

*To fight  
for change  
tomorrow we  
need to build  
resilience  
today.*

*-Sheryl Sandberg*

4<sup>th</sup> International Conference on  
Transforming Business Practices in  
Changing Global Economy:  
**STRATEGIES FOR  
BUSINESS RESILIENCE**

**13<sup>th</sup>-14<sup>th</sup> October, 2023**

Organised by:  
**School of Management & Commerce, ITM University Gwalior**  
Madhya Pradesh, India



Media Partners



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## ABOUT THE CONFERENCE

After the tumultuous events that erupted few years back and continue to reshape our world, we need no reminder that we are living in an era of profound turbulence and historic change. The deep and interconnected changes remaking our world demand bold action. Simply aiming to integrate elements of sustainability into a business' core strategy is no longer sufficient. Resilience is especially important today because the business environment is becoming more dynamic and unpredictable. This is a result of several enduring forces stressing and stretching business systems — from accelerated technological evolution to a greater interconnectedness of the global economy to broader issues. Resilience is essential to the success of business. Resilience is deeply relevant to nearly every core business activity: product development, sourcing and procurement, human capital development, natural resource acquisition and use, financial capital deployment, and marketing and communications. This conference at ITM University will play a role in revealing and analysing different resilient business strategies and would prove to be the best pathway for companies to compete and deliver value and for business and society to thrive.

## IMPORTANT DATES

Deadline to register and submit abstract	30 September, 2023
Deadline to submit full paper	03 October, 2023
Notification date for full paper acceptance	05 October, 2023

## PROGRAM SCHEDULE

DAY 1	13 OCTOBER 2023
Inaugural Ceremony	10:00 AM-12:30 PM Reporting Time- 09:30 AM
Lunch	12:30 AM-01:30 PM
Track-1 and Track 2 (Parallel sessions)	01:30 PM-05:00 PM
DAY 2	14 OCTOBER 2023
Track –3 and Track 4 (Parallel sessions)	09:30 AM-12:30 PM
Lunch	12:30 PM-1:30 PM
Best paper session/Best Thesis (Parallel sessions)	01.30 PM-03:30 PM
Tea Break	03.30 PM-04:00 PM
Valedictory Ceremony	04:00 PM-06:00 PM

## ABOUT ITM UNIVERSITY

ITM University Gwalior is a multidisciplinary private university established in Gwalior under the Act of State Legislature Madhya Pradesh, notified in the Official Gazette (extraordinary) of the State Government. The University campus is a delight to see with hundreds of original works of art monuments, paintings and sculptures in marble, granite and steel displayed in 165 acres. The University offers virtually unlimited opportunities for inquiry, discovery, and education with uniquely crafted educational programs under 15 schools with more than 9000 students enrolled in different streams. The university aims to provide its students with a rich and varied academic environment through choice-based credit system, modular approach, multipoint entry and exit, industry-based credits, students exchange programs, etc., that ensures opportunities for intellectual development and acquisition of professional knowledge and skills. The University is a multidisciplinary University with an aim to foster highest quality teaching and research across the academic spectrum. The University has been crowned with more than 30 awards and ranked 24 times among the best Universities of the country by government and other agencies. The University was ranked 32nd in Management and 58th in Engineering programs respectively by the National Institutional Ranking Framework (NIRF), Ministry of Human Resource Development (MHRD) Government of India in 2016. The University is also accredited by NAAC

## BEST THESIS AWARD

Faculty members/Research scholars of B-Schools can participate in the Best PhD thesis award which will be conferred to the winner in the valedictory ceremony of the conference. Candidates who are awarded the doctorate degree from 01st June 2018 – 01st June 2023 are eligible for this contest. The last date of entry under the Best PhD Thesis contest is 05th October, 2023. Candidates need to submit abstract and key findings of the study at [somic@itmuniversity.ac.in](mailto:somic@itmuniversity.ac.in)

## PUBLICATION OPPORTUNITIES

Selected full research papers will be considered for publication in **Scopus Indexed, UGC Care listed Journals:**

- FIIB Business Review
- International Journal of Entrepreneurship and Small Business
- World Review of Entrepreneurship, Management and Sustainable development
- International Journal of Public sector performance Management
- International Journal of Business and Globalisation.
- International Journal of Technology Transfer and Commercialisation (Non Scopus, Inderscience-Refereed Journal).

*Selected full research papers will be published in the form of edited E-book with ISBN Number, which will be distributed to all the registered participants presenting research papers in the Conference.*

## CONFERENCE HIGHLIGHTS

- Best Paper Award
- Best PhD Thesis Award
- Opportunities to Publish in reputed Scopus Listed, Web of Sciences & UGC Care Journal and Edited Book(s) with ISBN no.
- Opportunity to get International Networking

## THEMES

The conference is open to Academicians, Research Scholars, Industry Executives, and Students to discuss various issues and present paper(s) related to main theme of the conference in the areas of Marketing Management, Financial Management, Information Technology, Human Resource Management, Social Sciences and other Contemporary Issues related to the main theme of the conference.

### TRACK 1

#### Transformations in General Management strategies and Entrepreneurship

- Corporate Social Responsibility and Corporate Governance
- Business Ethics and Human Values
- Sustainable Innovation and Entrepreneurship
- Spirituality in Organization/Spiritual Empowerment
- Cross Culture Management
- Leveraging Digitalization for Organizational Success
- E-business and revenue management
- Role of Forex in reviving the economy
- Operational Excellence, Market Volatility, Mergers and Acquisition & Profitability Management
- Women economic empowerment
- Strategic management in e-commerce enterprises
- Contemporary issues of inclusive growth
- Supply Chain Strategies
- Agricultural, Rural and Natural Resource Management

### TRACK 2

#### Transformations in Financial Strategies and Economics

- Innovative Economic Strategies for Financial Inclusion
- Financial Innovation, Engineering & Analytics
- Global Taxation Practices
- Crypto Currency & Block Chain
- Creative Accounting
- Internet Banking and Emerging Markets
- Core banking and future trends
- Cloud solution to banks
- Cyber Security in digital banking
- Risk Management in Financial Institutions
- Financial institutional support for Entrepreneurial Development
- Behavioral Finance & Investment Pattern
- Venture Capital Management
- Crowd Funding Management
- Financial Sustainability
- Corporate Finance
- Globalized Economy to Local Economy
- Micro Finance & Rural Economy
- Revival of Economy Through Tax Measures
- Innovative Economic Strategies for Emergence of New Market
- Impact of Online Business Model on Indian Economy.

### TRACK 3

#### Transformations in HR practices and Leadership

- Managing Workforce Diversity
- Behavioral Strategy for Competitive Advantage
- Employee Relationship Management
- HR Outsourcing & Employee Leasing
- Manpower Planning
- Leadership & Organizational Development
- HR Consulting
- HR Analytics
- Cross-cultural Orientation and HR practices
- Change Management
- Innovative HR Practices and Industrial Relations at Global level

- Psychological Well Being
- Socio-cultural issues
- Strategic HRM
- Green HR
- Work life balance and Emotional intelligence
- Gender issues at workplace, Employees' separation and its issues

### TRACK 4

#### Transformations in Marketing Strategies

- Innovative Marketing Strategies
- Creating Business Value by meeting Consumer Expectations
- Role of E-Marketing
- Dynamics of 4P's
- Digital Marketing
- Rural Marketing
- Green Marketing
- Influencer Marketing Strategies
- Service technologies and consumer behavior
- Conceiving New product Ideas and their Commercialization
- Branding of Goods/Services
- Pricing Aspects of Goods/ Services
- Customer Relationship Management
- Marketing Analytics

### REGISTRATION FEE (PER PARTICIPANT)

Delegate Category	National Participants	International Participants
Students	INR 1000	\$50
Research Scholars	INR 1500	\$75
Academicians	INR 2500	\$100
Industrialists	INR 5000	\$200

+ Accommodation charges (only In case a candidate wants accommodation)

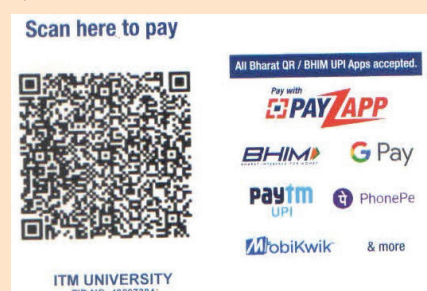
Registration Link: <https://forms.gle/1mLhu5jzd5aT2zeW6>

### PAYMENT MODE

Account No.	50200012280228
Name of the Bank	HDFC BANK LTD.
IFSC Code	HDFC0003661
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MICR Code	474240005

Payment Method: Online payment in the above mentioned ITM University account.  
Registration fee will not be refunded under any circumstances.

### QR CODE FOR PAYMENT:



Send your Manuscript/Abstract/Research paper(s) at  
[somic@itmunity.ac.in](mailto:somic@itmunity.ac.in)

## GUIDELINES FOR AUTHORS

- The conference is open to Academicians, Research Scholars, Industry Executives, and Students engaged in the field of Marketing Management, Financial Management, Information Technology, Human Resource Management, Social Sciences and other Contemporary Issue related to the main theme of the conference.
- The participants must submit the abstract of the paper not exceeding the limit of 200 words, which will be scrutinized and finalized by the editorial committee.
- The abstract must include the author's name (s), affiliation (s), full postal address, email ID, and telephones number along with the title of the paper on the front page.
- Full text of the paper is to be submitted (typed in MS Word using Time New Roman, font size 12 on A-4 size paper in 1.5 spacing not more than 25 pages soft copy) via email.
- Abstract and full text of the paper is to be E-mailed on **somic@itmuniversity.ac.in**

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