



INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR

International Management Institute **Bhubaneswar**



EGADE Business School
Tecnologico de Monterrey
Mexico City, Mexico

Minds Igniting Change

EGADE BusinessSchool Mexico City, Mexico

Jointly Organize

10th International Conference on Global Business Environment

Conference Theme :
**International Business
Diplomacy, Global Trade, a
Economic Development in
Developing Countries**



January 24-25, 2025

The economic stimulants of globalization have grown manifold over time across the emerging trade opportunities, multi-domestic production matching consumer preferences in destination markets, and availability of international finance. In addition, the favorable political, economic, social, technological, environmental, and legal (PESTEL) factors have encouraged healthier local-global business relations. The business diplomacy and politico-economic shifts over the years have significantly affected the global business ecosystem and free flow of trade and logistics between the developed and developing countries. The favorable PESTEL factors encourage local firms in the developing countries to go global and stay competitive in the international markets. However, the global trade dynamics is largely governed by the political diplomacy across countries to motivate trade and economy. In view of the changing politico-economic relations, it is challenging for the firms of developing countries to maintain synergy in international trade and business decisions. Therefore, developing sustainable international market integration in the shifting political philosophies among the developed and developing countries is one of the embedded challenges in global trade.

The transcending information technology has made it easy for the firms to improve business networking and strengthen the cross-border trade and capital movements. Nonetheless, political and social differences often limit the international trade operations and business expansions. Developing nations with dynamic political leadership like India offer incentives to promote Foreign Direct Investment, manufacturing infrastructure, and economic benefit to drive local-global convergence in production and business operations. Most countries increasingly chose to liberalize the flow of products and services for the macroeconomic benefits. In the case of international marketing firms, the trade liberalization policies have opened up domestic markets for exports and imports encouraging even the small and medium firms to participate in the international marketing operations.

Multinational enterprises have often faced the risk of increasingly challenging global business environment involving government and non-government stakeholders, and multilevel institutional governance at macro, meso and micro levels covering global, regional, national, sub-national political and economic philosophy. These enterprises need to navigate through this complex environment by engaging themselves in a range of negotiations including various managerial practices collectively termed international business diplomacy (IBD). Under the pressure of IBD, most firms engaged in international trade tend to reduce the cost of business operations and their global risk exposure. Changing political philosophies, political polarization, and fragility in relationship across countries significantly affect the international trade and logistics among the international firms. Consequently, firms strive to develop tactical relations with the trade partners and the government to comply with the IBD led business regulations, to synchronize the business interests with governmental and other stakeholders and IBD norms, and to maintain their corporate reputation, legitimacy and trade operations.

Political and economic relations among the developed and developing countries help in architecting favorable business diplomacy, which contributes in boosting business

negotiations and trade operations of international firms. Despite pro-trade regional diplomacy firm of developing countries often face increasing challenges from the governments. However, social institutions and tech-savvy NGOs raise public awareness through digital networks on an international scale. Governments tend to disrupt business ecosystem with bilateral economic sanctions in case of political disagreements, changing philosophies, and diplomatic relationship issues. Many emerging economies, notably China, have increasing influence on global politics and economics. It has been observed that in developing and transitional economies, the big-middle socio-economic demographic segment (Big middle consumers segment) provides greater commercial opportunities to multinational enterprises. However, promoting international trade in developing countries requires different approaches to both market and non-market institutions influencing governments and global stakeholders. Despite the changing business diplomacy and political alliances across the countries, the breadth and complexity of the global business environment have expanded dramatically, which require both regional and unilateral approaches over the bilateral political ties to enhance the international trade and logistics.

This conference intends to document the experience of firms, management process, and business systems that have co-evolved within the changing politico-economic ecosystems, and aligned with the agile business philosophy to attain competitive business performance. Deliberation in the conference aims at discussing the causes and effects and the challenges associated with the international business diplomacy, corporate governance, trade openness, economic growth, and process innovation 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 political problems in trade and economy, challenges, and probable alignment strategies in managing PESTEL, ESG (environment, society, and governance), and the triple bottom line (people, planet, and profit). The policy frameworks for trade and economy connecting with the political philosophy and diplomacy, this distinguished academic convention is instrumental to drive a constructive debate on divergent aspects of global trade practices.

Who should attend?

- Academics, research scholars, and business consultants; managers of international relations, operations management, business strategy formulation, and digital business; international trade executive. responsibility.
- Top and middle level executives of corporate, SMEs, start-up enterprises, export organization, 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 opportunities and best practices in global-local trade

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 (Track 1)	Business Diplomacy (Track 2)	Sectoral Development (Track 3)
Business capitalism <ul style="list-style-type: none"> • Epistemologies • Capitalism and economic growth • Capitalistic firms • Decision-making 	<ul style="list-style-type: none"> • International relations • Political philosophy • Political blocks and diplomacy • Economy, civil disruptions (Wars and civil unrests), and global trade • Political leadership • Business diplomacy and economic development • Political and industrial alliance • International political groups (G7, G15, G20) • Trade, economy, and political resolutions 	<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
Collective/Consortium trade (Track 4)	Business Modeling (Track 5)	Public Policies and Trade Development (Track 6)
<ul style="list-style-type: none"> • Business agglomerations • Business consortiums and growth • Social infrastructure • Entrepreneurship 	<ul style="list-style-type: none"> • Business model archetypes • Information and communication technologies • Crowd sourcing and crowd funding 	<ul style="list-style-type: none"> • Export promotion (SEZ, EPZ, Sectoral exports) • Economic empowerment

<ul style="list-style-type: none"> • Innovation and technology • Industrial cooperatives • Consortium exports • Local-global trade practices • Regional trade and economy • Cooperative exports 	<ul style="list-style-type: none"> • Big Data and Computer Aided Business Modeling • Services business modeling • Sustainable business models • Circular business modeling • Logistics, inventory, and movement control • Human Resource Business Models 	<ul style="list-style-type: none"> • Trade quotas, sanctions, and global trade • Tariff structure and trade development • Public-Private Partnership • Trade development programs • Government trade channels • Public diplomacy and international trade
<p>People's/Cooperative companies (Track 7)</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>Corporate Social Responsibility (Track 8)</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>Shared Economy (Track 9)</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>Public/Private sector companies (Track 10)</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>Geographic Proximity and Economic Relationship (Track 11)</p> <ul style="list-style-type: none"> • Trade agreement • Regional economic forums (e.g., ASEAN, APEC) • Regional economic indicators • Enterprise sustainability • Technology cooperation in business • Role of social institutions in business 	<p>Economic growth (Track 12)</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 • Macroeconomic policies • Trans-region trade effects
<p>Case Studies (Track 13)</p> <ul style="list-style-type: none"> • International trade • Gender studies • Corporate governance • Cooperatives • Sustainability • Digitization, Innovation • Marketing, Strategy, Finance, HR and operations 	<p>Innovation and Technology (Track 14)</p> <ul style="list-style-type: none"> • Innovation taxonomy • Incubation and innovation • Design thinking • Transfer of technology • Digitization and hybridity • Training and public policies • Technology in International trade • Digitization and Digital Twins • Marketing Innovation 	<p>Business and Economic Recovery (Track 15)</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

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 of submissions are as detailed below:

- Conference Announcement-Call for Papers: July 15, 2024
- Submission of abstracts: November 30, 2024

- Decision on submissions: November 30, 2024
- Submission of final papers: January 04, 2025
- Conference registration: December 01, 2024, 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/RLWb14a6HxZsAktt9>

Workshops

2 hours workshop is scheduled during the conference as detailed below:

- **Workshop:** Improving Skills on Writing and Publishing Research Works

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)
- 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	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		Palgrave Macmillan, NY business Governance and society – analyzing Shifts, Conflicts, and Challenges	
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	
2019	Entrepreneurship, Resource Planning and Regional Development	November 29-30	Entrepreneurship and Regional Development: Analyzing Growth Models in Emerging Markets	SCOPUS INDEXED Palgrave Macmillan, NY Analyzing Growth Models in Emerging Markets	
2020	Disruption in Business and Management Practices: Causes, Conflicts, and Control	December 11-12		Managing Disruptions in Business – Causes, Conflicts, and Control	

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	
2023	Corporate Democracy, Open Innovation and Growth in Developing Economies	December 15-16	Corporate Democracy, Open Innovation and Growth in Developing Economies	Palgrave Macmillan (Cham: Switzerland, Springer) SCOPUS INDEXED	



Registration and Fees

Early Bird Fee (On or Before December 15, 2024)		Late Fee (After December 15, 2024)	
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

* Inclusive GST.

* Fee to include refreshments, lunch, conference high tea and conference material.

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 1500.00 per day / per person
Double occupancy AC room	INR 1000.00 per day / per person

*GST 12% Applicable

The tariff is inclusive of breakfast and dinner. Request for reservation of room should be sent along with full payment by **December 15, 2024**.

For payment click here: <https://forms.eduqfix.com/imi/add>

OR

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 10th 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. Dr. P C Biswal, 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. Dr. P C Biswal, Director, International Management Institute
2. Dr. Sourabh Sharma, Professor, International Management Institute
3. Dr. Ranjit Roy Ghatak, 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

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*."

IMIB 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-2023 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



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.

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 Dhuli 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

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 descend 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,
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Conference Conveners:

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