



INTERNATIONAL MANAGEMENT INSTITUTE  
BHUBANESWAR

## International Management Institute **Bhubaneswar**



EGADE Business School  
Tecnologico de Monterrey  
Mexico City, Mexico

Minds Igniting Change

## EGADE Business School Mexico City, Mexico

Jointly Organize



# 8th International Conference on Global Business Environment

Conference Theme :  
Paradigm Shift in Business  
through Agile Practices



December 09-10, 2022

Business agility has emerged as an important strategy tool for the firms to cut across the increasing competition in the emerging markets in the twenty-first century. The competitive performance of the firm is significantly driven by the changing customer needs. The business agility influences firm's performance to manage market complexity with flexible strategies. Effective implementation of strategies with business agility needs firms to develop abilities on market sensing, flexibility, speed, and responsiveness. These attributes allow firms to co-create and coevolve with customer-centric strategies in a changing environment and respond rapidly to the complexities by reconfiguring their business tactics. Start-up enterprises are well known for acting quickly, but continuous evolution maintaining the early momentum is often a big challenge. The large and established companies often become bureaucratic because the rules, policies, and management layers developed to leverage economies of scale, deter their ability to move fast. Though, agility in business seems to be easy but is a hard to practice breaking the conventional management practices. The agile organizations, paradoxically learn to be both stable (resilient, reliable, and efficient) and dynamic (fast, nimble, and adaptive). To grow agile companies must design structures, governance arrangements, and processes with a relatively consistent set of core elements driving their performance.

Agile business processes tend to easily adjust plans and strategies for responding swiftly to new opportunities and the emerging challenges. While doing business with the social media channels, companies work in an interactive digital environment which demands implementing flexible business strategies in view of the crowd behavior and social consciousness of customers. Agile methodology is an alternative to Waterfall methodology- the rigid, top-down approach to project management that most marketers follow. The broad goals of agile business include improving the speed, predictability, transparency, and adaptability to changing market scenarios. Managers working with the agile business strategies benefit from continuous feedback on products and services by the customers and stakeholders that allow the managers flexibility in developing strategies to adapt to changing market scenarios. Working in an agile business environment is a team approach within the firms. The basic manifesto of agile business encompasses core values and principles that are crucial for achieving performance through co-created and coevolved business strategies.

This conference intends to document experience of firms, management process, and business systems that have co-evolved with the agile business philosophy and attained high business performance. Deliberation in the conference aims at discussing the causes and effects and challenged associated with the management of agile businesses. Portraying the varied corporate experiences in agile business designs, stakeholder value propositions, and competitiveness across the industries, this conference focusses on critically examining the problems, challenges, probable solutions, and policy frameworks for managing agile business modeling as an emerging tool. This distinguished academic convention is instrumental to drive a convergent debate on divergent aspects of agility in business practices.

### **Who should attend?**

- Academics, research scholars, and business consultants; managers of international relations, operations management, business strategy formulation, and digital business; and persons in-charge of corporate social responsibility.
- Top and middle level executives of corporate, SMEs, start-up enterprises, and public-sector undertaking companies engaged in business-to-consumers and business-to-business operations in products and services sectors
- Government representatives working on regional and economic development, public policy areas, and industrial relations
- Entrepreneurs, who want to learn and express new insights, share research contributions and discuss best practices

### **What would you achieve?**

- An interactive and hands-on approach to disruptive innovation and management practices
- Understand causes, effects, and debate on strategies to manage business despite disruptive innovations, challenges, and conflicts.
- Ways to explore new disruptions in industrial scenarios across developing economies
- Valuable insights on epistemological evolution on disruptive innovation and disruption in management, market competition, and business strategies and best practices to co-evolve with disruption.
- Examples, illustrations and case studies of disruptive practices around the world
- Opportunity to delve deeper into areas such as globalization, industrial business strategies, innovation, digital applications, market economics, market environment, trade policies, brand management, investment, market behavior, and more
- A networking opportunity to meet international colleagues and professionals working on business and innovation related perspectives
- Opportunities for collaborative research with experts in the field of innovation management.
- Opportunities for offering joint training modules with experts in the areas of innovation and business management.

### **Sub-themes and Topics**

The 8<sup>th</sup> Global Business Environment (GBE) conference focuses on the following subthemes. At the same time, the conference invites papers from all functional areas.

### **Track 1: Agile Business Philosophy**

- Agile business modeling
- Tools and techniques
- Agile philosophy and practice: Scrum, Kanban, Waterfall etc.
- Agile culture and leadership
- Knowledge management
- Agile strategy and governance
- Employee engagement
- Inclusive growth
- Operational agility

### **Track 2: Agility and Epistemologies**

- Organizational learning
- Systems thinking
- Change Management
- Decision theories
- Communication theories
- Risk Theory
- Lean management
- Business challenges with people and society

### **Track 3: Business Agility Value Stream**

- Sensitivity to business growth
- Organizational design
- Organizational culture
- Customer value generation
- Capability and competence
- Learning and adaptation to new ecosystems

### **Track 4: Agile Business Systems and Governance**

- Shifts in business, economy, and social ideologies
- Design thinking
- Social and corporate governance
- Agile backbone: Structure, Governance, Process, People, Technology
- Manufacturing and business systems
- Innovation, technology, business modeling
- Risk management

### **Track 5: Business Modelling**

- Business model archetypes
- Crowd-based business modeling
- Social media and technologies
- Design-to-Market Business Modeling
- Design-to-Society business ecosystem
- Crowd sourcing and crowd funding

- Big Data and Computer Aided Business Modeling
- Agile transformation in industries: Consumer-centric companies, pharmaceuticals, finance, health etc.
- Services business modeling
- Sustainable business models
- Performance evaluation, measurement, and business optimization
- Circular business modeling

#### **Track 6: Corporate Social Responsibility (CSR)**

- Business strategy and society
- Mainstream CSR programs and challenges
- CSR through employees and stakeholder empowerment
- Multi-level governance and implementation of CSR programs
- Social networks, disruption, and business conflicts
- Corporate social responsibility, corporate governance, and financial performance
- Revisiting CSR- From communities to consortium policies
- Local innovation and global operations
- Green innovation and social challenges
- Policy dialogue on CSR with social and business leaders

#### **Track 7: People Focused Business and Performance**

- Community relations
- Customer, stakeholder, and public engagement in business
- Need, creed, greed-human factors in business
- Co-creation and coevolution of businesses with people
- Human resources management system
- Organizational culture
- Enterprise sustainability
- Community, bricolage, and collectivism in business
- Role of social institutions in business

#### **Track 8: Business Analytics System**

- Manufacturing and operations systems
- Business, logistics, and inventory systems
- Big Data and Transparency
- Profit, mergers, and acquisition
- Cost and contingency analysis
- Stakeholder value analysis
- Financial systems and analysis
- Identifying shifts in socio-cultural market behavior
- Decision analysis, multi-level decisions, and forecasting
- Decision Support System-people, process, and power

### **Track 9: Sectoral Growth**

- Customer-centric industries
- Business-to-business industries
- Sectoral industries (Agribusiness, Health care, education, housing, public infrastructure, government etc.)
- Educational services-tools, techniques, effects, and hybridization
- Trends in services and operations industries
- Technology disruptions in non-farm production and services sector
- Information technology and geo-demographic disruptions

### **Track 10: Inclusivity in Management**

- Work-place culture
- Issues related to gender inequality in business
- Poverty alleviation through social businesses
- participatory in corporate social responsibility
- Self-help groups in business collaborations
- Social decision-making process
- Collective business projects management
- Production consortium and social inclusion in business
- State interventions, disruptions, and management control

### **Track 11: Trade and Economy**

- Trade, investment and domestic regulation
- Transport, ICT and energy infrastructure
- Macroeconomic and financial policy
- Regional assets, investments, and transfers
- Internationalization and cross-country trade management
- Globalization and business diversity
- Local enterprises, technology, and industrial alliances
- Industrial growth in emerging markets

### **Track 12: Marketing in a Global Business Environment**

- Global branding
- Product innovation management across markets
- Global pricing
- Global supply chain management
- Global market segmentation
- Global leadership
- Managing multi-cultural employees
- Global competitive strategy
- Information technology and global business
- International alliances in business

### **Track 13: Entrepreneurship and Inclusive Business**

- Creativity, co-evolution, and innovation
- Cleaner production and business growth
- Design thinking and organizational change
- Knowledge management, innovation, and customer advocacy
- Social disruptions and business processes
- Helix Effects in inclusive business models
- Social semantics and business growth

### **Track 14: Regional Shifts in Business**

- Shifts in Asian businesses and global effects
- India and Euro-Asian entrepreneurial shifts
- Regional economic policies and industrial effects
- Crowd-engagement and local effects on business
- Structural changes in sectoral enterprises
- Political vision on empowering people in business

### **Track 15: Case Studies on Disruptive Innovation and Management**

- Agility in business
- The radicalisms in business
- Qualitative research
- Empirical research
- Short narrative case studies
- Failure case studies
- Social responsiveness studies

### **Track 16: Global Pandemic and Business Disruption**

- Social concerns of business corporations
- Bottom-up voice and business restructuring
- Community initiatives, revival of local economies
- Enhancing market outreach
- Human elements in business management
- Socio-economic disruptions, losses, and recoveries
- Impact of business shutdown

### **Paper Submission: Important Dates and Guidelines**

Conference organizers invite full papers, abstracts, and extended abstracts from the interested academics, professionals, and researchers on the above stated topics. The length of the full papers should not exceed 30 pages in double space. The important dates on submission are as given below:

- Conference Announcement-Call for Papers: June 01, 2022
- Submission of abstracts: September 30, 2022
- Decision on submissions: October 17, 2022
- Submission of final papers: October 31, 2022
- Conference registration: November 01, 2022 onwards

All submissions must be typed double-spaced with 2.5 cm or one-inch margins using 12-point Times New Roman font in a single MS Word file. All submissions must include a Title, Authors (names, affiliations, e-mails of all authors and a notation (\*) of the corresponding author), an Abstract (no more than 150 words) and 3-5 Keywords. Final paper should not exceed 30 pages, including the Abstract, body of the text (Introduction, Theory, Methods, Findings, Discussion, Conclusions and Implications), Tables, Figures and References. All paper submissions must include a discussion, which addresses the contribution of the author's work to the advancement of business and business-related science and practice in the Conclusions and Implications section. **References must adhere to APA format.** All submissions must be entirely original, not previously published, and must not be under concurrent consideration or scheduled for presentation elsewhere.

**All abstracts and full papers must be submitted online at Easy Chair. The link for submission is:**

<https://easychair.org/conferences/?conf=imibegade2022>

### **Workshops**

Two workshops are scheduled during the conference as detailed below:

**Workshop 1:** Improving Skills on Writing and Publishing Research Works

**Workshop 2:** Agility and Design Thinking: Bonding People and Organizations

Distinguished Speaker: Prof. (Dr.) Rajagopal, Distinguished Professor and National Researcher, EGADE Business School, Santa Fe Campus, Mexico City & Visiting Professor at Boston University, Boston, MA.

### **Academic Output**

All papers presented in the conference will be summarized in the conference proceedings along with the reports of the interactive workshops. Selected papers would be published in:

- ***Global Business Review*** (SAGE Publication; SCOPUS Indexed; ABDC "C" category)
- ***Emerging Economic Studies (SAGE Publication)***
- ***International Journal of Business Competition and Growth*** (Inderscience)



Publication)

- **IMI Journal of Innovation and Management** (SAGE Publication)
- Anthology of selected papers will be published by an **International publisher**.

The anthology of selected papers for previous editions of the Conference have been published as an edited book by Palgrave Macmillan, NY, USA and IGI Global, Hershey, Pennsylvania. The details are as follows:

Year	Conference Theme	Date	Title of Conference Anthology	Publisher	Anthology
2015	Global Business Environment: Strategies for Business Analytics and Cyber Security Management	11-12 December	Business Analytics and Cyber Security Management in Organizations	IGI Global Hershey, PA ISBN 9781522509028	
2016	Innovation, Market Competition and Economic Development	09-10 December	Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace	IGI Global Hershey, PA ISBN 9781522548317	
2017	Drifts in Business, Governance and Societal Values: Conflicts and Challenges	08-09 December	Business Governance and Society – Analyzing Shifts, Conflicts, and Challenges	Palgrave Macmillan, NY ISBN 9783319946122 <b>SCOPUS INDEXED</b>	
2018	Industry 4.0: Business Beyond Boundaries	07-08 December	Innovation, Technology, and Market Ecosystems - Managing Industrial Growth in Emerging Markets	Palgrave Macmillan, NY ISBN 9783030230098 <b>SCOPUS INDEXED</b>	

2019	Entrepreneurship, Resource Planning and Regional Development	November 29-30	Entrepreneurship and Regional Development: Analyzing Growth Models in Emerging Markets	Palgrave Macmillan, NY ISBN 9783030455200	
2020	Disruption in Business and Management Practices: Causes, Conflicts, and Control	December 11-12	Managing Disruptions in Business - Causes, Conflicts, and Control	Palgrave Macmillan, NY ISBN 9783030797089  <b>SCOPUS INDEXED</b>	
2021	Inclusive Businesses in Developing Economies: Converging People, Profit, and Corporate Citizenship	December 11-12	Inclusive Businesses in Developing Economies - Converging People, Profit, and Corporate Citizenship	Palgrave Macmillan (Cham: Switzerland, Springer) <i>In Press</i>	<b>IN PRESS</b>

### RELEASE OF CONFERENCE ANTHOLOGY

Managing Disruptions in Business - Causes, Conflicts, and Control  
Palgrave Macmillan, NY, ISBN 9783030797089 (**SCOPUS INDEXED**)



## Registration and Fees\*

Early Bird Fee (On or Before November 15, 2022)		Late Fee (After November 15, 2022)	
Academician	6000 <sup>#</sup>	Academician	7000
Corporate	7000	Corporate	8000
Research scholar	2500	Research scholar	3000
Student	1500	Student	2000
Foreign delegate (Academics/Students)	US \$200	Foreign delegate (Academician)	US \$250

\* Fee to include refreshments, lunch, conference high tea and conference material.

# Group discount of 10% in all cases if there are 2-4 participants from the same organization. Group discount of 20% in case of more than 4 participants are from the same organization

### Hospitality

The conference will be held at IMI Bhubaneswar campus. Limited number of rooms are available on payment on first come first serve basis. The room tariffs are given below:

Single occupancy AC room	INR 2500.00 per day
Double occupancy AC room	INR 2250.00 per day
Single occupancy non-AC room	INR 1500.00 per day

The tariff is inclusive of breakfast and dinner. Request for reservation of room should be sent along with full payment by **November 15, 2022**.

The Demand Draft can be drawn in favor of **International Management Institute** payable at **Bhubaneswar** and should reach the conference convener mentioned below:

The Conference Convener,  
IMIB-EGADE 8<sup>th</sup> International GBE Conference  
International Management Institute,  
IDCO, Plot # 1, Gothapatna,  
PO: Malipada, Dist: Khurda,  
Bhubaneswar- 751003, Odisha

### **The details for NEFT/RTGS transfer are:**

International Management Institute, Bhubaneswar  
Allahabad Bank, Account No. 50071252726  
IFSC-ALLA0210329, Branch Code- 0329  
Bapuji Nagar, Bhubaneswar-751009

In case of RTGS/NEFT transfer, also email to conference convener ([conference@imibh.edu.in](mailto:conference@imibh.edu.in)) providing the following details: *Name and Designation of the Participant, Bank Name, UTR Number, Date of Transfer, Amount of Transfer.*

Payment can also be made through UPI Payment options by scanning this barcode.



### **Conference Co-Chairs**

1. Prof. Ramesh Behl, Professor and Director, International Management Institute, Bhubaneswar, India
2. Dr. Rajagopal, Professor and National Researcher, EGADE Business School, Mexico City

### **Conference Advisory Board**

#### **IMI-Bhubaneswar**

1. Prof. Ramesh Behl, Director, International Management Institute
2. Dr. Sourabh Sharma, Associate Professor, International Management Institute
3. Dr. Manit Mishra, Professor, International Management Institute

#### **EGADE Business School**

1. Dr. Rajagopal, Professor, EGADE Business School, Mexico City, Mexico
2. Dr. Raquel Castaño, Professor and Associate Dean (Faculty Development), EGADE Business School, Monterrey, Mexico, NL
3. Dr. Fernando Moya, Professor and National Director, Entrepreneurship and Innovation, EGADE Business School, Santa Fe, Mexico City

#### **Indian Schools**

1. Prof. Gopal Nayak, Professor, XIM University, Bhubaneswar
2. Prof. D.P. Goyal, Director, IIM Shillong
3. Prof. M.L. Singla, Professor, FMS New Delhi
4. Dr. B.B. Mishra, Professor, Dept. of Business Administration, Utkal University.
5. Prof. M. P Jaiswal, Professor, Information Management, MDI, Gurgaon, India
6. Prof. Aparajita Ojha, Indian Institute of Information, Technology, Design, and Management, Jabalpur, India
7. Prof. Arpita Khare, Former Professor of Business, Indian Institute of Management, Rohtak, India
8. Prof. V. Ravi, Professor, Institute for Development and Research in Banking Technology, Hyderabad, India
9. Prof. V. Mukunda Das, Director, Chandragupta Institute of Management, Patna, India

## Overseas Faculty

1. Venky Shankararaman, Vice Provost and Professor of IS at Singapore Management University, Singapore
2. Ravi Seethamraju, Professor at University Business School, University of Sydney, Australia
3. Leon Teo, Professor at School of Business IT & Logistics, RMIT University, Melbourne, Australia
4. James Dong, Professor of IS & OM, University of Auckland, New Zealand
5. Dr. Vladimir Zlatev, Associate Professor of Practice, Department of Administrative Sciences, Boston University, MA
6. Dr. Hiranya Nath, Professor of Economics, Sam Huston University, Hunts Ville, TX
7. Dr. Angappa Gunasekaran, Director and Professor, School of Business Administration, Penn State Harrisburg
8. Dr. V. Govindarajan, Coxe Distinguished Professor of Management at The Tuck School of Business at Dartmouth
9. Dr. Tom Breur, Vice President, Data Analytics, Cengage Learning Inc., Boston, MA
10. Dr. Kip Becker, Professor, Department of Administrative Sciences, Boston University, Boston, MA
11. Dr. Gianpiero Lugli, Professor of Retail Business; Dean of Faculty, University of Parma, Parma, Italy
12. Dr. Jack McCann, Professor, Tusculum College, Greeneville, TN, USA
13. Dr. Geetha Duppati, Associate Professor, Waikato University, New Zealand
14. Dr. Narender Rao, Professor of Finance, North Eastern Illinois University, Chicago
15. Dr. Erdener Kaynak, Professor Emeritus, Penn State University, Harrisburg, PA, USA
16. Dr. Pedro Marquez, Dean, Royal Roads University, Victoria, BC, Canada
17. Dr. Satyendra Singh, Professor of Business, University of Winnipeg, Manitoba, Canada
18. Dr. Shelley Rinehart, Professor & Director MBA Program, University of New Brunswick, Saint John, NB

**\* Some more names from Industry are yet to be included in the Advisory Board.**

## PROFILE OF CONFERENCE PARTNER INSTITUTES

### About International Management Institute (IMI) Bhubaneswar

IMI Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 62<sup>nd</sup> rank in National Institutional Ranking Framework (NIRF) 2021 conducted by Ministry of HRD, Govt. of India. IMI Bhubaneswar currently offers Post Graduate Diploma in Management (PGDM), PGDM (Part Time) and FPM (equivalent to Ph.D.) programmes which are approved by AICTE.



The flagship PGDM programme is accredited by AMBA (Association of MBAs); NBA (National Board of Accreditation); and has received equivalence from AIU (Association of Indian Universities). IMI Bhubaneswar draws sustenance through creation; dissemination and application of knowledge which integrate seamlessly with each other to translate into research, teaching and training for our stakeholders. Nested in an ecologically invigorating ambience and sculpted by a renowned architect, IMI epitomizes a “gurukul.”

### About EGADE Business School, Mexico City

EGADE Business School is the graduate business school of Tecnológico de Monterrey, a university recognized throughout Mexico, North America, and Latin America for the development of entrepreneurial and globally competitive leaders who create and sustain value. The School has locations in Monterrey and Mexico City and has three international accreditations comprising AACSB, EQUIS, and AMBA. It has developed a robust reputation based on the quality of its graduates, its innovative educational model, high-quality instruction and research achievements, and the global nature of its academic programs. EGADE Business School is a community of minds, internationally recognized faculty, talented students, successful alumni, distinguished business leaders, and prestigious academic partners.



## About Venue

International Management Institute is located in **Bhubaneswar** and very close to **Popular Tourist Place Puri, Lake Chilika** and **Konark (Black Pagoda)**

## Bhubaneswar



Bhubaneswar is often called the 'Temple City of the East' and was once the capital of an ancient kingdom. The imposing spire of the Lingaraj Temple, the quiet beauty of the Viswa Shanti Stupa in Dhuli and the pink translucence of the Mahavira Jain Temple in nearby Khandagiri, inspire feelings of wonder at their sheer beauty and their cross-cultural permutations. The temples have stood testimony to the area's history, which spans

25 centuries.

## Other Popular Tourist Places around Bhubaneswar:

### Puri

The city of Puri is known for its history from time immemorial, Sanctum sanctorum of the Trinity, architectural magnificence, balance climate and divine significance. Counted among the most sacred pilgrim centers for Hindus in India, the destination is a seat of Lord of Universe, Jagannath, as per testimony of Skanda Purana. Honoured with the famous Jagannath shrine, the spiritual city is also known as Jagannath Puri. Besides, the destination is a repository of art and architecture of India with testaments dating back to 3rd Century B.C. This ancient town has ruins and testaments belonging to the period from 3rd Century B.C. to 17th Century A.D.



### Chilika Lake



Spread over an area of 1100 sq.km, the Chilika is Asia's largest brackish water lake. Home of millions of colourful birds throughout the including migratory birds who descends on it from as far off as Siberia in winter and cavorting Irrawaddy Dolphins. Dotted with numerous islands (Kalijai, Brakefast, Honeymoon), Chilika can be best enjoyed from Barkul and Balugaon (100 km from Bhubaneswar) and from Satapada (50 km from

Puri).

## **Konark**

The Sun temple at Konark, poetry in stone and a World Heritage Monument is often described as the grandest achievement of the Eastern school of architecture. This 13th Century AD architectural marvel in stone designed as a chariot of the Sun God with 12 giant wheels fixed on either side, whirled by seven horses in the translation of a Rig Vedic allegory in stone.



### **Conference Venue:**

International Management Institute  
IDCO, Plot # 1, Gothapatna,  
PO: Malipada, Dist: Khurda,  
Bhubaneswar- 751003, Odisha

### **Conference Conveners:**

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Mobile: +91 8209473065  
**Dr. Manit Mishra**  
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### **Conference Coordinator:**

**Mr. Umakant Bisht**  
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