

# 7<sup>th</sup> International Management Conference

# AMRIT

Advances in Management through Research, Innovation & Technology

**7<sup>th</sup>-8<sup>th</sup>**  
**January, 2022**

## Academic Partners



Burgundy School of Business, France



Universiti Putra, Malaysia



Uniglobe College, Kathmandu, Nepal



UITM, Malaysia

## About AMRIT

FIIB's 7th International Management Conference (IMC) is one of the most awaited events for all the esteemed members of the researchers and practitioner's community. This event aims in achieving and deliver beneficial impacts and outcomes both for the organizers and the host community, in addition to other stakeholders such as participants, spectators, sponsors and the media. The previous 6 events were highly successful and delivered the objective of bringing together scholars, researchers, industry experts and very talented students to enlighten them with the ever-burning torch of knowledge. Last year event's theme was Advances in Management through Research, Innovation and Technology (AMRIT), it evoked feelings of peace, harmony, higher-order thinking and a state of bliss for all.

## About the conference

As the economies across the globe unshackle themselves from the COVID crisis, a remarkable disruption is being seen across multitudes of sectors. A significant restructuring or a 'New Normal' is being witnessed which is proving to be a defining moment for businesses and how they are generally viewed and conducted. The 'New Normal' which is affecting, rather reshaping, the lives of millions of people also brings to us uncharacteristic challenges which till now had never been visualised given the propensity of the black swan event i.e., the pandemic.

In this background, the theme of the conference, **"Resilience, Reinvention and Repositioning: Towards the Next Normal"** focuses on the way towards shaping the economies of the future. The thematic renaissance during this perilous time is being driven by a latent urge to attain excellence through disruptive thought processes and out-of-the-box innovations in the field of business and research. A reinvention of the business models and their persistence beyond crisis is the key to addressing the challenges and staying competitive in the market.

The 'Next Normal' has also created a need for the organisation to re-engage with their human resources and reinvent their workplaces. Thus, one of the key takeaways of this doctoral conference would be to explore the possible solution of non-conventional challenges utilizing out of the box thinking.

## Conference Objectives

- To keep all the members connected through the lamp of knowledge and spark the will of being a seeker. We aim to encourage and support learners who are adapting to the new normal and bring together all the discussion to fruitful insights.
- To offer a virtual podium for all to discuss the emerging trends and impacts on various fields and deliver valuable suggestions.
- Publication outlet for promising research in a reputed journal.
- To adapt to a new educational set-up with technical expertise and virtual meetings making the whole world come to a common room.

# Call for Papers

In this context, 7th AMRIT invites theoretical and applied research papers, extended abstracts, case studies, and panel sessions to address a range of issues organized around the following tracks, but not limited to:

- **Business Policy & Strategy:** Leadership, Corporate Governance, Balancing Shareholder & Stakeholder Interests, Global Supply Chain Issues, Impact of Offshoring & Outsourcing on Local economies;
- **International Trade & Investment:** BREXIT & the EU, Trade Wars, Trade Agreements & Regional Cooperation;
- **Finance, Taxation & Accounting:** Mergers & Acquisitions, Capital Markets, Taxation, Tax Havens, FDI, Banking, Digital Currency, Islamic Finance, Transparency & Ethical Issues;
- **Emerging Marketing Trends:** Consumer Behavior, e-Commerce, Omni-Channel Marketing, Franchising, Branding, Digital Communication, Social Media, Tourism & Hospitality, Sports & Games, etc;
- **Organization Behaviour, Human Resource Management:** Automation, Remote, Virtual & Online working; Migrant Workers, Self-employment; gender issues;
- **CSR & Sustainability Issues:** Millennium Development Goals (MDGs), CSR for Environment & Sustainability, Renewable Energy, Recycling & Waste Management, Air, Water, Agri-business &
- **ICT, MIS & Data Analytics:** Trends in AI, Drones, Blockchain, Digital Payments, e-Governance, Privacy, Cybersecurity;
- **Entrepreneurial Ecosystems & Startups:** Technology Parks/Clusters, Incubation & Acceleration Programs, Digital Start-ups; Micro & SMEs, Social Enterprises & NGOs, Self Help Groups;
- **Education & Online Learning:** Technology infrastructure, Digital Divide Across Urban & Rural Communities; Models of Online Teaching; Assessment of Learning Effectiveness;

However, the above list is only illustrative; authors are encouraged to submit papers on any other issues that they deem relevant to the conference theme.

# Themes for Discussion

This year, International Management Conference at FIB will deliberate upon many issues pertaining to emerging trends and global dynamics in context to sub theme: Resilience, Reinvention and Repositioning: Towards the Next Normal". The focus of discussion is emerging research trends in **Marketing management, Finance & Accounting, Operation and Strategic Management, OB & Human Resource, Economics, Public Policy, Business Analytics, International Business** on the way towards shaping the economies of the future.

Renowned and eminent speakers are invited to delegate expert talk on selected topics, share their experience and interact with participants in each track as follows.



## Theme Discussion Tracks

- 1.** Emerging trends in green finance and sustainable integration of investment decisions
- 2.** Research trends in strategic goals of the organization and sustainable human resource management
- 3.** Emerging trends in digital marketing and social innovation
- 4.** Discussion on sustainable supply chains and industrialization: learning from the COVID 19 Pandemic



# Publication Opportunities

AMRIT has collaborated with the South Asian Journal of Marketing (Emerald Publication), FIIB Business Review (Scopus, CABS, WOS) & International Journal of Emerging Markets (ABDC-B, Scopus, WOS, CABS) which is abstracted and indexed by: ABDC Quality List; Emerging Sources Citation Index (Clarivate Analytics) and Scopus, among others to provide scholars with an opportunity to publish their research papers.

- **FIIB Business Review (Scopus, CABS, WOS)**
- **International Journal of Emerging Markets (ABDC-B, Scopus, WOS, CABS)**
- **South Asian Journal of Marketing (Emerald Publishing)**
- **Journal of Global Operations and Strategic Sourcing (ABDC-C, Scopus, WOS)**
- **Benchmarking-An international Journal (ABDC-B, Scopus, CABS)**
- **International Journal of Emergency services (ABDC-C, Scopus, WOS)**

## **Book Series**

- **Review of Management Literature(Emerald)**
- **Advances in Emerging Markets and Business Operations, Routledge, Taylor & Francis**

The conference organizing committee will invite the selected papers presented at the conference for submission to the journal. The selected papers must mention that the paper was presented in AMRIT. The papers must adhere to the guidelines for submission, and review of the journal. Sending out for review does not guarantee publication.

All accepted full papers will be published in the Conference Proceedings Full Book with ISBN number. All papers will be double-blind peer reviewed to ensure an adequate standard that the proposed subject of the submitted abstract has been followed, the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.

# Conference Awards

- Conference Best Paper Award
- Best Paper Awards in each Track
- Best Doctoral Scholar Paper Award
- Best Doctoral Thesis Award

**FIIB Business Review (FBR), Sage Publishing**

- Most Cited Paper Award
- Most Read Paper Award

# Mode of Conference

The conference will be held **ONLINE**. The links to access the meeting rooms will be provided to the registered participants through emails and registered phone numbers.

## Submission Guidelines

Only original and unpublished research works are invited. Any submission which is identical or substantially similar to work already published, under review for conference or publication, will not be considered. Papers with more than 10% plagiarism will be rejected.

All full papers including five to seven keywords should reach us latest by 10th December 2021 in an editable format (.doc / .docx) at [imc@fiib.edu.in](mailto:imc@fiib.edu.in). The paper should be mailed with the subject line "PAPER SUBMISSION FOR IMC 2022".

Apart from full papers, extended abstracts (not more than 6000 words) are also invited. The author(s) will be intimidated regarding the acceptance of their paper after review by 15th December 2021.

For any query related to the conference, please reach us at [imc@fiib.edu.in](mailto:imc@fiib.edu.in) with the subject line "IMC 2022 QUERY"

## Important Dates

Last date for submission of full paper	10 <sup>th</sup> December,2021
Intimation of Acceptance of Full paper	15 <sup>th</sup> December,2021
Last date of registration (for Publication)	22 <sup>nd</sup> December,2021
Last date of registration (for presentation only)	31 <sup>st</sup> December,2021
Conference date	7 <sup>th</sup> -8 <sup>th</sup> January,2022

## Fees Particulars

Particular	Registration Fee
<b>Attending the Conference</b>	
Academicians and delegates from Industry & Doctoral /Research Scholars (India)	Rs.699
Attendees from other countries	US\$49
<b>Presenting in Conference</b>	
Academicians and delegates from Industry (India)	Rs. 1999
Doctoral/Research Scholars (India)	Rs. 999
Attendees from other countries	US\$99

# Conference Directorate



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Conference Patron



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## About FIIB

Established in 1995, Fortune Institute of International Business (FIIB) has continuously distinguished itself with its zealous drive towards constant innovation and rigorous excellence in academics & research. Poised for professional success, our students are thoughtfully nurtured to be pioneers of a better tomorrow. Through our erudite faculty and network of research centers, we are markedly impacting contemporary academia and future business practices. An ever-expanding family of prosperous alumni and extraordinary industry linkages - ours is a legacy defined by enduring prominence.

## Awards

- Top Institute of India by CSR, CSR Awards Ceremony 2020
- Best Institute for Business Recruitment in Delhi NCR, Adfocus Media, Global Leadership Awards 2020
- Educational Institutions for their substantial effort put on Industry based teaching and learning pedagogy, Federation for World Academics(FWA), 1st Industry Anchored Brands Award 2019
- Best Education Institute that encourages leadership as a part of Curriculum, Dewang Mehta - B-school Affaire, Dewang Mehta National Education Award - 2019

## Rankings

- Ranked in "Platinum Category" by AICTE-CII Survey - 2019-20
- Ranked 9 th in Delhi/NCR "Top B-School in India" in CSR GHRDC Ranking – 2019-20
- Ranked 10th in Top B-School in Delhi by Business Today – 2019-20
- Ranked 15th in North Zone "Top B-School in India" in Business World Ranking – 2019-20



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