



5th INTERNATIONAL CONFERENCE

**Impact of Current Events
on the Future of Business**

27 - 29 April, 2023

(OFFLINE MODE)

5th ICEFB - 2023

**Theme of the conference
Achieving Sustainable
Development Goals:
From Promise to Reality**



CONFERENCE HIGHLIGHTS

- ◆ Pre-Conference Workshop: Qualitative Research by using NVivo
- ◆ Research Clinic for Doctoral and Post-doctoral students
- ◆ Management Confluence (MSMEs, Entrepreneurs and NGOs)
- ◆ No Registration fee for UG/PG students

Conference
Partner:



Supported by:



CALL FOR CONFERENCE PAPERS

5th ICEFB - 2023 "Achieving Sustainable Development Goals: From Promise to Reality"

In the face of profound challenges such as climate change, income inequality, depletion of natural resources, human rights issues, fair working conditions, pollution, racial injustice, and gender inequality at a global scale, individuals, organizations, and nations need to think differently and act differently. Developing sustainably is the only responsible and effective strategy for any organization be it in the public or private sector and for-profit or not-for-profit. The answer to the 'How and What to Do' part of developing sustainable strategies can be found in the UN Sustainable Development Goals which provide a critical framework for strategies that profitable growth while addressing a range of social needs including education, health, social protection, and job opportunities, climate change and environmental protection. Though the sustainable development goals which are essentially a call to action for every nation on the planet to promote prosperity while protecting the planet were proposed by the United Nations in 2015 to be achieved by 2030, the world has little to show that these promises are transforming into reality even after seven years.

In today's world which is witnessing calamitous events whether they are extreme climatic conditions, acute food shortages, rampant human rights violations, gender inequality, etc., are happening with sickening regularity, organizations are still debating whether to incorporate sustainability in their business strategy. There is a pressing need for value-driven frameworks for developing business strategies that not only provide profitable growth but also help address some of the world's most pressing problems. Fortunately, a significant amount of management research is currently focused on sustainability and sustainable development goals which is having a positive societal impact. To bring forth current research on these topics and disseminate it for the greater good, Vignana Jyothi Institute of Management, Hyderabad is organizing the 5th International Conference in the 'Impact of Current Events on the Future of Business' series on the theme 'Achieving Sustainable Development Goals: From Promise to Reality'.

SUB-THEMES FOR THE CONFERENCE

- 1) Building Institutions for Sustainable Development
- 2) Economic Sustainability
- 3) Development & Climate Change
- 4) Sustainable Strategies & Policies
- 5) Digital Sustainability
- 6) Sustainable Marketing Practices
- 8) Sustainable Finance and Accounting
- 9) Sustainable Development and Social Innovation in Business Ethos, Corporate Governance & CSR
- 10) Case studies on Leadership, Entrepreneurship and Management, Sustainability and Environment

Papers related to any of the conference sub-themes are welcome.

CALL FOR RESEARCH PAPERS/ CASE STUDIES

Academics, corporate executives, industry professionals, aspiring managers, management scholars, and students will have the opportunity to discuss and disseminate not only management theories, concepts, and models but also the results of their research, consulting, training, life experiences, and exposure at this international conference.

To ensure effective blind review:

- ◆ First page: Only Title, Author(s) name, Affiliation, Email and Mobile number
- ◆ Second page onwards: Title, Abstract, 5 keywords and only research paper contents with no name/ identification of the authors.
- ◆ The paper should be original and unpublished offering new insights, new approach or new knowledge to the body of literature.
- ◆ The conference adopts a strict anti-plagiarism policy. Any submitted paper with more than 20% plagiarism is not going to be accepted for further processing.

The manuscript should be prepared in the following format:

| | |
|-----------------------|---|
| Abstract | 200 words (approx.) with 5 keywords |
| Main Paper | 3000-5000 words, including references. |
| Font | 12 Points Times New Roman |
| Title & Headings | 14 points Times New Roman, 1.5 spaced |
| Tables & Figures | All the tables and diagrams should be appropriately numbered and provided at the end of paper |
| Citation & References | APA Style (6th Ed.) |

Guidelines Post Submission:

Registration will be confirmed only after the payment of the registration fee. In a joint submission, at least one author should register for the conference. Only those who register are eligible for admission to the pre-conference workshop, research clinic, management confluence, paper presentation tracks, and certificate and e copy of conference proceedings. Author(s) with multiple entries must register for each paper separately.

Publication Opportunities:

- ◆ **Conference Proceedings Publication with ISBN** to be Published by *Journal Press of India*.
- ◆ **Special issue of Gavesana Journal of Management** (a peer-reviewed/ refereed VJIM publication indexed with Google Scholar & Proquest)

Important Dates:

- ◆ The last date for submitting the full paper is 28th March 2023
- ◆ Final Paper Submission & Registration 20th April 2023
- ◆ Review Communication 15th April 2023
- ◆ Pre-conference workshop 27th April 2023

Registration Fee:

| | |
|----------|----------------------------------|
| USD 100 | Foreign Delegates |
| INR 2000 | Industry Delegates/ Academicians |
| INR 1000 | Research Scholars |

Early bird registration (before 10th April, 2023)

| | |
|----------|----------------------------------|
| INR 1800 | Industry Delegates/ Academicians |
| INR 750 | Research Scholars |

Group Registrations with a minimum of three members (20% discount) from the same organization/institute before 10th April, 2023.

Note:

Registration fee is non-refundable and is inclusive of 18% GST.

Registration via JPI Conference Management System (CMS)

Paper submission link: <https://www.journalpressindia.com/website/5th-intlconference-vjim2023>

Online Payment Details

| | | | |
|--------------|--|----------------|-------------------------|
| Account Name | : Vignana Jyothi Institute of Management | Account Number | : 193010100116237 |
| Bank Name | : AXIS BANK | Branch | : Kukatpally, Hyderabad |
| IFSC Code | : UTIB0000193 | | |

Accommodation:

Limited free accommodation would be available at VJIM hostel for the conference participants on first come first serve basis. No TA/DA will be paid to any delegate who presents the paper at the conference.

VIGNANA JYOTHI INSTITUTE OF MANAGEMENT

VJIM Hyderabad, a premier B-School established in 1993, offers quality management education programs. Approved by AICTE, accredited by NBA, and rated National "A" by CRISIL, VJIM aims at grooming professional managers by providing learning opportunities centered on the stipulations of the industry. The cornerstone for this initiative: 'delivering education modelled after international standards, steeped in Indian values,' is facilitated by qualified faculty members with academic, industry, and research expertise and ably mentored by the Governing Council members. The institution enjoys 3000+ alumni in the corporate and entrepreneurship world, with 200+ students graduating annually. The faculty espouse innovative pedagogical tools and comprehensive research paradigms to deliver curated content that adheres to the graduate's alacritous with the industry. Research at VJIM focuses on providing pragmatic solutions to tangible business predicaments and aims at associating conceptual erudition with the application dynamics of the industry. VJIM strives to partake in research with which the business world connects. Innovation and market relevance have been the VJIM hallmark.

VJIM offers the broadest range of management education programs, including Post Graduate Programs in Business Management, Doctoral programs in Management, and Executive PG Programmes for working executives. In addition, VJIM actively trains practitioners and academicians through Management Development Programmes (MDPs), Faculty Development Programmes (FDPs), etc.

CONFERENCE MANAGING COMMITTEE

Sri K Harishchandra Prasad
Chairman, Governing Council, VJIM

Er J Seshagiri Rao
General Secretary, Vignana Jyothi

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PRE-CONFERENCE WORKSHOP ON “QUALITATIVE RESEARCH USING NVIVO”

27th April 2023

The popularity of qualitative research has grown over time. To gain a deeper understanding of the structures, processes, and perspectives that underlie or influence human behaviour, qualitative research collects and conducts in-depth analyses of observations, interviews, and other records of human activity. It is crucial that the researcher thoroughly understands the methodology and its foundations and adopt a systematic approach to data analysis to ensure quality and rigor. NVivo is a powerful program for analyzing qualitative and mixed-methods data such as text, audio, video, surveys, and social media. This workshop focuses on developing skills in quick project design, data storage and organization, data investigation and conceptualization, querying, nodes, coding, data interrogation, and data visualization.

The objective of this program is

- ◆ To understand the structure of Nvivo and how to use it as part of the research process.

Contents

- ◆ Basic of Nvivo – Navigating through the software.
- ◆ Using Nvivo for literature review.
- ◆ Data preparation, import, and organization.
- ◆ Organising and visualizing codes.
- ◆ Text mining using Nvivo.
- ◆ Thematic analysis in Nvivo.
- ◆ Content analysis using Nvivo.

RESEARCH CLINIC FOR DOCTORAL AND POST-DOCTORAL STUDENTS

The Pre-Conference Research Clinic is designed to support research students pursuing their doctoral degrees. The event is free to all registered conference participants. The clinic is unique in many ways. In addition to the development workshop, the clinic facilitates PhD students at any stage of their doctoral programme to get concrete and constructive suggestions on their work from experienced doctoral supervisors in both regular and virtual modes. Each clinic session is a one-on-one engagement, and participants are assigned experts who work in their area from the available list of eminent researchers. Recent graduates of master's programmes in management and closely related fields who are contemplating joining PhD programme are also invited to attend the pre-conference clinic to get application guidance for doctoral studies in management, identifying and applying to the right academic area, and guidance on identifying research areas and dissertation topics.

Clinic Highlights and Objectives

- ◆ Get concrete and constructive suggestions at any stage of the doctoral programme in one-on-one interactions with experienced doctoral supervisors in regular and virtual modes.
- ◆ It offers a forum for discussion among doctoral candidates, eminent academics, and business researchers to find new research applications and directions.
- ◆ Promotes doctoral student research and scholarly endeavours, particularly concerning India-related topics.
- ◆ Participants learn how to successfully apply to and complete doctoral programmes that emphasise publication-oriented development.

Procedure

- ◆ Submit a short note of abstract, synopsis, and the stage at which stage the research scholar is experiencing difficulty. The note should not exceed 500 words. Use Time Roman and 12 font size.
- ◆ For each submitted note, research experts from India and abroad will be invited to serve as discussants. A discussant would be assigned to each candidate.
- ◆ The conference is designed to ensure focused discussions on each note among doctoral student participants, faculty discussants, and other academician invitees.

Intended Participants

All PhD, and post-doctoral management research students who have started or are about to begin their research are welcome to attend the pre-conference clinic. In addition to researchers from Indian schools, researchers pursuing their PhD outside of India and who want to interact with experts in their field are encouraged to register and participate in the clinic. Since the number of slots for the pre-conference research clinic is limited, participants will be selected on a first-come, first-served basis.

Conference Paper Presentation Track for Students (UG and PG)

With the theme "Achieving Sustainable Development Goals: From Promise to Reality," VJIM encourages students to present at the 5th International Conference in the "Impact of Current Events on the Future of Business (5th ICEFB)" series.

UG and PG program students are encouraged to write and submit their original and unpublished manuscripts based on empirical research, experiences, reviews, promising ideas, and insightful analyses that align with the central theme and sub-themes of the International Conference.

Highlights of the 5th ICEFB Student Paper Presentation Track

- ◆ Free Registration for Students
- ◆ Prizes for the top 3 papers

Manuscripts should be organized in the following order:

- ◆ Introduction
- ◆ Objective of the study
- ◆ Data Analysis
- ◆ Implications of the study
- ◆ Appendices (if applicable)
- ◆ Literature review
- ◆ Research Methodology
- ◆ Discussion
- ◆ References

Paper submission link:

<https://www.journalpressindia.com/website/5th-intlconference-vjim2023>



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