

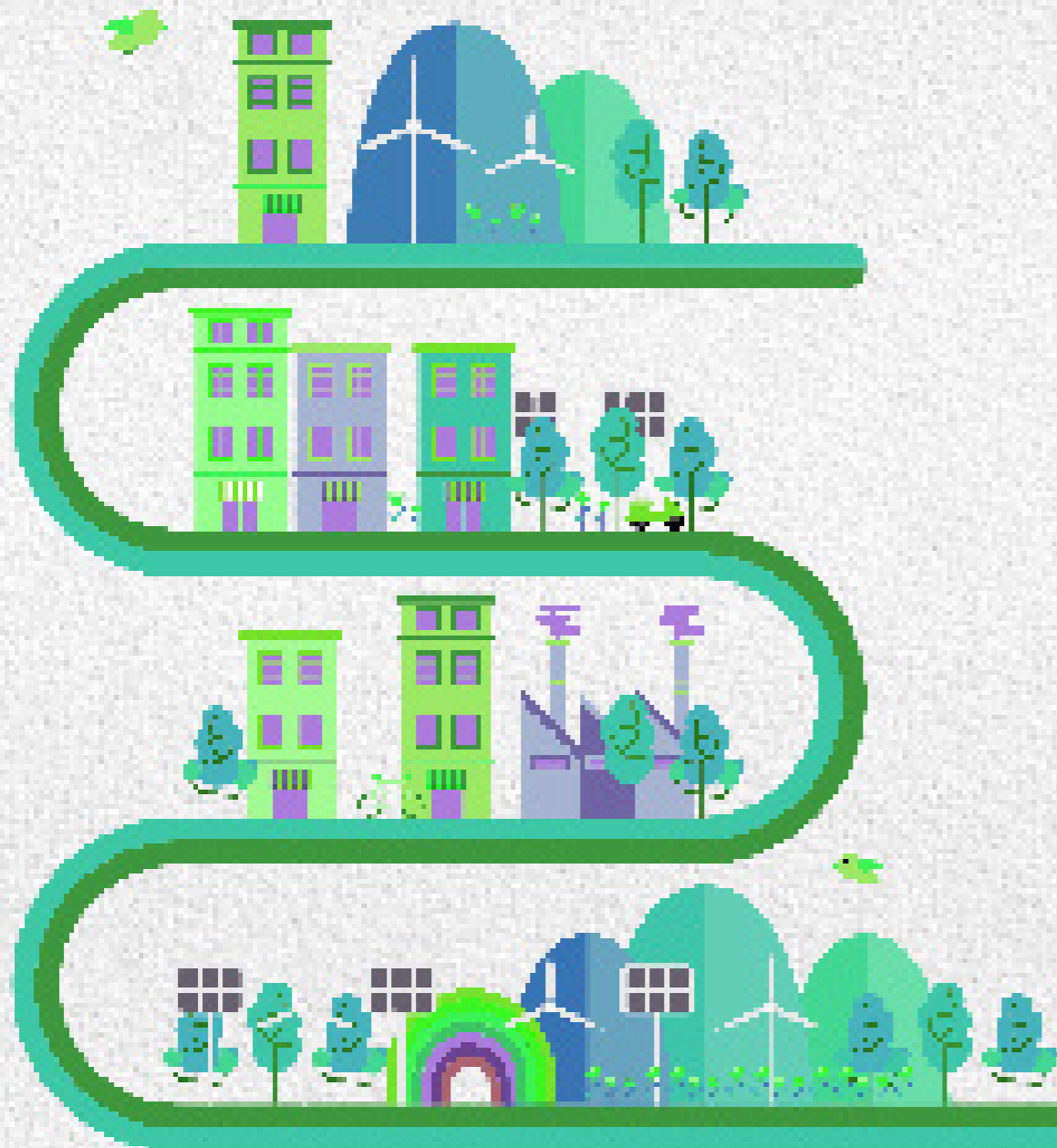


NATIONAL SEMINAR
ON
**SUSTAINABLE BUSINESS MODEL INNOVATION
AND MANAGEMENT PRACTICES:
PRIORITIES AND PERSPECTIVES**
7TH - 8TH JULY, 2022



Sponsored By
INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)
NEW DELHI
(Ministry of Human Resource Development, Govt. of India)

Organised by
Department of Business Administration
Jawaharlal Nehru School of Management Studies
Assam University, Silchar



The sprawling University Campus is spread over an area of about 600 acres where 46 Post Graduate Departments under 16 schools of Studies and 6 interdisciplinary centres of the University function. There are two campuses of Assam University-the main campus at Silchar and the satellite campus at Diphu.

THEME OF THE SEMINAR:

Business model innovation has been a recent surge in academic research and business practices. Changes to business models are recognized as a fundamental approach to realize innovations for sustainability. The capability to rapidly and successfully move into new business models is an important source of sustainable competitive advantage and a key leverage to improve the sustainability performance of organisations. Business model innovations are suspected to yield higher returns than product or process innovations and sustainable business models might have the additional benefit of higher risk mitigation and resilience and yield additional diversification and value co-creation opportunities. To realise these advantages, organisations become increasingly interested in implementing sustainable solutions. However, many business model innovations fail. This has serious economic implications for companies and leads to considerable delays in the adoption of sustainable solutions. Despite the importance of these issues, the reasons for failure remain relatively unexplored. Sustainable business model innovation is a relatively nascent field of research. It requires synergised efforts from industry and academia to follow a build-up approach towards the development of the key underlying concepts. Further, identification of the thrust areas in the implementation of the business model innovation processes, the challenges of this process and the tools to address these challenges are among the priorities. The proposed seminar is intended to explore the above issues and to integrate them in the various functional areas of management. The outcome of the seminar is expected to guide companies through their business model innovation processes by mapping the necessary key activities, potential challenges, and available tools. This can also be the basis for developing a framework for management practices pertaining to the sustainable business model innovation. The seminar also aims to increase the understanding of the policy makers who can best deliver system-level sustainability outcomes. The policymakers need to better understand what business model characteristics lead to real triple-bottom-line sustainability, and what operational, behavioural and policy interventions might be required to facilitate such innovations.

ABOUT THE SEMINAR:

The National seminar is aimed at bringing all the stakeholders of business and society together to help them by providing guidance and the anticipation of challenges related to sustainable business model innovation which is expected to yield societal implications. It is intended to lead to a higher adoption rate of more sustainable business models and higher success rate of sustainable venturing and start-ups. This would allow more efficient and effective deployment of more sustainable solutions and technologies in industry, generating more customer benefit, shareholder value, and economic growth. In turn, the creation of more social, economic, and environmental value for a broader set of stakeholders might work towards the goal of all economic activity - increased happiness.

ABOUT THE UNIVERSITY:

Assam University, Silchar was established in 1994 as a Central University by an Act of Parliament, Assam (Central University) Act, 1989, enforced through notification of the Government of India. The University over the years has made impressive strides in establishing itself as a premier institution of learning in North-East India where emphasis persistently has been on the blending of quality education, socially relevant endeavours and scientific pursuits with mission-orientation and tireless striving for excellence.



CALL FOR PAPERS:

Extended Abstracts of original research papers are invited on the seminar theme and in all areas of management including:

Sustainable Development and Social Innovation in Marketing

- Customer Experience, Engagement & Relationship Management
- Marketing Analytics, Business Intelligence & Automation
- Brands Development in Digital Marketing Age
- Retail Marketing and Shoppers' Experience
- Social & Digital Media Marketing
- Green Marketing & Consumerism
- Tourism & Sports Marketing
- E-Commerce Marketing & Digital Platforms
- Marketing Communication
- Rural Consumers & Marketing Strategies
- Innovations in Channel Management
- Challenges in Direct Marketing

Sustainable Development and Social Innovation in HR & OB

- Employee Retention In Dynamic Environment
- Sustainable Retention strategies in Dynamic Environment
- Sustainable Green HRM practices
- Role of foreign assignments in social innovation
- Sustainable Talent management and acquisition
- Organizational Culture & Employee Engagement
- Diversity & Inclusion (Gender diversity, Transgender, LGBT etc.)
- Work-life Balance and Stress Management
- HR-Analytics for Sustainable Business
- Spirituality and Religious practices in sustainable work culture
- Artificial Intelligence in HR
- Skill Development & Deployment for sustainability.
- Social Capital & HRM
- Work-Technology-People Integration



Sustainable Development and Social Innovation in IT, Operations & SCM

- Scheduling Problems in Manufacturing and service organizations
- Sustainable Supply Chain management & Reverse Logistics
- Sustainable SCM solutions in Retail Industry
- Quantity Control & Six Sigma Management
- Eco design and Green manufacturing
- Behavioural Operation Management & Industry 4.0
- Smart City & Urban Planning
- Health-care Management
- New Product & Service Management through Robotic
- Data Science & Machine Learning
- Robotics & Artificial Intelligence
- Crypto Currency & Artificial Intelligence
- Information System for a green and sustainable development
- ICT for sustainable Business Growth
- IT for multinational businesses
- Technology & Innovation (All Functional Areas of Management)
- Digital Business Models & Innovations
- Governance, Cyber Security, Privacy & Ethics of Information System.

Sustainable Development and Social Innovation in Finance & Accounting

- Sustainable Micro –Finance & Rural Development for inclusion
- Sustainable/Green Investing, Environmental Finance & Investment Innovation
- Innovative Economic Strategies for Financial Inclusion
- Sustainable Financial Performance & Accounting Practices
- Financial Innovation, Engineering & Analytics
- Financial Reporting & Regulations
- Digital Banking Practices, Paytm & E-wallet
- Financial Markets, Regulations & Reforms
- Behavioural Finance

Sustainable Development and Social Innovation in Business Ethos, Corporate Governance & CSR

- Human values in current scenario
- Responsible Business Practices in Dynamic Scenario
- Management ethos in 2021
- Social responsibility in International Business
- Happy planet index in corporate world
- Sustainability practices in today's environment
- Corporate Governance & ethics
- Corporate Social Responsibility
- Open Innovation
- Platform Business Models
- Networked Business Models
- Industry Convergence
- Public-Private Alliance

The seminar sub-themes mentioned above is an indicative list and welcomes papers from across the discipline of management.

SUBMISSION GUIDELINES:

Please submit the extended abstract in a min. 1500 and max. 2500 words (excluding references) to

dba.seminar@gmail.com.

Your abstract should cover the following aspects:

- Research Gap and Research Problem
- The Objective of the Study and Summary within 250 words
- Research Methodology
- Findings of the Study
- Implications of the Study

Incomplete submissions will not be sent out for review.

Formatting: The entire abstract submission (title page in Title Case, abstract, main text, figures, graphs, tables, references, etc.) must be in ONE document using one of the following formats: •Portable Document Format (.pdf), Microsoft Word (.doc, .docx)

- Figures, graphs, tables, appendices, and references should follow the American Psychological Association (APA) Style Guide.
- Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around, and 8.5" × 11" page setting. References may be single-spaced.
- To facilitate the blind review process, remove all author-identifying information, including acknowledgments, from the document. Self-references that give away the authors' identity should also be avoided. If self-referencing is essential, then it should be in the third person.

PUBLICATION:

Selected papers will be recommended for publication in edited book volume (to be notified later).

REGISTRATION:

Registration Fee:

- a. Doctoral Student : ₹ 1500
- b. Academicians : ₹ 2500
- c. Corporate/Professional : ₹ 3000

*In case of Multiple Authors, each author would have to register separately.

*An author may not present more than two papers.

Mode of payment : NEFT/RTGS/Online Transfer

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Note: Kindly Mention the Transaction Details (UTR No with Date) in the Registration Form.

VENUE:

Seminar will be held at the campus of Assam University, Silchar during 7th - 8th July, 2022. The campus is 20km off Silchar city. Regular flights connect Silchar with the major metro cities like Kolkata, Delhi, Bangalore, Guwahati on daily basis. The University is one hour drive from the Silchar Airport. Moreover, Silchar is well connected via Railways, and Roadways.

IMPORTANT DATES:

- **Submission Opens :** 1st May, 2022
- **Submission Closes :** 15th June, 2022
- **Communication of Acceptance :** 20th June, 2022
- **Last Date of Full Paper Submission :** 30th June, 2022
- **Registration Opens :** 20th June, 2022
- **Registration Closes :** 30th June, 2022

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Seminar Convener:

Dr. Amit Kumar Das, Dept. of Business Administration, Assam University, Silchar.

Seminar Co-Convenor:

Dr. Nilanjana Chakrabarty, Dept. of Business Administration, Assam University, Silchar.

Local Organising Committee

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Dr. Kalyan Das, Department of Business Administration, Assam University, Silchar

Contact Details:

Dr. Amit Kr. Das

Mob: 7002408499

Dr. Nilanjana Chakrabarty

Mob:9435379955