



PIMR XIX International Conference
Changing Business Paradigms:

Trends in Innovation, Governance, and Sustainability: PICOM-24

FEBRUARY 23-24, 2024



**PRESTIGE INSTITUTE OF
MANAGEMENT AND RESEARCH, INDORE**

(An Autonomous Institution Established in 1994, Thrice Accredited by NAAC with Highest Grade, now A++)



About the Conference

Over the last 19 years, Prestige Institute of Management & Research, Indore has organised International Conferences to establish a platform where academic minds from India and across the world converge. This forum fosters meaningful discussions on current management issues, promotes collaborative endeavours, and enriches the existing knowledge reservoir. PIMR is proud to host the XIX International Conference, which serves as a vital forum for researchers, academics, practitioners and policymakers to converge. The focus of the conference lies on four key areas: Change, innovation, governance, and sustainability from a business perspective. Over two days, the presenters can benefit from engaging in workshops, enlightening plenary sessions and open discussions with esteemed scholars, faculty members, policymakers, and corporate leaders in the field.

In today's VUCA world, the interaction between trending business innovation and governance plays a critical role in promoting inclusive and sustainable growth. Corporations take into account not only the aspects of economic performance but also their social and environmental performance. Accordingly, sustainable business represents an opportunity for corporations to enhance trust and create ethical values on a larger canvas. However, a sustainable business must be economically worthwhile, so that it can have a positive impact on profitability, stimulating the long-term growth and resilience of overall societal welfare and sustainable financial solidity.

One of the purposes of the conference is to review whether Innovation with technological advancements leads to futuristic solutions that tackle global challenges. Will these lead to increased equality, empowering marginalized communities and promoting inclusive growth? At the outset, sustainability along with governance demands transparency with efficiency in decision-making processes resulting in optimizing resource allocation and strengthening democratic institutions. Can these convergences create collaborative spaces where governments, entrepreneurs, academia, and civil society come together to co-create solutions that have a positive impact on a global level? Can the transformative power of these alliances lead to greener and more sustainable practices? By cultivating an environment that inspires entrepreneurship, embracing digital transformation, and highlighting good governance mechanisms and sustainability, the purpose of the conference is to create a future that thrives on innovation, prosperity and well-being for all.

This Conference also aims to explore the current issues, trends, challenges and research opportunities in the space of innovation, governance, inclusion and sustainable growth. The conference would also provide a forum for dialogue/discourse for researchers, academicians, policymakers, and corporate leaders to deliberate on different aspects of management, innovation, governance and education.

Call for Papers

PIMR XIX International Conference on the theme "Changing Business Paradigms: Trends in Innovation, Governance, and Sustainability: PICOM-24", invites empirical and conceptual research papers from academicians, professionals, consultants, practitioners, research scholars, and students related to the following themes and subthemes.

Sub Themes

Research Papers can be submitted on broad sub-themes mentioned below. However, research papers can also be submitted to any related area or discipline under the Conference's broad theme.



Conference Tracks

Finance

- Financial Inclusion
- Financial Innovations
- Digital Banking
- Financial Literacy
- Fintech
- Microfinance/Microcredit
- Governance and Bankruptcy
- Behavioural Finance
- Crowd Funding
- Crypto Currencies
- Entrepreneurial Finance
- Financial Analytics
- Green Financing
- Risk Management in Banks
- SME Finance
- Sustainable Finance
- Corporate Finance

Human Resource

- Setting the Hybrid Work Model for Collaboration
- “Human” Leadership
- Working in the Metaverse
- Diversity, Equity and Inclusion
- Global HR
- Diversity, Equity & Inclusion
- Gen-Z Workplace Expectation
- Remote Work Environment
- Digital Transformation and Workplace
- Workplace Wellness/ Sustainability
- Social issues in management
- Technology and innovation in management
- Digitization in HR
- Statutory compliance and its management
- Organizational change management
- Leadership role and VUCA Environment
- Sustainable HRM

Marketing

- Changing Marketing Environment
- Retail Transformation
- Experiential Marketing
- Sustainable Marketing
- Customer Engagement
- Value Creation in Business and Consumer Markets
- Digital Marketing
- Marketing Analytics
- Technology Adoption amongst Consumers
- Media Consumption
- Role of Social Media
- Customer Privacy
- Industry Best Practices (case studies, practitioner papers)
- Green Marketing
- CSR & Branding
- Ethics in Marketing
- Metaverse

Law

- Gender Justice
- Environmental Laws & Sustainability
- Intellectual Property
- Social inequality
- Constitutional Law
- Public and Private International Laws
- Commercial Laws
- Energy Laws
- Criminal Laws
- Sports Law
- Judiciary and Sustainable Development
- Goals
- Human Rights
- International Trade

Technology & Innovation in Business

- Digital Transformation and sustainability
- Hybrid Work Environment
- Artificial Intelligence
- Social Media
- Online Education / Digital Learning
- Ed-Tech
- Machine Learning
- Data Protection
- OTT Platforms
- Big Data
- Data Analytics
- Cyber Security
- Recent Trends in IT
- Applications of Block-chain



Operations and Supply Chain Management

- Enterprise Agility
- Logistics
- Disruptions in Supply chain
- Six Sigma
- Project Management
- Total Quality Management
- Business Operations
- Service Operations Excellence
- Business Process Re-engineering
- Green Supply Chain Management
- Industry 4.0 and SCM
- Recent Trends in Operations
- Innovations and supply chain

General Management

- Business Sustainability
- Economic Reforms
- Inclusive Growth
- Ease of Doing Business
- ESG
- Entrepreneurship
- Start-Ups
- Strategic Management
- Communication
- E-Commerce
- Innovation Management
- Recent Trends in Management

Note: There will be a special track for student delegates.

Who Should Attend?

Senior Managers/ Practitioners, Academicians (Faculty/ Consultants), Research Scholars (Along with Doctoral Workshop), Foreign Delegates, and Indian/Foreign Students.

Conference Highlights

- Best Ph.D. Contest
- Workshop on the topic "Research Conclave: Cracking the ABDC Code".
- Special Track for Students Presentation
- Publication Opportunity
- Best paper award in each track and cash prizes for best paper award for the conference.
- E-Certificate

Selected papers will be published in the Prestige International Journal of Management and Research (A peer-reviewed journal with a high impact factor of SJIF 8.025 and indexed in ProQuest, ISSN 0974-6080).

Note: All the papers will be checked for plagiarism through Turnitin Software. Papers with a 10% or less similarity index will only be selected for publication.

Important Dates

Last Date for Submission of Abstract	December 20, 2023
Intimation of Acceptance of Abstract	December 22, 2023
Last Date for Submission of Full Paper	April 5, 2024
Early Bird Registration	January 20, 2024
Last Date for Registration	February 5, 2024
Conference PPT Submission	February 20, 2024



Conference Registration Fees

Residential	Residential	Non-Residential
Senior-Managers/ Practitioners	Rs. 5500	Rs. 3000
Academicians (Faculty/ Consultants)	Rs. 5000	Rs. 2000
Research Scholars (includes Seminar and workshop participation)	Rs. 2500	Rs. 1500
Indian Students	Rs. 2000	Rs. 1000
Foreign Delegates	US \$150	US \$100
Foreign Student	US \$100	US \$754

Note: In case of group registration from a single institute (more than 2), then a flat discount of 10% will be offered. In the case of early bird registration until January 20, 2024, a 10% discount will be provided.

The Registration Procedure

1. The mode of payment is NEFT / RTGS / Online Payment in INR only.
2. The online registration link will be opened from December 1, 2023, at www.pimrindore.ac.in. The registration form and link will also be e-mailed to the selected participants.
3. The registration fee is non-refundable. However, a change in nomination(s) is acceptable.
4. In case of more than one author, the presentation certificates would be given to only those who register for the Conference and present the paper at the Conference.
5. You can register by paying the registration fee through NEFT / RTGS / Online Payment- (UPI Bank Transfer). For online payment, please find the following information.
6. In case, the paper is not presented, an absentia certificate shall not be issued.

Bank Detail For Neft/ Rtgs

- Account Name: PIMR National Conference
- Account No.: 2892012100000092
- Bank: Punjab National Bank
- IFSC Code: PUNB0625100
- Branch: PIMR, Scheme No. 54, Indore
- Branch Code: 6251, MICR Code: 452024015

Note: Please mention the Transaction ID of the IMPS/UPI payment and the participant's name in the registration form.

Abstract and Paper Submission Guidelines

1. Kindly send the abstract and full paper in softcopy to the Email: internationalconference@pimrindore.ac.in and a Copy (cc) should be sent to: pratima_jain@pimrindore.ac.in.
2. The main text of the Research Paper should have Abstract (150-200 words); Keywords (5-7 words); Introduction; Body of the text; Questions/issues for a teaching case only; in-text citations and references as per APA Style, 7th edition; Annexures (diagrams, images, figures, tables, graphs); end notes (if any).
3. Contributors must provide their affiliation, complete postal and e-mail addresses and mobile numbers. In case there are two or more authors, the corresponding author's name and contact details should be indicated on the first page.



Spelling and Numerical usage

- Use British rather than American spellings. Use the 'z' variant of British spelling.
- While referring to periods/decades, use 'nineteenth century'/*1980s'. Spell out numbers

from one to nine, 10 and above to remain in figures. However, for exact measurements use only figures (3 km, 9 per cent not %). Use thousands and millions (e.g., not lakhs and crores).

Quotations, notes, tables and figures

- Use single quotes throughout. Double quotes should only be used within single quotes. Spellings of words in quotations should not be changed. Quotations of 45 words or more should be indented from the text.
- End notes should be numbered serially, the numbers embedded in the manuscript. The notes should be presented at the end of the article. Notes must contain more than a mere reference.
- All figures, i.e., diagrams, images photographs, and tables should be provided separately from

the text at the end and numbered in the order that they appear in the text. Locations of tables and figures should be indicated in the text using callouts (e.g., '(see Table 1)'). Each figure and table should have a heading, an explanatory caption if necessary, and a source or reference in a separate file. All photographs and scanned images should have a resolution of a minimum of 300 dpi and 1500 pixels and their format should be eps/.tiff/jpeg. Due permissions should be taken for copyright-protected photographs/images.

In-text citations (as per APA, 7th edition)

(Kessler, 2003, p. 50); (Joreskog & Sorborn, 2007, pp. 50-66); Basu et al. (2007) (for three or more authors); ('Study finds', 2007); (Anonymous, 1998); (Gogel, 1990, 2006, in press); (Gogel, 1996; Miller, 1999)

References:

Book: Patnaik, Utsa (2007). The republic of hunger. Three Essays Collective

Book chapter: Chachra, S. (2011). The national question in India. In S. Moyo and P. Yeros (Eds), reclaiming the nation (pp. 67-78). Pluto Press.

Journal article: Foster, J.B. (2010). The financialization of accumulation. *Monthly Review*, 62(5), 1-17.

Best Ph.D. Thesis Contest

1. The contest is open to all PhD awardees from Management/Social-Science/Law Institutes in India and Abroad other than the Prestige Group of Institutions faculty members.
2. A copy of the Abstract/Summary of the PhD thesis duly typed in 1.5-line space must be submitted in a copy in the format of 12-point text single font - Calibri in MS Word by the Contestants.
3. The Abstract/Summary should contain the topic of the thesis, rationale, objectives, method (study, design, sample, and tools), salient findings, and implications of the study.
4. To be eligible for admission to the contest, the PhD degree must have been awarded between

calendar years January- December 2022 & 2023.

5. The Abstract/Summary of the thesis should be routed through the Head of the B-School to which the contestant belongs. The title of the thesis should be indicated by the Head of the B-School in the cover letter while forwarding the entry for the contest.
6. The Abstract/Summary of the Ph.D. thesis must be accompanied by proof of the award of the degree.
7. A panel of Subject Experts will screen the Abstracts/Summaries, and three to five best candidates will be invited to make a presentation based on the complete thesis before a Panel.



8. The last date for receipt of entries is January 22, 2024 e-mail:

internationalconference@pimrindore.ac.in.
The address of communication is Prestige Institute of Management and Research, 2 Education and Health Sector, Scheme # 54, Near Bombay Hospital, Indore - 452010 Madhya

Pradesh, INDIA.

9. Attractions

- The Contestants invited for the presentation will not be charged any delegate fee.
- Best Ph.D. Awardee will receive a Cash Prize of Rs. 5000/- along with Certificate and Memento.

Best Research Paper Award (For Delegates)

1. The award would be given in each track of the Conference to the paper presenter's delegate from India and Abroad other than the faculty members of the Prestige Group of Institutions.
2. The senior panel of session chairs will judge the award.
3. The best paper of each track would receive a Best Paper Certificate Award. In addition, all participants will receive a certificate of presentation.
4. There will be the "Best Research Paper of

Conference Award" which will be selected by the Panel of Experts from the Best Research Paper(s) of each track. Following will be the cash prizes:

- First Best Research Paper of the Conference: Rs. 10,000/-
- Second Best Research Paper of the Conference: Rs. 5,000/-
- Third Best Research Paper of the Conference: Rs. 3000/-

ABOUT PIMR

Prestige Institute of Management and Research is conceived as a unique growth-oriented institution of professional education and training. The Institute had in its genesis the solemn objective of catering to the educational and training needs of the students and executives from industry and government. The uniqueness of the Institute lies in its provision for an elaborate spectrum of professional programs under one roof. The Institute had made a beginning in 1994 by introducing MBA (full-time) programs and an undergraduate program in management discipline (Bachelor of Business Administration). The Institute also started Master's Program in MBA (Marketing Management), MBA (International Business), MBA (Financial Administration), MBA (Personnel Management), MBA (Advertising and Public Relations), Bachelor of Computer Applications, B. Com. (Hons.), Masters and Bachelor in Mass Communication, Bachelor of Foreign Trade, B.Voc., BA LLB (Hons), B.Com. LLB (Hons), BBALLB (Hons), LLB, and LLM. The Institute is also a recognised research centre for the PhD program in Management. It aims to become one of the country's

best self-financed educational and training centres.

The Institute has been an Autonomous Institution since 2006. It has been accredited by the National Assessment and Accreditation Centre (NAAC) and has received NAAC 'A' Grade Accreditation by UGC twice consecutively, in 2009 and 2014. In 2021 the Institute received an 'A++' Grade Accreditation by UGC. It is an ISO 9001:2008 certified Institute. University Grants Commission recognizes it under 2 (f) and 12 (b). The Institute is recognised as a mentor Institute for the NAAC under the Paramarsh Scheme of the University Grants Commission. The National Board of Accreditation has accredited the MBA program under AICTE in 2000, 2003, and 2012.

The Institute has been ranked consistently in the upper edge of top-ranking business schools in the national surveys undertaken by agencies like Business Today, Cosmode, Ministry of Human Resource Development, Business India, and Outlook. The achievement of the Institute in a short span of twenty-eight years of its existence has been widely appreciated.

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