

## Centre for Management Studies

The ICFAI Law School, Hyderabad, E-mail: [centreformgmtstudies@ifheindia.org](mailto:centreformgmtstudies@ifheindia.org)

# Two Day International Conference on New Age Business Practices and Sustainable Economic Development

**December 10th & 11th, 2021**

## PRIZES

**Best Paper**  
**INR.5,000**

**Second Best Paper**  
**INR.3,000**

**Third Best Paper**  
**INR.2,000**

Organized by  
ICFAI Law School,  
ICFAI Foundation for Higher Education, Hyderabad

# THE ICFAI FOUNDATION FOR HIGHER EDUCATION

The ICFAI Foundation for Higher Education (IFHE), Hyderabad is a Deemed University established under Section 3 of UGC Act, 1956 and accredited by NAAC with "A" Grade. IFHE offers Management, Engineering and Law Courses and it provides world class, innovative, career-oriented professional programs through inclusive technology-aided pedagogies to equip students with the requisite professional and life skills as well as social sensitivity and high sense of ethics. IFHE has evolved a comprehensive student-centric learning approach consisting of several stages, designed to add significant value to the learner's understanding in an integrated manner, covering relevant knowledge, practical skills, and positive attitudes. The university strives to create an intellectually stimulating environment for research, more particularly into areas bearing on the socio-economic and cultural development of the state and the nation.

## THE ICFAI LAW SCHOOL, HYDERABAD

The ICFAI Law School is a significant segment of the ICFAI Foundation for Higher Education, Hyderabad and recognized by the Bar Council of India. The ICFAI Law School, Hyderabad offers BBA.LL.B. (Hons) and BA.LL.B. (Hons) integrated five-year courses, one Year LL.M. in (1) Corporate and Commercial Laws and (2) Tax Laws. Ph.D. (full time and part time programs), and Eight Certificate Courses in Cyber Law, Infrastructure Laws, Law of Financial Services, Immigration Laws, Solid Waste Management and Law, International Trade Law, Forensic Science & Law and Goods & Services Tax Law are also offered. ICFAI Law School envisions to develop a new cadre of professionals who will not only command high level of domain proficiency but also can integrate activities for developing scientific and technological solutions.

## CENTRE FOR MANAGEMENT STUDIES

The Centre for Management Studies was constituted with a view to facilitate, foster and support the essential teaching and research goals of the institution. It is deeply committed to develop a new generation of creative professionals who will be instrumental in fuelling the country's economic growth. Inviting the best minds, as resource persons from education and industry, the centre for management studies organises conferences, seminars, and workshops to nurture the intuitive minds in achieving academic excellence in their personal and professional endeavours. An array of extracurricular events also is weaved prudently with the academic activities to provide a wholesome and comprehensive experience to the budding business leaders.

# ABOUT THE CONFERENCE

After experiencing the most extensive ever Economic shock since World War II, the global economy is passing through challenging moments of in-equilibria and recovering slowly. It has caused widespread devastation of life and livelihood and is still haunting the global economy in several ways by depicting odd and unforeseen issues. The crisis has emerged in several countries, presenting a legacy of dis-equilibria like poverty, unemployment, low consumption, low savings and investment, unsustainable public finances, and lower potential output. However, the global economic revival continues amid a resurging pandemic that poses unique policy provocations and requires solid multilateral efforts.

Considering the multifaceted economic issues, the present International Conference is trying to attain the goals set for sustainable development by the lead body like International Monetary Fund. In general, most of the world's economies, particularly the Indian Economy, have to focus on diversified analysis to bring the Economy back on track and promote stimulus efforts for transforming India's Development Agenda in line with IMF guidelines to revive and sustain growth on a durable basis.

The proposed business themes have a crucial role in achieving good, sustainable development and inclusive growth in this context. These aspects of business in association with economics are inter-disciplinary and concerned with the analysis of the three different pillars of economic, business management, and environmental aspects for improving, sharing the knowledge, and moving towards achieving sustainable Economic and Business transformation from a broader perspective to embody the principles of inclusiveness, integration and leaving no one behind.

The main scope of the conference is to stimulate cross-sectoral exchange for the development of new policies innovative technologies, promoting additional employment, new products, and more awareness towards a changed sustainability-oriented society.

Thematically, "**Business and Economic Aspects of Sustainability**" are the two sides of the same coin as business transcends national boundaries, and it possesses resources that exceed those of many nation-states. With its unmatched powers of ideation, production, distribution, and business promotion, business is integral in bringing the change we need. **The Economy is the most powerful institution on earth, and business is the most powerful entity.**

Under the insights and leadership of Prof. A.V. Narsimha Rao, Director, ICFAI Law School, this August gathering of its kind in terms of submission of rich research papers and convenes scholars, practitioners, and students worldwide to explore topics in New Job Roles, Product Development Management & Operations, Business Innovation Analytics, and sustainable development goals - A Way Forward.

# THEMES OF THE CONFERENCE

## **New Job Roles Avenues and Expectations**

- Employment and Employability Expectation of Higher Education.
- New Educational Policy Construction of Knowledge economy.
- Paradigm change in Technology and employment- Impact of soft skill training, the work performance of employees in Service organizations.
- Commercialisation in Indian Agriculture & Development of Capitalism.
- Gig Economy.

## **Product Development Management & Operations**

- Product development -Innovations and Challenges.
- Digital and Fintech revolution of Indian Banking.
- Emerging dynamic delivery models.
- Innovations and Entrepreneurship.
- Shifting Patterns: The future of Logistic Industry.

## **Business Innovation Analytics: Strategic Approach**

- Retailing in 21st Century.
- Future of E Retailing.
- The new consumer behaviour paradigm amid Covid -19.
- Business Analytics The Growth Engine.
- Data "The new Oil".

## **Sustainable Economic Development - A Way Forward**

### **Economic Approach**

- Retailing in 21st Century.
- Rebooting Indian Economy.
- Revisit Migrant Crisis: Employment perspective.
- More resilient Urban Future or Urbanization New Urban Agenda.
- Global Uncertainties and Emerging trade relations: Implications and challenges.
- Uncertain Trajectory of food inflation in India.

### **Social Approach**

- Habitat & Sustainable development.
- Role of Demography in a transition to sustainable societies.
- Dynamics of inequality, Poverty and SD.
- Un- Successful Mainstreaming Gender Perspective.
- Social development for Transformative sustainable development.
- Preparing a more resilient urban future A sustainable approach.

### **Environmental Approach**

- Carbon Markets & CSR.
- Bio - Diversity.
- Oceans & blue economy.
- Climate crisis the need for green Recovery.
- Aviation and Green Finances.
- Sustainable Agricultural & Food Systems.

# SUBMISSION GUIDELINES

- Authors may initially submit an abstract not less than 300 words. Abstracts may be submitted through e-mail [centreformgmtstudies@ifheindia.org](mailto:centreformgmtstudies@ifheindia.org) by **20th November, 2021**.
- Maximum five key words are to be provided along with the abstract.
- Acceptance of abstracts shall be communicated through e-mail by **23rd November, 2021**. For the accepted entries, the authors shall submit complete paper, as per the following guidelines, by **1st December, 2021**.
- The final paper must include the abstract followed by the complete manuscript. Title page should contain the paper's title and the authors details including the author's contact details. In case of co-authorship, details of both the authors are to be given.
- The word limit for full length research articles is 8000 words. These limits are inclusive of any references, tables, exhibits and appendices. However, the word limit shall be relaxed for exceptional entries.
- The paper shall be submitted in word document (.doc or .docx) format only. The body of the paper shall be in Times New Roman, size 12, 1.5-line spacing and justified. Footnotes shall be in Times New Roman, size 10, single line spacing.
- The papers should be well-referenced in the 20th Blue Book edition style of referencing. Any plagiarism detected will render the submission subject to rejection.
- Co-authorship is permissible up to two authors only.
- The submission should be original and unpublished work of the author. The authors shall be given an opportunity to present the accepted papers during the conference. Unplagiarized selected papers shall be published.



# REGISTRATION

Academicians / Professionals: Rs.1000/-  
Students and Research Scholars: Rs.750/-

Registration fee should be paid through RTGS/NEFT to the account mentioned below. For registration, proof of payment (screenshot, etc. clearly indicating the transaction reference number) along with full name, affiliation and email id may be sent by 1st December, 2021 to the coordinators by email. Authors desirous of submitting their papers for presentation in the conference should submit the proof of payment along with the final paper.

# PAYMENT DETAILS

Account No : 020201007037  
Type of Account : Current Account  
Name of the Account : IFHE - Seminars & Workshops A/c  
Name of the Bank : ICICI Bank  
Bank Address : Nerella House, No.4, Nagarjuna Hills,  
Punjagutta, Hyderabad - 500082, Telangana  
RTGS/NEFT IFSC Code: ICIC0000202  
Branch Code: 202

# IMPORTANT DATES

Last Date for Abstract Submission: 20th November, 2021  
Intimation of Abstract acceptance: 23rd November, 2021  
Last Date for Full Paper Submission: 1st December, 2021

# ORGANISERS

## Chairman:

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