

# Conference Review: 5th International Management Conference on Advances in Management Through Research, Innovation and Technology

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The 5th edition of the two-day International Management Conference (IMC) 2019 was successfully organized jointly by the Fortune Institute of International Business (FIIB), New Delhi, and CEREN, Burgundy School of Business, Dijon, France, on the Advances in Management through Research, Innovation & Technology (AMRIT-II) with its academic partners, FMF, University of Ruhuna, Sri Lanka, Uniglobe College, Nepal, and industry partner Sa-Dhan, New Delhi.

The AMRIT-II was the theme of this year's deliberations, termed as 'AMRIT'. The title AMRIT (in Hindi) evoked a feeling of peace, harmony, higher-order enlightenment and a state of bliss. The purpose of this conference was to achieve scholarly input, intellectual inquiry, from a community of researchers, practitioners, industry experts and thought leaders. FIIB's IMC is a signature event, which created a legacy that we feel proud of achieving.

The last four conferences have had titles such as 'Business and Economy: Growth, Governance and Globalisation (3G)', 'Innovation and Sustainable Development in Global Economy', 'Inclusive Growth, Good Governance, Globalisation, Green Future (4G)', and the first edition of AMRIT—'Advances in Management through Research, Innovation and Technology', and this conference was built on last year's theme with the second edition of AMRIT-II.

The IMC witnessed more than 23 national/international speakers/guests/resource persons from more than 9 countries including Australia, France, India, Nepal, New Zealand, Sri Lanka, UK and the USA. There were research-oriented panel discussion and 4 technical sessions for research presentations. These consisted of more than 200 national/international participants. A total of 41 papers were published in 2 books and in a journal. The striking feature of the IMC 2019 was the active and curious

participation of students, particularly 70 of them from Nepal, who contributed to 33 original research presentations during the conference along with 5 faculty members. The FIIB's postgraduate students too played a key role in the conduct of the conference with diligent administrative acumen; they also contributed to quality paper presentations.

## Inaugural Session

The inaugural session of the conference started with the traditional 'Lighting of the Lamp Ceremony'. It was followed by a welcome address delivered by Dr Anil Kumar Sinha (Director, FIIB, New Delhi, India). Dr Sinha highlighted the necessity of organizing such a conference and how FIIB has been fostering dialogues among diverse stakeholders to contribute to the process. He welcomed the delegates and resource persons to the conference and thanked the partnering organizations. Dr Amiya Kumar Mohapatra, Conference Chair, addressed the audience on the theme of the conference. In his address, Dr Mohapatra explained how AMRIT is the need of the hour. It was followed by a chief guest's address by Dr Radhe S. Pradhan (Academic Director, Uniglobe College, Nepal) who talked about the relevance of such conferences for the academic fraternity and young scholars followed by a special address by Ms Angela Yu (Audit Manager, CIB Accounts & Advisor, Sydney, Australia) who talked about the intercultural aspects of research which was followed by a talk by Dr Cornelia Caseau (Associate Professor, Burgundy School of Business, Dijon, France) about how publications plays a vital role in the lives of academicians and Dr Justin Paul (Professor, University of Puerto Rico, USA) mentioned about the Internationalization framework and qualities of good research for high-grade publications.

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On this occasion, the organizers released the conference proceedings in ‘IMC 5 Souvenir, Nepal Journal of Management—conference special issue’ and two edited books namely *Advances in Management & Technology* and *Business Management & Social Innovation*.

The inaugural session came to an end as Dr Sudhir Rana (Conference Convener, FIIB, New Delhi) delivered the vote of thanks. In his vote of thanks, Dr Rana thanked all the guests for their valuable presence at the conference.

### **Panel Discussion: Leveraging Entrepreneurship Development Through Emergent Technologies and Disruptive Innovation**

The panel discussion of the conference is on leveraging entrepreneurship development through emergent technologies and disruptive innovation. Dr Arvind Ashta (Burgundy School of Business, France) moderated the panel discussion and opened the discussion by introducing the theme and speakers, welcoming the speakers and audience alike. Panelists included Dr Aneesh Zutshi (Nova University in Lisbon, Portugal), Dr P. Satish (Executive Director, Sa-Dhan, India), Dr Pushkar P. Jha (Newcastle Business School, UK), Dr Reetesh Kumar Singh (Delhi School of Economics, India) and Dr Justin Paul (University of Puerto Rico, USA). In the end, Dr Amresh Kumar (Conference Co-Convener, FIIB, New Delhi) gave a vote of thanks. In his vote of thanks, Dr Amresh gave a hearty thanks to all the panellists for their great presence.

An insightful panel discussion was followed by four technical tracks. This year 132 papers were received from more than 80 institutions of national and international repute, out of which 117 papers were selected for presentation after review. Accepted papers were presented in four technical sessions: general management, marketing, finance, and HRM and strategy.

## **Technical Sessions**

### **Technical Session 1: General Management**

The first technical session was held on general management in which a total of 20 papers were presented by different national and international participants. Session Chairs were Dr Pushkar P. Jha (Newcastle Business School, United Kingdom), Dr S. B. Bharti (Registrar, Gurugram University, India), Mr Rajeev Ranjan Roy (Senior Journalist & Author, Chandigarh, India) and Dr Amiya Kumar Mohapatra (Conference Chair, FIIB, New Delhi, India).

In this session, different papers were presented that covered relevant topics in management science and provided valuable insights to the audience. In the end, Professor Piyush Gupta (Conference Co-Convener, FIIB, New Delhi) proposed a vote of thanks to all the session chairs and participants for their valuable presence.

### **Technical Session 2: Marketing**

The second technical session was held in the marketing area in which a total of 26 papers were presented by different national and international participants. Session Chairs were Dr Reginald James-William (Western Institute of Technology in Taranaki, New Zealand), Dr Ankur Saxena (Sage University, India), Professor Anant Raj Ghimire (Uniglobe College, Nepal) and Dr Nimit Gupta (FIIB, New Delhi, India). In this session, different papers were presented in the broad area of marketing that covered relevant and current topics in marketing that left the audience spellbound.

### **Technical Session 3: Finance**

The third technical session was held in the broad category of finance. A total of 16 papers were presented by different national and international participants. Session Chairs were Dr Radhe S. Pradhan (Uniglobe College, Nepal), Dr Chris Patel (Macquarie University, Australia), Dr Amit Kumar Singh (Delhi School of Economics, India) and Dr Asheesh Pandey (FIIB, New Delhi, India). In this session, the papers presented covered relevant topics in finance that provided a good platform for learning to the audience.

### **Technical Session 4: HRM and Strategy**

The fourth technical session was on human resources management (HRM) and strategy. A total of 22 papers were presented by different national and international participants. Session Chairs were Dr Nar Bahadur Bista (Uniglobe College, Nepal), Dr Nandeesh M. Hiremath (Indus Business Academy, India), Dr Srirang Jha (Apeejay School of Management, India) and Dr Nidhi Maheshwari (FIIB, New Delhi, India). During this session, the papers presented contributed to quality HRM and strategy issues. The audience was delighted by the thought-provoking deliberations.

## **Valedictory Session**

During the afternoon of the second day, the valedictory session took place. FIIB’s Director Dr Anil Kumar Sinha shared with the participants the organization’s 5-year journey. The chief guest of the session was Dr Arvind Ashta (Burgundy School of Business, France) and the guest of honour was Dr Nar Bahadur Bista (Uniglobe College, Nepal), special guests were Dr Reginald James-William (Western Institute of Technology in Taranaki, New Zealand) and Dr Chris Patel (Macquarie University, Australia). Dr Chris Patel gave the valedictory address by sharing his views and perspectives on the theme of the conference, its relevance and thanked the participants. The session concluded with the distribution of awards and certificates to the participants. Lastly, *FIIB Business Review*, the in-house journal published by Sage Publications felicitated its

authors for their contribution to the journal with awards for the Most Read Paper and Most Cited Paper.

The session came to an end as Professor Arpan Anand (Conference Convener, FIIB, New Delhi, India) delivered a vote of thanks to all the resource persons, participants,

IMC team members, sponsors, partners, media and the volunteers for their valuable contribution to the conference. This was followed by a high evening tea for the successful completion of the event.

### About the Reviewers



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