



INTERNATIONAL CONFERENCE 2023

On

“ NEO-BUSINESS PRACTICES ”

April 28 - 29 2023 (Virtual Mode)

Organised By

School of Management Studies
L J University

L J Campus, Near Sarkhej-Sanand Circle
Off. S.G. Road, Ahmedabad-382210

Website : www.ljku.edu.in

Email : conference_ljmba@ljku.edu.in



LJ University
University with a Difference



SCHOOL OF MANAGEMENT STUDIES

(L J Institute of Management Studies & LJ - 5 year Integrated MBA program)

APPROVED BY AICTE



Ranked 1st in Gujarat With
5 Star (★★★★★) Rating By GSIRF 2022
under The Management Institutions Category

About School of Management Studies, LJ University

The School of Management Studies, L J University consists of L J Institute of Management Studies which is two year full time MBA program and LJIMBA which is a five year integrated MBA program. It has been established by Lok Jagruti Kendra, a charitable trust established in 1980 by visionaries like Prof. B. M. Peerzada (former Dean of Commerce Faculty, Gujarat University), noted economist and Padmabhushan awardee Lord Meghnad Desai (London School of Economics), Prof. Gautam Appa (London School of Economics), Late Prof. M. S. Trivedi (Former Vice Chancellor - South Gujrat University) and eminent jurist late Shri Girish Patel. It is a constituent institute of L J University, which is one of the largest and fastest-growing UGC-approved Gujarat's private universities with 15 institutes, 1000 faculty members, and 20,000 students. The School of Management Studies has 45 full time faculty members and 1800 management students.

About the Conference

The world is changing fast and so have business practices. The world is witnessing production processes that are more decentralized, more digitalized, and artificial intelligence-focused. The disruption caused by technological innovations is almost an ongoing process. On one hand, the 4th industrial revolution is progressing rapidly taking technological innovations to a new height, on the other hand, the pandemic and the Russia-Ukraine war are disturbing the global economic order. On the social front, widening inequality of income and wealth distribution is staring into our eyes and at the same time rapidly improved education level has opened up opportunities for the masses. Rapid climate change is posing new challenges for organizations to reduce carbon footprints by adopting the sustainable practice.

Businesses are rapidly adjusting to this dynamic business environment by adopting innovative practices for every aspect of their operations. Interface with investors, consumers as well as employees has changed thanks to technology-driven market forces. Decision-making is becoming more data-driven. The current globalized world with constantly changing technological innovations has opened new markets and forged the potential for new business models that were once unthinkable. Unicorns with no asset base and service providers without employees on the roll are exemplifying the phenomenon. With the growth in digital commerce, there has been an emergence of hyper-local delivery systems. Employment relations have changed with the rise of the gig economy. Attracting and retaining a talented and diverse workforce that can tune in with the organization's philosophy by readily accepting challenges is one of the biggest challenges for organizations. The trends suggest that the 5th industrial revolution is already knocking on the door that encompasses the notion of harmonious human-machine collaborations, with a specific focus on the well-being of multiple stakeholders.

Business organizations must consider a plethora of these concerns while reconsidering changing relationships with profit. Organizations today are adopting innovative practices in all their operational aspects to deal with these challenges. This conference aims to provide a platform to researchers to present their work on the practices of the new age businesses, associated issues and challenges faced.

Call for Papers

Research papers and conceptual papers including review papers are invited from academicians, research scholars, management consultants, corporate professionals, and management students on the below-mentioned themes covering the following broad areas. The list of the topics within each track is only indicative and not exhaustive.

The participants will be given the participation certificate.

Based on the submitted paper's internal review & presentation, the best papers will be awarded in each track.

Sub-Themes

Finance

The New Age firms are known for their cutting-edge, technologically driven financial procedures. The goal of innovations is to increase the effectiveness, inclusivity, and sustainability of financial services. Wider application of technology in banking, payment, and investment apps, has accelerated access to financial technologies. With technology comes data, and more specifically, data analysis and decision-making. In many ways, the ease of collecting data through technology is transforming the financial landscape in profound ways, with data also comes great responsibility, as we've seen when private data is breached by hackers. A lot of energy is going into data protection and privacy, from both big institutions as well as small startups. This gives rise to a plethora of issues concerning the business models:

- Modern Finance
- Decentralized Finance (DeFi)
- Cryptocurrencies and Blockchain
- Global Finance and Currency Markets
- Neo Banks
- Green Finance
- Emerging Technologies in Finance
- Financial Frauds
- Financial Engineering
- Compliance and Regulation

Marketing

Marketing is a term that covers a whole gamut of activities aiming to make customers aware of the range of products and services and persuade them to buy the same. The marketing approach that combines online and offline interaction between companies and customers is the managerial agenda of marketing thought which increases targeting and personalization capabilities. This creates opportunities for the emergence of new business models, but on the other hand, creates new challenges in terms of alignment with buyer personas. Nowadays the stress of organizations is on marketing strategies that are customer-orientated rather product oriented because a customer is more informed and demanding. The company anticipates customers' needs upstream of the purchasing process and creates a permanent connection through a multi-channel marketing strategy. The track on marketing aims to discuss these challenges and related issues.

- Marketing Strategy and Tactics
- Consumer Behavior
- Technology and Digital Marketing
- Multi-Channel Marketing- Customer Value Modeling
- Customer Loyalty and Life-cycle Management
- Sales Management and Retailing
- Contemporary Marketing
- B to B and Network Marketing
- Sustainability Marketing
- Brand Management
- International / Global Marketing

Human Resources

With the continuously changing environment across the globe, organizations need to revitalize. The apt way to do the same is by investing in human resources. Acquiring, retaining, and up-skilling human resources is a prerequisite for organizational success. It is essential to adopt change management practices, along with updated HR Policies and practices to provide superior employee experiences in a competitive environment. HR Department operates on multiple verticals to create a robust ecosystem. The track on Human Resources aims to discuss these multiple verticals, their challenges, and related issues.

- Strategic HRM
- Global HRM - Issues and Challenges
- Workforce Diversification
- Talent Management
- Change Management
- Leadership in the Contemporary Environment
- Issues in Industrial Relations
- Green HR
- HR Analytics and the Role of Technology in HRM
- Managing Employee Well-being
- Compensation and Reward Management
- Measuring and Managing Performance
- Learning and Development
- Contemporary Issues in HR

Innovation and Entrepreneurship

New-age entrepreneurship is more about breaking barriers than making money. In the age of technology, it is the instinct of innovation that drives young people to new ventures rather than just the pressure to do something for a living. New-age entrepreneurs aim at making a social impact and are constantly engaged in making the lives of people simpler and easier through harnessing technology. The track on Innovation and Entrepreneurship aims to discuss these challenges and related issues.

- New Venture Creation and Startup
- Emerging Ecosystem to Promote Startups
- Creativity and Innovations in Entrepreneurship
- Entrepreneurship Training and Development
- Technological Entrepreneurship
- Social Entrepreneurship
- Edupreneurship/ Agripreneurship/ Cyber Entrepreneurship/ Social Entrepreneurship
- Role of Government in Entrepreneurship Development

Technology

The use of technology has acquired the central stage in the development of Neo-Businesses. The world is progressing fast toward the industrial-4 revolution. Rapid upgradation in technological innovations has made disruption a constant feature that is a major challenge that business organizations have to deal with. Following are some indicative topics that call for research and discussion. The track on Technology aims to discuss these challenges and related issues.

- Data Management and Business Analytics
- Business Intelligence
- Artificial Intelligence
- E-Commerce
- Blockchain Applications
- 3-D Printing

Sustainable Development

Sustainable development is the buzzword these days. Though it primarily means "make environmentally sustainable choices", in reality, its scope is much more than just "going green". Sustainable development provides stimulus to local economic development by expanding the economic potential of a territory, regulating demographic processes, creating jobs, and business infrastructure, improving the competitiveness of enterprises, etc. Based on social and environmental impact assessments, sustainable practices are aimed at preventing further environmental degradation and overcoming unhealthy living conditions for people. Neo-Business practices aligning with sustainable development are focusing on more than their environmental policies to benefit the environment along with communities around them to make the future a better place for everyone. In the post-pandemic times becoming sustainable has emerged as a critical challenge for business and has caused a paradigm shift in the way organizations operate. The track on Sustainable Development aims to discuss these challenges and related issues.

- Environmental Sustainability and Business
- Climate Change and Business
- Justice and Rights
- Local area Development
- CSR Practices
- Corporate Governance
- Diversity and Inclusive Growth

Pre-conference Workshop on writing & publishing in reputed journal

Date: 11th March' 2023

The pre-conference workshop will be organized on **11th March' 2023**. The workshop will focus on guiding budding researchers about drafting quality research papers and publishing them in journals of repute. The participants of the conference can register for the workshop by paying a **fee of Rs. 100 per person**. The workshop will be virtual.

Guidelines for Submission

- Academicians, practitioners, and research scholars should send their original, unpublished work in the form of an abstract (350-500 words).
- The abstract should reach us in an editable format (.doc/.docx) at conference_ljmba@ljku.edu.in
- Up to three authors are allowed to be included in each submission (abstract/paper).
- The text of the paper is to be in Times New Roman (TNR), with a Font size of 12 pt., 1.5 spaced, and aligned justified format.
- At least one author for each submission must register for the conference and make a presentation of his/her work.
- Acceptance of the abstract will be conveyed after screening. The papers will be evaluated on their originality, structure, clarity, and relevance.
- The final manuscript must have a literature review, research methodology, results & discussions, theoretical and managerial implications, limitations and figures, graphs, tables, appendices, and references that should follow the American Psychological Association (APA) style guide.
- Authors need to submit the title page separately which must include the author(s) details and their affiliation. The manuscript must not have any author details.
- The first screening of the manuscript will be based on 5% plagiarism - Turnitin software (excluding references and tables). Submitted papers must NOT have been either previously presented, published, accepted for publication, or under review.

Publication Opportunity

Top papers with merit will get a chance of publishing in a book with ISBN number, to be published by Taylor and Francis that will be applied for SCOPUS indexing. (Processing charges applicable)

Registration

Participants are required to pay below mentioned Conference Registration charges at the time of submitting the full paper.

Payment of Registration charges shall be paid either through DD in favor of "Lok Jagruti Kendra University" payable at Ahmedabad (India) or through electronic transfer/ UPI in the account whose details are given below. Candidates are requested to possess a receipt of registration charges.

NAME : L J INSTITUTE OF MANAGEMENT STUDIES
BANK NAME : INDIAN OVERSEAS BANK
BRANCH : VASTRAPUR
ACCOUNT NO : 104201000010532
IFS CODE : IOBA0001042
MICR CODE : 380020013

Category	Charges (Rs.)
Academicians	1500
Research Scholars	1000
Students	500
Industry Delegates	2000

Important Dates

Abstract Submission : February 28th, 2023
Communication of Abstract Acceptance : March 4th, 2023
Pre-Conference Paper Writing Workshop : March 11th, 2023
Full Length Paper Submission : April 1st, 2023
Communication of Full Length Paper Acceptance : April 8th, 2023
Registration : April 15th, 2023
Conference Date : April 28th-29th, 2023

Conference Conveners and Point of Contact

Dr. Neha Shah : 93741 43040

Dr. Kiran Khatri

Dr. Himani Sheth

Dr. Harleen Mahajan : 70465 66671

Dr. Ranjana Dureja

Prof. Jignesh Vidani