



INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR

International Management Institute **Bhubaneswar**



EGADE Business School
Tecnologico de Monterrey
Mexico City, Mexico

Minds Igniting Change

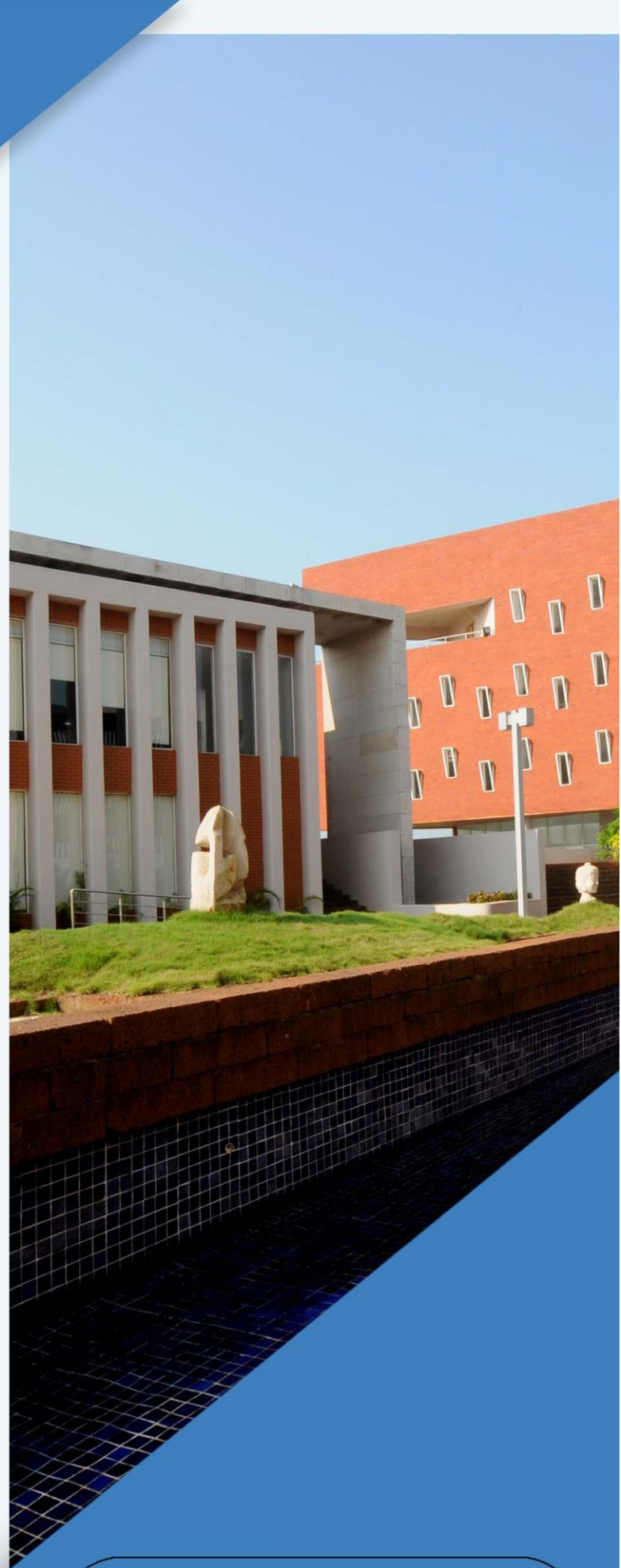
EGADE Business School Mexico City, Mexico

Jointly Organize



9th International Conference on Global Business Environment

Conference Theme :
**Corporate Democracy, Open
Innovation and Growth in
Developing Economies**



December 15-16, 2023

Firms have always been a blend of materialism and humanistic values. However, the corporate philosophies were in transition from one focus to another for growing among the challenges. Corporate agglomerations have experienced the faces of governance from the top-down leadership to reverse accountability of customer and stakeholders in managing business and economic growth. Despite learnings from several leader-member exchange (LMX) models corporate governance is yet debatable as corporate diplomacy often disrupts the human values and social engagement of firms. Crowd behavior, collective intelligence, and business agility have thus emerged as important corporations in managing business growth across the increasing competition. Developing nations like India and Bangladesh have stayed ahead as changing corporate face by putting the stakeholder fist and implementing organizational design with reverse accountability. Anand Milk Union Limited and India Farmers Fertilizers Cooperative are the living examples of corporate governance and diplomacy in India, while Bangladesh Grameen Bank has exhibited a global model with people's governance by establishing effective LMX driven decision-making.

Corporate influences a firm's performance to manage innovations, technology, and market complexity with flexible strategies. Effective implementation of strategies with open dialogues, crowd initiatives, and stakeholder engagement drive emerging firms to develop abilities on restructuring organizational design, work-culture, market sensing, flexibility, speed, and responsiveness. These attributes allow firms to co-create and coevolve with customer-centric strategies in a changing environment and respond rapidly to the complexities by reconfiguring their business strategies and tactics.

Society today is transforming into a knowledge economy. The core assets of the modern business enterprise is a blend of physical infrastructure, and social and cognitive ergonomics, which tend to integrate managerial and collective intelligence to reviving the skills and experience of its employees and stakeholders. Harnessing the capabilities and commitment of all engaged in a firm is arguably the central managerial challenge of concurrent time. Unfortunately, it is a challenge that has not yet been met. Corporate ownership structures and governance systems despite the enlightened rhetoric of business leaders have been remain firmly planted in the industrial age. This conference joins the global debate to ponder over the role of corporate diplomacy, organizational democracy, and changing paradigms of corporate governance. The participants of this conference will ride over the challenges of organizational climate and governance patterns without resorting to a stifling bureaucracy.

This conference intends to document the experience of firms, management process, and business systems that have co-evolved with the agile business philosophy and attained high business performance. Deliberation in the conference aims at discussing the causes and effects, and challenges associated with the management of corporate governance, open innovation, and economic growth in developing economies. Portraying the varied corporate experiences in governance across transforming business designs, stakeholder value propositions, and competitiveness across the industries, this conference deliberates on critically examining the problems, challenges, probable solutions, and policy frameworks connecting industries and economy. This distinguished academic convention is instrumental to drive a convergent debate on divergent aspects of agility in business practices.

Who should attend?

- Academics, research scholars, and business consultants; managers of international relations, operations management, business strategy formulation, and digital business; 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 business 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 business management.

Discussion Domains and Tracks

This conference has fifteen tracks across three principal discussion domains.

| Corporate Democracy | Open Innovation | Economic Development |
|---|--|--|
| Business capitalism <ul style="list-style-type: none"> • Epistemologies • Capitalism and economic growth • Capitalistic firms • Decision-making <p><i>Track Chair: Dr Shelly Rinehart, University of New Brunswick, Canada, BC</i></p> | Marketing & Entrepreneurship <ul style="list-style-type: none"> • Social entrepreneurship • Community infrastructure • Entrepreneurial business model • Innovation and technology • Marketing-mix • Social media, co-creation • Artisans/Craft Development • Consumer Behavior <p><i>Track Chair: Dr Fernando Moya, National Director of Entrepreneurship, EGADE Business School, Tecnológico de Monterrey, Mexico City, Mexico</i></p> | Sectoral economic development <ul style="list-style-type: none"> • Customer-centric industries • Business-to-business industries • Development sectors (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 <p><i>Track Chair: Dr Ramakrushna Panigrahi, IMI-B, Bhubaneswar, India</i></p> |
| Collective/Consortium business <ul style="list-style-type: none"> • Business agglomerations • Business consortiums and growth • Social infrastructure • Entrepreneurship • Innovation and technology • Industrial cooperatives <p><i>Track Chair: Dr Manit Mishra, IMI-B, Bhubaneswar, India</i></p> | Analytics & Business Modeling <ul style="list-style-type: none"> • Business model archetypes • Social media and technologies • Crowd sourcing and crowd funding • Big Data and Computer Aided Business Modeling • Services business modeling • Sustainable business models • Circular business modeling <p><i>Track Chair: Dr. Rajagopal, Visiting Professor, Boston University, Boston, MA</i></p> | Public Policies and Governance <ul style="list-style-type: none"> • Inclusion and diversity • Economic empowerment • Gender and inequalities • Employment, income, and quality of life • Public-Private Partnership • Community and technology programs <p><i>Track Chair: Dr Vladimir Zlatev, Associate Professor of Practice, MET, Boston University, Boston, MA</i></p> |

| | | |
|--|--|---|
| <p>People's/Cooperative companies</p> <ul style="list-style-type: none"> • Crowdsourcing and crowd funding • Reverse accountability • Open innovation • Collective intelligence • People's organizations • Cooperative companies • Business democracy • Stakeholder engagement <p><i>Track Chair: Dr Pritish K. Sahu, IMI-B, Bhubaneswar, India</i></p> | <p>Corporate Social Responsibility</p> <ul style="list-style-type: none"> • Business strategy and society • Mainstream CSR programs and challenges • CSR through employees and stakeholder empowerment • Multi-level governance and implementation of CSR programs <p><i>Track Chair: Dr Rajeev Verma, Associate Professor, IIM, Ranchi, India</i></p> | <p>Shared Economy</p> <ul style="list-style-type: none"> • Common ownership • Collaboration and resources management • Digitization and rights management • Organizational hierarchy • International and local business models • Sustainability • Social consciousness <p><i>Track Chair: Dr. Rajagopal, Visiting Professor, Boston University, Boston, MA</i></p> |
| <p>Financial Management in Public/Private sector companies</p> <ul style="list-style-type: none"> • Public enterprise governance • Family business • Public policies and interventions • Corporate diplomacy • International trade and politics • Global -local business strategies • Challenges in economic growth <p><i>Track Chair: Andree Maree Fernandez Lopez, Pan American University, Mexico</i></p> | <p>Proximity and Relationship: HR in Organization</p> <ul style="list-style-type: none"> • Social outreach of firms • Organizational culture • Enterprise sustainability • Community, bricolage, and collectivism in business • Role of social institutions in business <p><i>Track Chair: Dr Bindu Chhabra, IMI-B, Bhubaneswar, India</i></p> | <p>Economic growth</p> <ul style="list-style-type: none"> • Local Industries and Economy • Strategic alliances • Economic growth models • Urban-Rural Linkages • Self-reliance and Societal Challenges • Circular economy • Industry 4.0 <p><i>Track Chair: Dr Hiranya Nath, Professor of Economics, Sam Huston University, Huntsville, TX</i></p> |
| <p>Case Studies</p> <ul style="list-style-type: none"> • Entrepreneurship • Gender studies • Corporate governance • Cooperatives • Sustainability • Digitization, Innovation • Marketing, Strategy, and Finance <p><i>Track Chair: Dr Supriti Mishra, IMI-B, Bhubaneswar, India</i></p> | <p>Innovation and Technology</p> <ul style="list-style-type: none"> • Innovation taxonomy • Incubation and innovation • Design thinking • Transfer of technology • Digitization and hybridity • Training and public policies <p><i>Track Chair: Dr Pavel Reyes Mercado, Research Professor, Anahuac University, North Campus, Mexico City, Mexico</i></p> | <p>Business and Economic Recovery</p> <ul style="list-style-type: none"> • Post-pandemic business models • Post -pandemic corporate alignments • Business recovery • Economic stimulus and recovery • Government policies and interventions • Corporate push <p><i>Track chair: Dr Marcus Goncalves, Professor, Department of Administrative Sciences, Boston University, Boston, MA</i></p> |

Paper Submission: Important Dates and Guidelines

Conference organizers invite full papers, abstracts, and extended abstracts from 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 of submissions are as detailed below:

- Conference Announcement-Call for Papers: July 1, 2023
- Submission of abstracts: November 15, 2023
- Decision on submissions: November 15, 2023
- Submission of final papers: November 15, 2023
- Conference registration: Upto November 15, 2023 (with late fee: November 16 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 through Google Forms. The link for submission is: <https://forms.gle/9f95qGgGkm3rSjpZ8>

Workshops

Two workshops are scheduled during the conference as detailed below:

Workshop 1: Improving Skills on Writing and Publishing Research Works

Workshop 2: Case Writing Workshop

Distinguished Speaker: Prof. (Dr.) Rajagopal, Distinguished 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)*
- *IMIB Journal of Innovation and Management (SAGE Publication)*
- *International Journal of Business Competition and Growth (Inderscience Publication)*

- **Emerging Economic Studies (SAGE Publication)**
- **Anthology of selected papers will be published by an International publisher**

The anthology of selected papers for previous editions of the Conference edited by Prof. Rajagopal Professor & National Researcher, EGADE Business School, Mexico City, Mexico and Prof. Ramesh Behl, Professor & Director, IMI Bhubaneswar, Bhubaneswar, Odisha, India 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 | December 11-12 | Business Analytics and Cyber Security Management in Organizations | IGI Global Hershey, PA ISBN 9781522509028 |  |
| 2016 | Innovation, Market Competition and Economic Development | December 09-10 | 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 | December 08-09 | Business Governance and Society – Analyzing Shifts, Conflicts, and Challenges | Palgrave Macmillan, NY ISBN 9783319946122 SCOPUS INDEXED |  |
| 2018 | Industry 4.0: Business Beyond Boundaries | December 07-08 | Innovation, Technology, and Market Ecosystems - Managing Industrial Growth in Emerging Markets | Palgrave Macmillan, NY ISBN 9783030230098 SCOPUS INDEXED |  |

| | | | | | |
|------|--|----------------|---|---|---|
| 2019 | Entrepreneurship, Resource Planning and Regional Development | November 29-30 | Entrepreneureship and Regional Development: Analyzing Growth Models in Emerging Markets | Palgrave Macmillan, NY ISBN 9783030455200 |  |
| 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 9783030797089 SCOPUS INDEXED |  |
| 2021 | Inclusive Businesses in Developing Economies: Converging People, Profit, and Corporate Citizenship | December 11-12 | Inclusive Businesses in Developing Economies - Converging People, Profit, and Corporate Citizenship | Palgrave Macmillan, NY. Series ISSN 2662-3641 SCOPUS INDEXED |  |
| 2022 | Paradigm Shift in Business through Agile Practices | December 9-10 | Paradigm Shift in Business: Critical Appraisal of Agile Management Practices | Palgrave Macmillan (Cham: Switzerland, Springer) SCOPUS INDEXED |  |

RELEASE OF CONFERENCE ANTHOLOGY



Registration and Fees (GST Extra)*

Conference Registration

| Early Bird Fee (On or Before November 15, 2023) | | Late Fee (After November 15, 2023) | |
|--|-------------------|---|----------|
| Academician | 6500 [#] | Academician | 7500 |
| Corporate | 7500 | Corporate | 8500 |
| Research scholar | 3000 | Research scholar | 3500 |
| Student | 2000 | Student | 2500 |
| Foreign delegate (Academicians/Students) | US \$250 | Foreign delegate (Academician) | US \$300 |

* 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 (GST extra):

| | |
|------------------------------|---------------------|
| 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 30, 2023**.

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 9th 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
Indian Bank, Account No. 50071252726
IFSC-IDIB000B803, Branch Code- 4329
Bapuji Nagar, Bhubaneswar-751009

In case of RTGS/NEFT transfer, also email to conference convener (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, Professor & Dean (Business Development), International Management Institute
3. Dr. Manit Mishra, Professor & Dean (Research and Strategic Initiatives), 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, Professor, XIM University, Bhubaneswar
2. Prof. D.P. Goyal, Director, IIM Shillong
3. Prof. M.L. Singla, Professor, FMS New Delhi
4. Dr. B.B. Mishra, Vice Chancellor, Sambalpur University, Sambalpur, Odisha, India
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, Former Professor of Business, Indian Institute of Management, Rohtak, India
8. Prof. V. Ravi, Professor, Institute for Development and Research in Banking Technology, Hyderabad, India
9. Prof. V. Mukunda Das, Director, Chandragupta Institute of Management, Patna, India

Overseas Faculty

1. Venky Shankararaman, Vice Provost and Professor of IS at Singapore Management University, Singapore
2. Ravi Seethamraju, Professor at University Business School, University of Sydney, Australia
3. James Dong, Professor of IS & OM, University of Auckland, New Zealand
4. Dr. Vladimir Zlatev, Associate Professor of Practice, Department of Administrative Sciences, Boston University, MA
5. Dr. Hiranya Nath, Professor of Economics, Sam Houston University, Huntsville, TX
6. Dr. Angappa Gunasekaran, Director and Professor, School of Business Administration, Penn State Harrisburg
7. Dr. V. Govindarajan, Coxe Distinguished Professor of Management at The Tuck School of Business at Dartmouth
8. Dr. Tom Breur, Vice President, Data Analytics, Cengage Learning Inc., Boston, MA
9. Dr. Kip Becker, Professor, Department of Administrative Sciences, Boston University, Boston, MA
10. Dr. Gianpiero Lugli, Professor of Retail Business; Dean of Faculty, University of Parma, Parma, Italy
11. Dr. Jack McCann, Professor, Tusculum College, Greeneville, TN, USA
12. Dr. Geetha Duppati, Associate Professor, Waikato University, New Zealand
13. Dr. Narender Rao, Professor of Finance, Northeastern Illinois University, Chicago
14. Dr. Erdener Kaynak, Professor Emeritus, Penn State University, Harrisburg, PA, USA
15. Dr. Pedro Marquez, Dean, Royal Roads University, Victoria, BC, Canada
16. Dr. Satyendra Singh, Professor of Business, University of Winnipeg, Manitoba, Canada
17. Dr. Shelley Rinehart, Professor & Director MBA Program, University of New Brunswick, Saint John, NB

*** Some more names from Industry are yet to be included in the Advisory Board.**

PROFILE OF CONFERENCE PARTNER INSTITUTES

About International Management Institute (IMI) Bhubaneswar

IMI Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 67th rank in National Institutional Ranking Framework (NIRF) 2023 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 AMBA (Association of MBAs); NBA (National Board of Accreditation); and has received equivalence from AIU (Association of Indian Universities). 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.”

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:

Dr. Ranjit Roy Ghatak

Mobile: +91 8368869739

Dr. Sourabh Sharma

Mobile: +91 9414405629

Conference Coordinator:

Mr. Arvind Negi

Mobile: +91 9953656233

Email: conference@imibh.edu.in

