



International Management Institute, Bhubaneswar

*Shaping global leaders for tomorrow*

## **INTERNATIONAL MANAGEMENT INSTITUTE Bhubaneswar, India**



EGADE Business School  
Tecnológico de Monterrey

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## **EGADE Business School, Mexico City, Mexico**

Jointly Organize



**AMDISA**  
A SAARC RECOGNISED BODY  
SUPPORTED PROGRAMME

## **4<sup>th</sup> International Conference on Global Business Environment**

Conference Theme

### **INDUSTRY 4.0: BUSINESS BEYOND BOUNDARIES**

**December 07-08, 2018**

A lot of excitement has driven around Industry 4.0 opportunities among the business people over the 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 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 develop the competitive edge in the marketplace.



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The society today is largely founded on the business environment, which integrates the industrial values with the 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 develops 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 ancillary suppliers to them to meet the Industry 4.0 challenges. This new revolution has driven the challenge towards unifying human elements and digitization for achieving the new generation business growth and economic development in the region. In manufacturing sector, the fourth industrial revolution includes interoperability, which explains machines, devices, sensors, and people that connect and communicate with each other. Information transparency and decentralization in decision making prompts managers to make simple decisions reducing the hierarchical chains by working with the effective cyber-physical systems. Industry 4.0 broadly consists of Big Data analytics, robotics in manufacturing and business, simulations and system integration, Internet of things, cloud operations, cybersecurity, additive manufacturing, and augmented reality.

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. The extended version of Industry 4.0 revolution encourages production sharing and reverse innovation tools to grow cost effective and transparent business protected with cyber security. Nevertheless, challenges lie in the development and governance of the technology. Therefore, the Industry 4.0 is yet to be tested for its efficiency and economic worth. Digital literacy plays a significant role in imparting education to people about the use of digital technology and the ethical norms associated to adopt digital practices. New public policies for integrating digital literacies and digital ethics into societal sustainability are emerging in many developing countries. This involves architecting digital space for evolving sustainability in the ethical awareness, and digital skills in managing business and society. Hence, the governance in business through public policies intervention has become a significant management concern in the global marketplace today.

This conference aims at bringing together the international forum for raising rich discussion on the Industry 4.0 theme and its impact on business-to-business, business-to-consumers, the global-local business imperatives, and towards driving the national economy. Discussions in the conference would critically analyze 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. This conference would also enrich knowledge and skills on contemporary business strategies towards automation and digitization process in manufacturing, services, and marketing organizations. The conference would contemplate on developing new visions and business perspectives to match with the changing priorities of industries in the emerging markets.



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## 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 policies, and industrial 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 new industrial scenarios across the destination economies
- Valuable insights on automation, digitization, innovation, market competition and national economic policies supporting industry 4.0 management
- 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, robotics, 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: International Vision on Industry 4.0

- Industrialization vs Protectionist policies
- Industry 4.0-From Exploration to Adoption
- Changing political ideologies
- Public diplomacies and power plays



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- Global visualization, new leadership and skills dimension, and business models
- Enabling smart factories
- Knowledge transfer and adoptions programs in Industry 4.0 environment

### **Track 2: Big Data Analytics and Industry 4.0**

- Industry competitiveness
- Big Data analytics
- Robotics in manufacturing and business,
- Simulations and system integration,
- Internet of things,
- Cloud operations,
- Cybersecurity,
- Additive manufacturing, and
- Augmented or virtual reality
- Digitization and automation of processes
- Industrial production management
- Lean management

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

- Success and failure of industrial policies
- Economic systems and industry development
- Cost, subsidies, and industrial promotions
- Special economic zones, industrial development
- local-global industrial symbiosis
- Start-up enterprises as Industry 4.0 newborns
- Manufacturing and marketing
- Innovation, technology, and national economy
- Economics incentives, investments, and manufacturing

### **Track 4: Internet Business Modelling: Innovation and Technology**

- Internet Business Modelling: Innovation & Technology
- Mobile and Internet computing
- Start-up enterprises, digitization, and robotics
- Software industry, 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

### **Track 5: Globalization, Digital Marketing, and Societal Values**

- Technology transfer and business growth
- Digital technologies



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- Disruptive innovation, technology and threats in business
- E-commerce and digital rights management
- Internet marketing, digital ethics, and societal values

### **Track 6: Business Analytics**

- Marketing analytics
- HR analytics
- Customer analytics
- Financial analytics
- Identifying shifts in socio-cultural market behavior
- Supply chain analytics

### **Track 7: 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 8: Multinational Companies and Regional Expansion**

- Doing business in emerging markets
- Export orientation
- Corporate Social Responsibility in Industry 4.0 environment
- Corporate governance
- Sustainable international business modeling
- Case studies and best practices

### **Track 9: Industrialization and Human Resource Management**

- Internationalization and cross-country trade management
- Globalization and business diversity
- Start-up enterprises and industrial alliances
- Industrial growth in emerging markets
- Manpower planning
- Human resource development
- Balance score card for benchmarking
- Managing business organizations: Competition versus cooperation



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## **Track 10: 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 11: Industrial Finance Management**

- Industrial finance policies
- Banking and investment
- Finance management in Start-up enterprises
- Government programs on local finance
- Consortium enterprise management

## **Track 12: Strengthening Industrial Markets**

- Asian markets and global industrial marketing
- India and Euro-Asian industrial markets
- Domestic monetary policies and industrial effects
- Structural changes in industrial sectors
- Political vision and industrial development

## **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 07, 2018
- **Submission of abstracts: September 30, 2018**
- Decision on submissions: October 10, 2018
- Submission of final papers: October 31, 2018
- Conference registration: October 01, 2018 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



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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=imibegade2018>

### Workshops

Two workshops are scheduled during the conference. Prof. (Dr.) Rajagopal Professor and National Researcher, EGADE Business School, Mexico City & Adjunct Professor at Boston University, Boston, MA, will deliver public lectures on the following topics:

1. Contemporary trends in management research
  - a. Quantitative and Qualitative Research Designs
  - b. Publishing research papers in quality journals
2. Writing management case studies
  - a. Developing and publishing case studies
  - b. Writing Teaching Notes for Cases

### 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)
- ***Emerging Economic Studies*** (SAGE Publication)
- ***International Journal of Business Competition and Growth*** (Inderscience Publication)
- Conference Anthology comprising of selected papers will be published by **Palgrave Macmillan (A unit of Springer Nature), NY, USA**

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       |
| 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 | <b>Prof. Rajagopal</b> Professor & National Researcher, EGADE Business School, Mexico City, Mexico |
| 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 (In Press)         | EGADE Business School, Mexico City, Mexico   |

**RELEASE OF CONFERENCE ANTHOLOGY OF 2<sup>nd</sup> INTERNATIONAL CONFERENCE (2016) PUBLISHED BY IGI GLOBAL, HERSHEY, PENNSYLVANIA, USA**



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## Registration and Fees\*

Conference Registration (December 7-8, 2018)

| <b>Early Bird Fee<br/>(On or Before November 5, 2018)</b> |                   | <b>Late Fee<br/>(After November 5, 2018)</b> |          |
|---|-------------------|--|----------|
| Academician   | 6000 <sup>#</sup> | Academician                                  | 7000     |
| Corporate   | 7000              | Corporate                                    | 8000     |
| Research scholar  | 2500              | Research scholar                             | 3000     |
| Student   | 1500              | Student                                      | 2000     |
| Foreign delegate<br>(Academicians/Students)               | US \$200          | Foreign delegate<br>(Academician)            | US \$250 |

\* 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 2500.00 per day |
| Double occupancy AC room     | INR 2250.00 per day |
| Single occupancy non-AC room | INR 1500.00 per day |

The tariff is inclusive of breakfast and dinner. Request for reservation of room should be sent along with full payment by **November 05, 2018**.

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 4<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



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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 Director, EGADE Business School, Monterrey, Mexico, NL
3. Dr. Fernando Moya, Director Executive MBA & Entrepreneurship Chair in Doctoral Program, 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. Saroj Kumar Datta, Pro Vice Chancellor and Dean, School of Business, Galgotias University, 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



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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**



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## 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)**



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## 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:**

**Dr. Sourabh Sharma**  
Mobile: +91 9414405629  
**Dr. Manit Mishra**  
Mobile: +91 9437306036