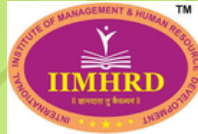




SaiBalaji International Institute of Management Sciences



**International Institute of Management and Human Resource Development
(Women)**

**in Academic Partnership with
Faculty of Commerce & Management,
Savitribai Phule Pune University ,Pune**



**in collaboration with
Acacia University,
Arizona, USA.**



Organizes

ANVESH 2K23

**An International Conference
on**

**“ Role of Sustainability & Innovation in the era of Disruption-
A Global Challenge”
(in Hybrid Mode)**



**20th & 21st
January 2023**

**www.sbiims.edu.in
www.iimhrd.edu.in**

**Hinjewadi IT Park, Survey No. 54(1+2/1), Nere Dattawadi
Pune, Maharashtra-411033**

SaiBalaji International Institute of Management Sciences (SBIIMS) & International Institute of Management & Human Resource Development (IIMHRD) (W)

SBIIMS and IIMHRD (W) are the management institutes imparting two years full time postgraduate programs in management education i.e. MBA recognized by All India Council of Technical Education, New Delhi, and affiliated to Savitribai Phule Pune University. Both Institutes are NAAC accredited. Both have a dedicated team of highly motivated and experienced teaching faculty. Each faculty is outstanding in his/her chosen field of specialization.



SBIIMS and IIMHRD (W) have been striving to excel in the areas of Business Management and Research. In consonance with the Vision and Mission, their multifarious activities focus on imparting relevant high quality value based professional education and development programmes by instilling integrity and ethics in the students to enable them to reach greater heights and to create thought leaders for world of business.

Objectives of the Conference-

ANVESH 2K23 -the International Conference, is being jointly hosted by SBIIMS and IIMHRD (W).

The Theme of the Conference is “Role of Sustainability & Innovation in the Era of Disruption – A Global Challenge”. It is being organized on 20th and 21st Jan 2023 in hybrid Mode. This Conference aims at deliberations and presentations of research work on sustainability practices & innovation initiatives taken up by organizations against the background of disruptions. The conference will offer an opportunity to research scholars, practitioners and students interested in the issues related to sustaining organizational excellence, to share their thoughts and research findings and will provide a forum for discussion, collaboration and intellectual exchange. Innovation and Sustainability are regarded as vital indicators of societal and professional life, yet their advances are typically considered in isolation. In order to provide novel solutions for achieving the 17 Sustainable Development Goals of the United Nations, organizations need creative ways. Dissolving disciplinary and functional boundaries is crucial to navigate successfully a time of turbulence in many businesses and implementing radical innovation, establishing connections between, heretofore, un-related knowledge and application disciplines, encourage systemic thinking. New institutional technologies, such as decentralized blockchain- based sharing and cloud-controlled economic platforms, potentially disruptive innovations and business models, are emerging, but it needs a unifying philosophy and inspirational leadership to tie all these movements towards sustainable development together. Hence, this conference is an attempt to bring together all relevant components for achieving sustainability and innovation for organizations.



Track-1

Innovation and Research in Finance & Economics: Economic Policy Environment

- Make in India, Skill India, Digital India, Clean and Green Smart Cities Initiative
- Digital Financial inclusion policies
- Affordable and Accessible Education to all
- Economic volatility: Currency Volatility, Inflation
- Fiscal and Monetary policy instruments
- E-Rupee
- Foreign Direct Investment, Foreign Institutional Investor, Foreign Exchange Reserve, Angel Investor, Venture Capital & Bad Banks
- Financial markets and Regulator
- Risk Management
- Use of Technology in Financial Services-Fintech-Investment Banking - Green Accounting -Financial Reporting
- Ethical concerns for corporate finance
- Electronic banking
- Credit management
- Bank lending practices
- Merger and acquisition
- Hedge funds
- Bankruptcy Code

Track-2

Track II: Business Analytics: Communications and Technology

- Communication Strategies
- IOT
- Data Analytics
- Virtual Communication
- Advances in Technology and Communication
- Re-engineering Business Models
- E-Waste
- Human Computer Interaction and Human Behavior
- ICT for Education, Healthcare and Other Sectors
- Crypto Currency & Block Chain Technology
- Artificial Intelligence, Big Data & Analytics

Track-3

Innovation in Sustainable HRM and General Management: Administrative Practices and Management

- Digital Human Resource Management
- Cross-Cultural Communication
- Sustainable Talent Acquisition & Retention
- Knowledge Management
- Green HR Practices
- Diversity, Equity and inclusive Practices
- Aspects and effects of Moonlighting
- Business Ethics and Corporate Governance
- Employee Engagement in Phygital Organisation
- HR Analytics
- Re-imagining in Learning and Development



Track-4

Innovation in Marketing Management

- Big Data Analytics
- Ethics in Marketing
- Entrepreneurial Marketing
- Green Marketing
- Value driven Marketing
- International Marketing
- Marketing Analytics
- Neuromarketing
- New Product Development
- Retailing
- Social Media Marketing
- Digital Marketing
- Rural Marketing
- Services Marketing
- Sports Marketing
- Strategic Marketing
- Marketing 4.0
- Environmental Marketing
- Direct Marketing
- Innovations in Marketing
- Digital Marketing

Track-5

Sustainable Supply Chain Management

- Supply Chain Strategy
- Supply Market Intelligence
- Sustainable Transportation Planning
- Warehouse Management
- Sales and Operations Planning
- Strategic Sourcing
- Supply Chain Finance
- Supply Chain Optimization
- Supply Chain Risk u
- IoT in Logistics
- Logistics Planning
- Digital Supply Networks
- Operational Hedging

Track-6

Emerging Global Trends and Challenges

- Climate change and challenges
- Environmental Issues
- Sustainable Business Models for Small and Medium Enterprises
- Intellectual Property Rights and Artificial Intelligence
- Global inclusion and Global Governance
- Tax Reforms and Ease of doing business
- Green Practices
- CSR for sustainability

Topics related to these areas will also be considered.

Publication Opportunity

- Selected papers will be published in ABDC/SCOPUS/UGC CARE listed Journals (additional charges applied)
- The full papers presented at the conference can be published in inhouse Journal having ISSN :2349-6568

Awards

- Best paper Award in each Track
- Innovative Research Award

Submission Guidelines

- The delegates are invited to submit original research papers on the theme and sub-themes of the Conference.
- Research Paper should be in English Language only.
- Soft copies of the papers should be mailed to- research@sbiims.edu.in
- The paper should include the Title, Author's Name, Department Name, Institute/organization Name, City, Country, Email Id , Abstract, Key-Words, Introduction, objectives, Literature Review, Research Methodology, Finding, Discussion, Summary Conclusion and references.
- The Abstract should not be more than 300 words and full Paper should not be more than 4,000 words.
- Font: Times New Roman, 12 Size, 1.5 line Spacing, fully justified.
- Endnote, headers and Footers Should not be used.
- APA citation style is to be used for references.
- All papers will be peer reviewed before final acceptance and final decision on the same shall be communicated via email on or before 16th January 2023.
- Authors of accepted Papers shall be invited to present their paper in person or online.
- All citations and references must be in sync and author shall make sure that the research paper doesn't infringe upon any copyright.
- All correspondence will be addressed to the first author only.
- Papers received till the last date will only be accepted.

IMPORTANT DATES

Full paper submission : Jan 14, 2023
Intimation of selection of Paper : Jan16,2023
Payment of Registration Fees : Jan16 ,2023

Registration Charges

Research Scholars/ Students : Free
Academicians: 1000 INR
Industry Professionals: 1200 INR
Foreign Delegates: 15 USD

Registration Details

All participants are requested to register by filling the online registration form on

Registration link :

<https://forms.gle/193c5NpEHqnCWxW96>

A single author presenting multiple papers should register for each paper.

No TA/DA will be paid to any delegate who presents the paper at the conference.

Payment Details

A/C NAME- SBIIMS
A/C NO- 4644002100002467
BANK NAME- PUNJAB NATIONAL BANK
IFSC- PUNB0464400
BRANCH- KALYANI NAGAR, PUNE.



Key Note Speakers

Industry Professionals-India

Mr. Avnish Sabharwal
MD, Accenture India, Bangalore

Mr. Amit Kumar
Cloud Search- Head -India Operation

Mr. Ranjit Ravindran
Voltas -Business Head -India

Dr. Surjit Saha
Ex Vice President, Hewlett Packard & TUV
Austria

Mr. Nikhil Gupta
Sr. Product Mgmt Leader

Academicsians-India

Dr.Parag Kalkar
Dean, Faculty of Commerce and Management, SPPU,Pune

Dr. Sudhir Gavhane
Vice Chancellor, MGM University, Mumbai

Dr. Mohan B. Rao
Co-Chairman, CII Western Region Task Force on
Education, Consultant-Taiwan
Education Centre

Academicsians-International

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Professor, Mackenzie University, Sao Paulo, Brazil

Dr .Mohd. Abdul Wadud
Prof. and HOD,Department of Economics, Rajshahi University ,Bangladesh

Dr. A. Jahfer
HOD ,Accounting ,Chairman, Q. A. Unit, South Eastern University of Sri Lanka,Sri Lanka

Dr. Ravi Dissanayake,
HOD-Marketing Management ,University of Kelaniya,Colombo ,Sri Lanka

Dr. Rajeev Dwivedi
Associate Professor-IT Management & Data Analytics ,Eastern Washington University, Washington

Dr.Dhruba Pokharel
Professor ,Human Resource Management ,Tribhuvan University ,Nepal

Dr.Hemlata Sharma
Sr. Lecturer-Digital Analytics,Sheffield Halam University,United Kingdom

Dr. Sampat Kehelwalatenna
HOD-Accounting ,Faculty of Mgmt and Fin, University of Colombo,Sri Lanka

Dr. Bo Xie
Director-Faculty of Management, Kunming University of Science & Technology, Kunming, China

Dr. Bahrullah Safi
V. P. -International Acacia University, Tempe, Arizona, United States of America

Our Patrons

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Founder President, SBES

Prof. Nirupama Mundada
Founder Secretary, SBES

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