



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF MANAGEMENT



2022
1997
CELEBRATING
SILVER JUBILEE
25
YEARS OF
ACADEMIC EXCELLENCE



3RD INTERNATIONAL CONFERENCE ON MANAGEMENT RESEARCH (ICMR)

THEME - Business, Technology,
Innovation, and Sustainability



23-24 February 2023



CALL FOR PAPER

CONFERENCE CALL FOR PAPERS 2023

THE 3RD INTERNATIONAL CONFERENCE ON MANAGEMENT OF RESEARCH (ICMR) FEBRUARY 23 – 24, 2023

The conference provides a premier forum for the presentation of new theories, advances, and research results in business management, marketing, finance, economics, technology, decision science, human resource, and organization behaviour.

This conference is a prestigious event, organized to provide an international platform for academicians, researchers, managers, industrial participants, and students to share their research findings with global experts. The papers will go through with the rigorous blind peer-reviewed process. The papers will be evaluated based on novelty of ideas, originality, accuracy, research depth and relevance to the conference topics and themes.

KEY INFORMATION:

Conference Dates: Thursday, February 23, 2023, to Friday, February 24, 2023

Full Paper Submission Deadline: January 10, 2023

Notifications for Selected Papers: January 20, 2023

Full conference registration fees due for all presenters: January 25, 2023

THEMES AND TOPICS

The conference is seeking full paper submissions related to the following conference topics: **“Business, Technology, Innovation, and Sustainability”**.

The Sustainable Development Goals (SDGs) laid out by the UN has proposed a roadmap to end poverty, reduce inequality, and tackle climate change, among other ambitions. The 17 goals and 169 specific targets of this 2030 Agenda for Sustainable Development set the world's sights on addressing the most critical environmental, social, and economic issues we face today. While certainly increasing in prominence under the SDGs, the concept of sustainability in business is nothing new. Many responsible companies have been incorporating it into their strategies for years. A UN report released in April 2017 found that 82 out of 100 blue chip companies demonstrated commitment to the SDGs in their 2016 annual reports, either through explicit statements about the goals or implicit actions that support them. According to a flagship report from the Business Commission, achieving the SDGs could create 380 million jobs and help unlock at least \$12 trillion in opportunities for business by 2030.

Although SDGs has become buzz word in the business world and every bourse, it has also thrown several challenges to the business community. It has thrown several challenges to the business community. The challenges are not only limited to communicating regarding the SDGs with the companies' key stakeholders, integrating the SDGs goal with the corporates' visions and missions, and costing for technological change. These challenges have been, to some extent, addressed through the innovations and technology. Utilizing and leveraging the potential of technological innovation is one of several steps that will be necessary to take to achieve the Sustainable Development Goals. This conference is an effort in the direction of exploring new ideas, avenues, methods, and technological advancements which can be used that can make the business more sustainable.

SUBTHEMES

The scope of this conference extends to models of business, management, and economic operations, across all functional areas. Original research papers are invited from academic scholars, industry experts, and entrepreneurs, on the following illustrative sub-themes or related to the main theme of conference:

AREAS OF RESEARCH

ACCOUNTANCY, ECONOMICS AND FINANCE

- Accounting, audit, and taxations
- Capital Markets
- Digital Currencies
- Investment Banking
- Islamic Banking
- Mutual Funds and Hedge Funds
- Corporate Finance
- Corporate Governance
- Corporate Social Responsibility
- Financial Crisis and Frauds
- Financial Inclusion
- Financial Risk Management
- Applied Economics
- Economic Development and Political Economy
- Green Finance
- FinTech and TechFin

Business Management

- Productivity
- Branding
- Business Law & Administration
- Project Management
- Public-Private Partnerships
- Change Management
- Competitive Strategy
- Business Ethics
- Strategic Planning
- Supply Chain Management
- Communications Management
- Environment Management
- Healthcare Management

Circular Economy & Sustainability

- Circular Economy & Green technology for a sustainable future
- Emerging & advanced green energy for a sustainable future
- Green technologies for sustainable management of environment
- Sustainable technology in the development of novel processes and products
- Circular and sustainable economy model for developing and high populated countries
- Circular economy based approach, regulations & policies to achieve sustainability
- Innovation & technology

Marketing

- Advertising Management
- Brand Equity
- Community Management
- Content Marketing
- Customer Relationship Management (CRM)
- Influencer Marketing
- International Marketing
- Online Marketing
- Search Engine Advertising and Optimization
- Social Media & Services
- Telemarketing
- Viral Marketing



Technology and Decision Science

- Big Data Analysis
- Blockchain Security
- Communication and Network Technology
- Data Privacy
- Ecommerce Fundamentals and Laws
- Enterprise Information
- Internet Economy
- Management Information Systems
- Mobile Commerce
- Online Payments
- Smart Connected Products
- Smart Logistics

Human Resource Management and Organisation Behaviour

- Compensation Management,
- Corporate Talent Management
- Learning and Development Trends
- Recognition Programs and Leadership Development
- Recruitment and Talent Management
- Talent Management Models, Systems, and Tools
- Targeted Learning and Talent Development
- Employee Productivity, Development and Organizational Needs
- Professional Development and Stress
- Employee Performance Management

PhD Symposium:

The PhD Symposium is a scientific meeting that allows PhD Candidates from business management field to share their knowledge with each other and to meet high profile experts in the business management field.

Research Workshop:

The research workshop will provide an opportunity to learn new research tools and techniques.

GUIDELINES FOR SUBMITTING PAPERS:

Abstract and full text papers (.docx and .doc) will be accepted by Electronic Submission Form. Manuscripts should meet the format set by the Conference committee and are subject to review.

All papers submitted should undergo the double-blind peer review process and therefore should conform to the following rules:

No longer than 30 pages (not including references and appendices).

Concise and clear abstract, no more than 300-350 words.

Paper format: 12 font (preferably Times New Roman), double spaced, with one-inch margins. Referencing APA Style.

Paper submission can be done in the following link provided:

<https://forms.gle/MnWVqLFGRJ4vjpqj8>

OR

<https://easychair.org/conferences/?conf=icmr2023>

PUBLICATION OPPORTUNITIES:

- International Journal of Emerging Markets, Emerald – Scopus, ABDC(B Category)
- FIIB Business Review, Sage Publication – Scopus, UGC Care List,ABS
- Parikalpana (Special Issue) – UGC Care List
- South Asian Journal of Marketing – Emerald
- Economies

PRIZES WILL BE AWARDED IN THE FOLLOWING AREAS:

1. Best Paper Award – ₹ 25,000/-
2. Two Second Best Paper Awards – ₹ 15,000/- (each)
3. Best Ph.D. Paper Award – ₹ 10,000/-

IMPORTANT DATES

	Dates
1. Paper Submission Deadline	January 10, 2023
2. Registration Deadline	January 25, 2023
3. Conference Dates	February 23- 24, 2023

REGISTRATION FEE (ONLY FOR THE SELECTED PAPER):

Early Bird Fee (On or Before January 15, 2023)		Late Fee (After January 15, 2023)
Academician (Only Attendees)	₹ 1000	₹ 1500
Academician (Paper Presenters)	₹ 3000	₹ 4500
Corporate	₹ 5000	₹ 6000
Research scholar	₹ 1000	₹ 1500
Foreign delegate (Academics/Students)	US \$100	US \$150

Conference Fee Payment Deadline (for inclusion in the Conference Programme) is January 25, 2023.

For more information about the conference visit -

 event.kiit.ac.in/icmr2023/

You are also welcomed to contact the organizing committee directly via email

 icmr@ksom.ac.in

Venue:  The conference, is proposed to be held in hybrid mode

Physical Address: Campus 7, Auditorium, KIIT School of Management
Patia, Bhubaneswar, India 751024

ABOUT KSOM (KIIT School of Management)



KIIT School of Management (KSOM), Bhubaneswar is one of the top B Schools of India with a ranking of 31 as per NIRF, MHRD, Government of India, 2021. KSOM is a part of KIIT Deemed to be University - one of the 10 private institutes in India to get 'Institution of Eminence' tag from UGC, MHRD, Government of India. It also got the best B School of Odisha by Times Business Awards in 2020.

The MBA program of KIIT School of Management (KSOM) is approved by All India Council of Technical Education (AICTE), Government of India. It is also accredited by the National Board of Accreditation (NBA) of AICTE. KSOM has been awarded Life Membership by Association of Management Development Institutions in South Asia (AMDISA). It is also in the process of attaining SAQS Accreditation.

80% faculty are from industry or with Ph.D. & over half the faculty are from institutions such as IIMs, IITs, TISS, MDI, XLRI and other premier institutes. Specializations are offered in Business Analytics, Marketing, Finance, HR

and Operations. KSOM has also launched Super MBA - 2 years super specializations in niche areas like Business Analytics, Healthcare Management, Construction Management, and Supply Chain Management. 100+ recruiters visit the campus for hiring every year. It has a strong industry connect with more than 100 corporate interactions (conclaves, seminars, webinars, conferences, guest lectures) per year. The 35 acres fully WiFi enabled campus has students from more than 10 countries and has an amazing campus life with dedicated student clubs and societies, Knowledge Dialogue Series and sports events.

KSOM's MBA program is a mix of classroom learning along with role-plays, business simulation (first school to inculcate this as part of pedagogy), conclaves, guest lectures, corporate mentoring, live consultancy projects, seminars, a structured summer internship program, regular workshops, club activities, student research undertaken by students and jointly working with the industry through partnership and tie-ups.



ABOUT KIIT (Kalinga Institute of Industrial Technology)



The Kalinga Institute of Industrial Technology (KIIT) Deemed-to-be-University is synonymous with academic excellence. It has redefined professional education in the country and set benchmarks in teaching pedagogies and research outputs.

The Education Ministry's NIRF 2022 has placed it as the 20th best university in the country, awarding high scores in parameters such as teaching, learning resources and graduation outcome. In the 'outreach and inclusivity parameter', the university got a score of 77.86.

It ranks in the cohort of 801-1000 globally in the prestigious Times Higher Education World University Rankings 2022. It was ranked 8th best University in the world in the prestigious Times Higher Education Impact Rankings 2022 for the impressive progress made in 'reducing inequalities'.

The remarkable growth of KIIT is rooted in the principles espoused time and again by KIIT

Founder Dr. Achyuta Samanta. They are sustained focus on quality education and research with specific attention to universal access to education and equity.

The premier institute is spread over 25 sq. km. of academic township, and offers courses on almost all engineering disciplines, including medicine, management, rural management, law, architecture, biotechnology, fashion technology and other domains. In 2021, KIIT was ranked No. 1 among the top self-financing institutions in the country in the Atal Ranking of Institutions on Innovation Achievements (ARIIA), the second time in a row.

It became India's first QS 5 Stars Rated University by being awarded 5 Stars from all the categories of QS criteria. Times Higher Education, in its Asia University Rankings for 2022, has placed it as the 23rd best in India in the overall category.





Our Inspiration

Dr. Achyuta Samanta, a visionary philanthropist is the founder of KIIT & KISS Universities. He comes from a very humble background with a vision to eradicate poverty through education. He lost his father when he was only 4 years old & went through acute poverty in his childhood. However, he was determined to change his future by education and later when he became a professor, he took it upon himself to provide quality education to thousands of poor children for changing their future. He developed a unique model of social transformation by building side by side two great academic institutions - Kalinga Institute of Industrial Technology for the well-to-do, and Kalinga Institute of Social Sciences for the poor.

This unique symbiotic model has grown over the last 25 years into two distinct universities, the KIIT University - running in self financing mode providing education to over 25000 students in subjects ranging from engineering to BioChemistry, from Law to Social Science, from Management to film making and the KISS University with over 35000 students from pre primary to Post Graduation level out of which 25000 are in University campus in BBSR and remaining 15000 are in satellite campuses in distinct tribal hinterlands of the country. Over 20 nobel laureates and over 100 Heads of States have visited KISS and applauded the development model.



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REGISTRATION FEE



PAPER SUBMISSION

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