

IMPRESS ICSSR SPONSORED

2ND INTERNATIONAL CONFERENCE

ON

**INNOVATIVE BUSINESS
PRACTICES IN A **VUCA** WORLD**

ORGANIZED BY

DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES, ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA

IN COLLABORATION WITH

DEPARTMENT OF COMMERCE, UNIVERSITY OF CALCUTTA & LINCOLN UNIVERSITY COLLEGE, MALAYSIA

JANUARY 3-4, 2020

ABOUT THE CONFERENCE

We dwell in a globally-connected yet protean world where stability rests in a state of transience. Volatility appears to be a norm, and complexity continues to accrue. Our world, much like a pile of sand, is **Volatile**, given that things change, change quickly, and for reasons beyond our control. It is **Uncertain** as gaining conviction about future outcomes and impact is ever more onerous and perplexing. It is **Complex** since we, as individuals, are in ignorance of the interface between multitudinous variables which we must ruminate upon, let alone how to integrate them effectively. Finally, it is **Ambiguous** as the same data can yield compound and often competing elucidations. The concept of a VUCA world: one that is *Volatile, Uncertain, Complex, and Ambiguous*, is often used to define the tumultuous, unpredictable, and rapidly metamorphosing environmental context heralded by many as the “new normal” for corporates and business enterprises. Truth be told, many a few management experts believe that in order to sustain and thrive in a perennially turbulent (VUCA) environment, leaders at all managerial levels need to be au fait with the art of disruptive innovation and data-driven management. More pertinently, they need to project themselves as agile learners and innovators who are capable of embracing and exploiting change in the delivery of competitive product and service offerings to sustain competitive advantage.

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St. Xavier's College (Autonomous), Kolkata

With a resplendent history spanning 159 glorious years, St. Xavier's College (Autonomous), Kolkata, has been recognized as a College of Excellence (CE) by the UGC in 2014 and has been heralded as an A++ college with a CGPA of 3.77 (out of 4) by NAAC in 2017 as well as Rank 10th in the NIRF India Rankings 2019. It obtained the prestigious ISO 9001:2015 in the category of higher education.

Department of Commerce & Management Studies

The *Post-Graduate Department of Commerce*, since its inception in 2007, caters to the needs of the industry as well as the academia, both at the national and international level. The USP of this department, which is paralleled to top-ranking B-schools of India, is its curriculum design and rigorous fieldwork. The prestigious *Bachelor of Management Studies programme*, since its introduction in 2002, is unique, given the core values it imparts in terms of Intellectual Depth, Leadership Skills, and Social Responsibility.



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Department of Commerce, University of Calcutta

From its inception in 1922, the *Department of Commerce, University of Calcutta* has traversed a long way among other Commerce Departments of UGC-approved Indian universities by completing all the UGC – DSA phases successfully. The Department takes pride in its commendable performance vis-à-vis major developmental indicators such as student intake, number of teachers, published research work, updated curricula and courseware. Almost from the very beginning, the Department has been utilizing the services of a number of guest faculty members drawn from both academic institutions and industrial organizations of repute.



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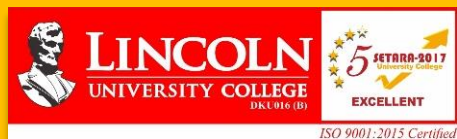
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Lincoln University College, Malaysia

Lincoln University College (LUC), located at Petaling Jaya, Malaysia was established in 2002 as Lincoln College (LC) and upgraded to Lincoln University College in the year 2011. Lincoln University College is one of the premier private institutions of higher education approved by the Ministry of Higher Education and Malaysian Qualifying Agency (MQA- National Accreditation Board). The University College has got 5star ranking by Ministry of Higher Education, Malaysia in 2017. Lincoln University College among the nine Malaysian universities listed in the Times Higher Education (THE) University Impact Rankings 2019. It is also an ISO 9001:2015 certified academic institution. Lincoln University College is also the associate member of the "Association of Indian Universities (AIU)", Association of Commonwealth Universities (ACU), London and a member of "International Association of Universities (AIU)" Paris. The University College is situated in the cosmopolitan town of Petaling Jaya which is 10 kilometres West of the capital city, Kuala Lumpur.



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We cordially invite researchers, academicians, doctoral students and practitioners to submit their papers with reference to the broad theme of the conference, addressing their paper to one of the following conference sub-themes. Please *click* on the track(s) that is relevant to you, in order to learn more about the various sub-themes for presentation and submission.



Track I: VUCA & Financial Excellence



Track II: VUCA & Agile Marketing



Track III: VUCA & Strategic HRM



Track IV: VUCA & Effectual Community Development



Track V: VUCA & Global Dimensions of Growth & Sustainability

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Track I: VUCA & Financial Excellence

- ▶ Financing Make in India
- ▶ Sustainable Financial development
- ▶ Financial Reporting in India
- ▶ Financial Market and Risk Management
- ▶ Investor Psychology and Trading Behaviour
- ▶ Corporate Governance
- ▶ Market Volatility
- ▶ Sustainable Reporting
- ▶ Re-interpreting Behavioural Finance through AI
- ▶ Rising NPAs, Banking Crisis and Growth Impact
- ▶ Banking & Financial Inclusion
- ▶ Global Inclusion Practices
- ▶ FDI and FII: National Growth Perspective
- ▶ Development Finance
- ▶ Corporate Accounting & Reporting
- ▶ Financial System Reforms
- ▶ Credit Risk Modelling
- ▶ Audit leverage



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Track IV



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Track II: VUCA & Agile Marketing

- ▶ BOP Marketing
- ▶ SMAC (Social Media, Mobility, Analytics, Clouds)
- ▶ Supply Chain Management
- ▶ Blue Ocean Strategy
- ▶ Value Chain Analysis
- ▶ Sustainable Marketing
- ▶ Social media Marketing
- ▶ Experiential and Sensory Marketing
- ▶ Brand Engagement
- ▶ Business Models for Sustainability
- ▶ Customer Value, Satisfaction and Loyalty
- ▶ Marketing of Services
- ▶ Strategic Brand Management
- ▶ Marketing to Rural Consumers
- ▶ Trends in Neuromarketing
- ▶ Cross-Cultural Studies in Marketing
- ▶ Digitized Markets and E-commerce
- ▶ Customer Engagement
- ▶ Digital Media -Brand in the digital age
- ▶ Navigating the social media landscape



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Track III: VUCA & Strategic HRM

- ▶ Leveraging Diversity
- ▶ Ethics and Human Values
- ▶ Strategic HRM and HR Strategies
- ▶ Employee Engagement and Motivation
- ▶ Employer Branding
- ▶ Succession Planning
- ▶ CSR and Sustainable HRM
- ▶ Managing Stress at work
- ▶ Cross-Cultural issues in HRM
- ▶ Leadership and Governance
- ▶ Change Leadership
- ▶ Knowledge Management
- ▶ Competency Management
- ▶ HR Analytics & Metrics
- ▶ Transforming Employee-Employment Relationships
- ▶ Knowledge Management
- ▶ IPR Management



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Track IV: VUCA & Effectual Community Development

- ▶ Poverty, Inequality & Unemployment
- ▶ Corporate Social Responsibility
- ▶ Rural Credit, Rural Entrepreneurship and Inclusive Growth
- ▶ Infrastructure and Creation of New Opportunities
- ▶ Childhood Development, Education & Skill Development
- ▶ Transition to Work
- ▶ Universal Health and Sanitation
- ▶ Women Empowerment
- ▶ Agriculture and Agri- Business



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Track V: VUCA & Global Dimensions of Growth & Sustainability

- ▶ International Trade and Economic Growth
- ▶ Global Inclusion Practices: Lessons from Countries in Asia and Africa
- ▶ FDI and FII: National Growth Perspective
- ▶ Global Economic Volatilities and Impact on National Economies
- ▶ Export-led growth & sustainability
- ▶ Global/Regional Financial Organisations and Growth



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**Full Paper Submission Deadline (Extended):
November 15, 2019 (Friday)**

**Confirmation of Acceptance of Full Paper:
November 22, 2019 (Friday)**

**Last Date for Registration:
November 29, 2019 (Friday)**

Note: It must be noted that In-Absentia Presentations shall *not be accepted*. At least one registered author (in case of multiple authors) must be present in the conference to be eligible for acceptance.

Conference Dates



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- ▶ **Title (14-point Times New Roman)**
- ▶ **Content**, 12 Font Size (Times New Roman style) **1.15 spacing**
- ▶ **Document types allowed: doc (Word 97-2003 document) but not pdf.**
- ▶ The **abstract** (not exceeding 300 words)
- ▶ Keywords, subject to a maximum of five, which should be arranged in alphabetic order separated by commas and full stop at the end
- ▶ For **full paper** use 12 point Times New Roman (TNR) font and 1.5 spacing in MS Word format.
- ▶ **Full paper** should be in English, not *exceeding 2,000-2,500 words.*
- ▶ **Plagiarism of any kind will lead to the rejection of paper. A declaration that the *submitted paper has not been previously presented, published, accepted for publication anywhere* has to be submitted with the full paper.**
- ▶ Copyrighted materials, including those taken from any website, should be clearly identified, and the copyright holder's explicit permission to reproduce it must be submitted separately.
- ▶ **No changes will be allowed in the paper title/abstract/authorship after submission.**
- ▶ **APA** (American Psychological Association) **style** for referencing. **References must be numbered (1, 2, 3 etc. but not in bullet points)**
- ▶ **No footnote (however endnote is allowed)**
- ▶ **Kindly note that no changes shall be allowed in the paper title/ abstract/ authorship post submission.**

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Authors are requested to kindly adhere to the following registration and payment formalities, once their papers have been accepted for presentation. **Registration is mandatory for all participants (Deadline: November 29, 2019) and delegates. In case of multiple authors, at least one author must register.** Certificates shall be issued to all the authors of the paper against successful registration by all the respective authors. If an author submits two papers, both the papers must be registered separately. Moreover, we encourage at least one registered author to be present on the day of the conference, since in-absentia presentations shall not be accepted. The *registration fees* may be noted as follows:

Participant Profile	Indian Delegates	International Delegates
Corporate Delegates	₹3000	USD 100
Academic Delegates	₹2500	USD 80
Scholars (M.Phil./ Ph.D.)	₹2000	USD 50
Students (PG/ UG)	₹1000	USD 25

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The registration fee is inclusive of all bank charges and must be made by NEFT/ Google Pay /PayTM in favour of St. Xavier's College, Kolkata, payable at Kolkata.

Account Name	St. Xavier's College, Kolkata
Bank Name	Syndicate Bank
Bank Address	St. Xavier's College, Park Street, Kolkata - 700 016
Savings Account No.	95852010004418
IFSC Code	SYNB0009585
MICR No.	700025024

Note: Kindly note that *spot-registration will not be permitted on the conference dates*. The registration fee covers a conference kit, a copy of the edited conference volume containing accepted papers/ cases, lunch and coffee/tea served during the conference. It does not include accommodation, airport/railway station transfers and hotel pick-ups and drop-offs for delegates.

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Based on the recommendations of the paper review committee, selected full papers of participants received until **November 15, 2019** and registered till **November 29, 2019** will be considered for publication in an *Edited Book with ISBN* to be released on the first day of the Conference.

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- ▶ The *venue* for the conference on January 3-4, 2020 is St. Xavier's College (Autonomous), Kolkata (Park Street Campus).
- ▶ Selected participants shall be provided with accommodation on a *first-cum-first-service* basis. The conference organizers would also be glad to assist outstation participants who are new to the city of Kolkata with nearby accommodations *on request*.

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Kolkata the city of joy as it is called is also commonly considered as the 'Paris of the East' as there's a happy amalgamation of different cultures, styles and moods, coupled along with numerous forms of industries and commerce and politics. Kolkata mainly gained importance in the times of British rule as it had been the capital of India till the year 1912. At present, although it is no more the capital of India, it is the capital of West Bengal and is one of the most important place of cultural workshop and industrial centre. While Kolkata was one of the best examples of British rule in the past, at present it is a kaleidoscope of contrasting ideas, life and culture, which would be found nowhere else in the world. Kolkata is the best example of both the old and new, the orient and the occident, where lives both the poor and the rich. Kolkata mirrors warmth, culture, creativity, intellectualism and artistic development considering that Kolkata is the home to four best Nobel laureates - Rabindranath Tagore, Ronald Ross, Mother Teresa and Amartya Sen.

During January, the daytime (maximum) **temperature** typically range between 24°C to 26°C. During the night, the (minimum) temperature dips to as low as 10°C to 13°C. You may carry a jacket/ sweater/ shawl as per your convenience.

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All research papers/ case studies and subsequent correspondence should be mailed at:

conference.submission@sxccal.edu

For further information, interested participants and delegates may also contact

Dr. Sumanta Dutta (91-9830-388-920).

Participants may also visit our Facebook page for updates and content, by clicking on the Facebook icon below.



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