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**STUDENTS OF IIBM**

Support



# EKTAARA

Exploring Knowledge Through  
Analysis and Research Acumen

## LOCATION MAP



FOR ANY FURTHER ASSISTANCE, PLEASE FEEL FREE TO CONTACT US AT :

**INDIRA INSTITUTE OF BUSINESS MANAGEMENT**

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## Sustainability in a Changing Market Scenario

MARCH 16, 2019

*Organised By*



Vishweshwar Education Society's

**INDIRA INSTITUTE OF BUSINESS MANAGEMENT**

(Approved by AICTE, New Delhi & Affiliated to University of Mumbai)





## ABOUT THE INSTITUTE

Indira Institute of Business Management was established in 2008, and aims to provide its students an environment that is conducive to learning beyond the prescribed curriculum. IIBM encourages the exploration of knowledge for future application in industry, business and life; and inculcates intellectual, cultural and humane sensitivities in students. IIBM has been organizing a National Research Conference each year in order to keep abreast of the latest developments in the industry, and introduce students to novel research ideas and thoughts. Eminent speakers like Mr. V.G. Kanan, Managing Director – State Bank of India, Mr. Anshul Mathur, Vice President – British Petroleum, Mr. Rohit Bhasin, Vice President – Fair & Lovely, Unilever, Mr. Vijay Khanna, Ex-Post Master General, Mumbai and Dr. Kanan Khatao Chikhal, Psychologist and Ted X Speaker, have graced our past conferences with their esteemed presence.

## CONFERENCE THEME : SUSTAINABILITY IN A CHANGING MARKET SCENARIO

George Bernard Shaw once said, "Progress is impossible without change, and those who cannot change their minds cannot change anything." Change is indeed inevitable in every sphere of life, and needless to say, in the corporate world as well. With increasing advancement in technology and intense competition in every industry, it is indeed the survival of the fittest. Any organization that succumbs to complacency and refuses to adapt to cultural and technological changes, cannot sustain itself in the market. This year's conference focuses on the strategies that can be employed by an organization to keep pace with the changing market trends.

## SUGGESTED SUB-THEMES

### FINANCE

- Cyber Security
- Globalization of financial markets
- Crypto Currency industry
- Rise of Protectionism
- Changes in Banking Technology
- Artificial Intelligence
- Banking Crisis
- Bank Merger Impact
- E-governance

### MARKETING

- Effects of Globalization and Liberalization on the Market
- Changing Consumer Interests and Preferences
- Competitive Market Conditions
- Quality, Value and Customer Satisfaction
- Relationship Building and Customer Retention
- Strategic Alliances & Networks

- Online and Direct Marketing

### HUMAN RESOURCES

- Diversity in the workforce
- Remote working and flexibility
- Employee Engagement
- Automation
- Transformation of Leadership
- Emotional, social and cognitive intelligence
- Education for Sustainability
- Work life balance

### IT, OPERATIONS & GENERAL MANAGEMENT

- Supply Chain Sustainability
- Environmental Sustainability
- Technology Interface as an Enabler for Integrating Sustainability
- Alternative Technology
- Corporate Sustainable Social Responsibility
- Waste Management
- Sustainable Energy

## IMPORTANT DATES

- Submission of Abstract : January 20, 2019
- Acceptance of Abstract : January 21, 2019
- Submission of Final Paper : February 15, 2019
- Conference Date : March 16, 2019

## MANUSCRIPT REQUIREMENTS

- Manuscripts must be the results of original work, or critical analysis of a problem or area. Submission of the manuscript will be held to imply that it has not been previously published and is not under consideration for publication elsewhere.
- Once accepted, the manuscript cannot be withdrawn and shall not be published elsewhere.
- Manuscripts must be submitted via e-mail (conference@indiraiibm.edu.in).
- Selected manuscripts will be published in IIBM's Journal of Management Research (bi-annual journal) with ISSN Number 2395-5147.

## FORMAT FOR RESEARCH PAPER

### Paper :

- Length : 2500 words (approx., not exceeding 8 pages)
- Size : A4 (210 x 297 mm)
- Margins : All sides 1 inch
- Font : Title - 14 point, Bold Capital; Headings - 12 points, Bold; Text - 12 point
- Text Style : Times New Roman (MS Word Document)
- Spacing : 1.5 for text

- PLEASE NOTE THAT ALL MANUSCRIPTS WILL BE SCRUTINISED FOR PLAGIARISM.
- PLEASE NOTE THAT ALL MANUSCRIPTS MUST ADHERE STRICTLY TO FORMATTING INSTRUCTIONS INCLUDING REFERENCES.
- MANUSCRIPTS WILL BE SENT BACK/REJECTED IN CASE THEY DO NOT FOLLOW THE PRESCRIBED FORMAT OR HAVE PLAGIARIZED INFORMATION WITHOUT ACKNOWLEDGING THE SOURCE.

## AUTHOR DETAILS

### Paper must accompany the following details of authors :

- i) Name of the author/ co-author with designation.
- ii) Correspondence address, contact number and e-mail ID.
- iii) Brief Profile of the authors along with affiliation, name and contact address of institution.

## AUTHOR GUIDELINES

- Abstract must be limited to 200 words, and the full length paper should not exceed 2500 words.
- Words and phrases other than English origin and not in common use (eg. In Vitro, in Situ) should be printed in *Italics*.
- All Tables/ Graphs/ Figures must be numbered consecutively in Roman numerals in order of appearance in the text and have a descriptive title.
- References should be given in APA format.
- Demand Draft should be drawn in the favor of "Indira Institute of Business Management, Navi Mumbai" and must be enclosed with the Registration Form and Copyright Form.

## REGISTRATION DETAILS

- |                        |              |             |              |
|------------------------|--------------|-------------|--------------|
| Industry Practitioners | : Rs. 2000/- | In Absentia | : Rs. 1000/- |
| Academicians           | : Rs. 1500/- | Students    | : Rs. 750/-  |
| Research Scholars      | : Rs. 1000/- | Visitors    | : Rs. 350/-  |