



Estd: 1993

VJIM

AN INNOVATION DRIVEN B-SCHOOL



4th INTERNATIONAL CONFERENCE

7-9 APRIL 2022

(OFFLINE MODE)



IMPACT OF CURRENT EVENTS ON THE FUTURE OF BUSINESS

THEME: BUILDING RESILIENT ORGANIZATIONS

Pre-conference Workshop:
The Art of Getting Published in ABDC/Scopus Journals

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The world currently is in the disposition to rebound and rebuild itself. Humanity witnessed a pandemic of an apocalyptic proportion that was unprecedented and inconceivable by any standards. The impasse exposed the fragility and vulnerability of our systems. The message was clear and loud: to build strong and resilient systems that can endure tribulations. Organizations and governance mechanisms should be robust to survive catastrophes of comparable magnitude, and still thrive. Subsequently, policy makers, economists, academicians, and other think tanks had to revamp their perspectives. Undoubtedly, technology has emerged as a potent weapon, however, we need to contemplate on forging resilient organization systems and enduring economies.

The Organizing Institute

VJIM, Hyderabad, a premier B-School, established in 1993, offers quality management education programs. It is approved by AICTE, accredited by NBA and rated National "A" by CRISIL. VJIM aims at grooming professional managers by providing learning opportunities centred 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 2000+ alumni in the corporate and entrepreneurship with 200+ students graduating annually. The faculty espouse innovative pedagogical tools and comprehensive research paradigms to deliver the curated content that adheres the graduates 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 hall mark.

What should be the stratagem for the future?

The world witnessed the impact of the pandemic across various sectors such as businesses, education, healthcare, governance etc. Establishments, however large and professionally managed, had to learn new lessons to be agile in adapting the new normal. Companies, big and small, had to innovate and adapt to match the mercurial events. It is by now apparent to all stakeholders that anticipation, innovation, adaptation and resilience are the 'mantras' for sustainability. As the adage reads, 'when the going gets tough, the tough gets going.' Only those who have seasoned from man-made and natural calamities can endure. Organizations should improve the quality and pace of decision making by employing technology and data for the process. Moreover, they should look for innovative solutions to accelerate the scope and scale of their business. Furthermore, they should reassess their priorities and focus on building businesses that contribute to a sustainable world. To conclude, how can we build organizations that will endure predicaments both, natural as well as man-made? This conference is aimed at contemplating and reflecting on future course of action in this context.

Call for Research Papers/ Case studies

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, reviews, promising ideas, and insightful analyses that align with the main theme of the International Conference. Contributions are invited from a range of disciplines and perspectives, including, but not restricted to the given sub themes.

Theme:

Building Resilient Organizations

Sub-themes

- Innovation, Entrepreneurship and Start-ups
- Building Resilient Brands
- Sustainable Development and Growth
- Digital Transformation in Industry
- Rural Markets
- Analytics for Informed Business Decisions
- People, Processes and Systems
- MSMEs – Predicaments and Prospects
- Behavioural Finance
- Corporate Restructuring
- Indian Capital Markets
- Financing of Businesses
- Sectoral Experiences (BFSI, Automobiles, Retail, Pharma, etc.)
- Case Studies Converging with the Conference Theme

Submission Guidelines

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.)
Submission Details	Papers to be submitted via JPI Conference Management System (CMS) link

<https://www.journalpressindia.com/website/4th-intlconference-vjim2022>

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.

Guidelines Post Submission

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

Publication Opportunities

- Selected papers will be published in an 'Edited Book' with ISBN to be published by Taylor & Francis Group, UK.
- '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

Last date for submitting full paper	15 February 2022
Review Communication	28 February 2022
Final Paper Submission & Registration	15 March 2022
Pre-conference workshop	7 April 2022
Conference Dates	8 & 9 April 2022

Registration Fee

USD 100	Foreign Delegates
INR 2000	Industry Delegates/ Academicians
INR 1000	Research Scholars and Students

Note:

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

Registration via JPI Conference Management System (CMS) Link

<https://www.journalpressindia.com/website/4th-intlconference-vjim2022>

Accommodation

Limited accommodation would be available at VJIM hostel for the conference participants on first come first serve basis

Online Payment Details

Account Name:	Vignana Jyothi Institute of Management
Account Number:	193010100116237
Bank Name:	AXIS BANK
Branch:	Kukatpally, Hyderabad
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