palgrave Macmillan, NY, USA. The delegates also participated in two workshops during the conference entitled “Contemporary trends in management research” and “Writing management case studies.” The workshops were delivered by Prof. Rajagopal. In order to facilitate smooth deliberations, the conference was divided into twelve Technical Sessions.

Each one of these sessions was chaired by an eminent professor. The Conference Chairs included Prof. Rajagopal, EGADE Business School, Mexico; Prof. A. K. Rath, Professor, IMI Bhubaneswar; Prof. R. K. Padhy, IIM Kashipur; Prof. Suresh Mony, NMIMS Bangalore; Prof. B. P. Mishra, XIMB; Prof. Fernando A. Moya Dávila, EGADE Business School, Mexico; Prof. Dipanjan Chatterjee, Brock University, Canada; Prof. R. K. Arora, IMI Delhi; Prof. B. B. Mishra, Utkal University, Bhubaneswar; and, Prof. Ashish Kumar Mishra, Uniglobe College, Kathmandu, Nepal. The papers presented during the conference would go through a peer-review process and thereafter will be considered for Global Business Review (SAGE Publication; SCOPUS Indexed; “C” category in ABDC list); Emerging Economic Studies (SAGE Publication); International Journal of Business Competition and Growth (Inderscience Publication); and, Conference Anthology to be published by Palgrave Macmillan (A unit of Springer Nature), NY, USA. The Conference was jointly convened by Prof. Sourabh Sharma and Prof. Manit Mishra, Associate Professors, IMI Bhubaneswar.