



VJIM

AN INNOVATION DRIVEN B-SCHOOL

*IMPACT OF CURRENT EVENTS
ON THE FUTURE OF BUSINESS*

PRESENTS
AMDISA SUPPORTED
**1ST INTERNATIONAL
CONFERENCE**

**4-5 JANUARY
2019**

Venue:
Vignana Jyothi Institute of Management
Pragathi Nagar, Hyderabad- 500090
Telangana, India



Recent events, including BREXIT, Trump win, the Chinese crash, technology disruption, are leading to a changing global landscape that is impacting businesses and nations. The impact is felt in cultural, social, business, political and technological spheres. As people, businesses and nations are impacted, the imperative to understand, temper and manage these forces is taking centerstage. To identify the path forward has become the primary focus for all businesses and nations, big and small alike.

Technology has transformed the work environment. Artificial intelligence and other technologies are rapidly rearranging our concept of work, and even threatening to radically change or reorient certain job functions. We are now witnessing a call for smart capabilities powered by Machine Learning (ML) and Artificial Intelligence (AI). As AI is entering new markets or adding new products to existing markets, marketers are testing which of these technologies enable faster and less expensive time-to-market strategies. Not only do marketers need to keep up with the incredible pace of product development, they also need a cheaper way to access riskier markets to justify the investment. Added to this, marketers need to learn how these technologies will provide global customers with the most possible personalized experience.

We have also seen an increasing integration among global financial markets. Financial markets have greater efficiency and growth. Yet, despite favourable growth indicators and policy interventions, experts also warn about a few scenarios that might negatively impact the world business, specifically the financial markets. To identify the path forward has become the primary focus for all businesses and nations, big and small alike. At this juncture is the concept and ideology of globalisation still relevant?

Against this backdrop, a two-day international conference is planned to provide a forum to showcase relevant research. The conference will be held at the Vignana Jyothi Institute of Management (VJIM) campus, Hyderabad, India, during January 4-5, 2019. We welcome original theoretical and empirical papers on related topics, including the following:

- AI and Decision Support Systems
- Big Data Analytics
- Changes in Marketing Approaches
- Corporate Governance and Policy Changes
- Dealing with Shortening Product Lifecycles
- Derivatives and Risk Management Strategies
- Digital Technologies and Enablers
- Dynamic Regulatory Frameworks
- E-Commerce Driven Distribution Disruptions / Opportunities /Challenges

- Financial Markets Integration and Volatility Spillover
- Globalisation Redefined
- HR, Finance and Marketing Analytics
- Impact of Automation
- Impact of Deep Learning and Machine Learning on Business
- Impact on Corporate Finance
- Imperative for Eco-Friendly Businesses
- Mergers and Acquisitions
- Opening Up of Newer Markets
- Opportunities with Digital Finance
- Preparing Talent for Change
- Reskilling the Workforce
- Sectoral Experiences (Banking, Insurance, Automobiles, Retail, Pharma etc)
- Stock Exchange Governance and Regulations
- Tapping GenZ and Ageing Segments
- Technology Driven Customization of Products/ Services
- Technology Management
- Trends in International Trade
- Workplace Automation

PAPER SUBMISSION

Academicians, practitioners and research scholars are invited to submit an abstract not exceeding 200 words. Each author is allowed a maximum of two submissions. Selected full papers will be considered for publication in a special issue of VJIM's biannual journal GAVESANA, subject to the due review process. Manuscripts are to be submitted to the email id: conference@vjim.edu.in.

All papers that conform to submission guidelines will be double blind peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, and readability. Acceptance of papers will be communicated to authors by email.

PAPER SUBMISSION

Submission of Abstract by 30th Sep 2018

Notification of Acceptance of Abstract by 15th Oct 2018

Submission of Full-paper by 1st Dec 2018

Notification of Acceptance of Full-paper by 15th Dec 2018

REGISTRATION FEE

Academicians **INR 2000**

Research Scholars **INR 1000**

Others **INR 3000**

ABOUT AMDISA

The Association of Management Development Institution in South Asia (AMDISA) is an international not for profit association. The mission of AMDISA is to "Promote management excellence in South Asia by networking management development institutions and facilitating their partnership with corporate enterprises and public agencies in the region."



ABOUT VJIM

Vignana Jyothi Institute of Management, a 25-year old B-School, is one of India's leading autonomous institutes offering PGDM program. VJIM believes in strong industry interface, with our 10 National Conferences seeing participation from eminent practitioners and academicians.

ABOUT HYDERABAD

Situated in South India, Hyderabad is a vibrant city famed for its 400 years rich heritage as also its standing as a modern IT hub. It is home to several National and International research and academic institutions, besides having a thriving Incubation Hub for tech startups.

Properly connected to global cities with its highly rated International airport, the city boasts of architectural tourist and shopping attractions. At an average altitude of 542 metres (1,778 ft), much of Hyderabad is situated on hilly terrain around artificial lakes, including Hussain Sagar, predating the city's founding north of the city center.



CONFERENCE ADVISORY BOARD:

1. Dr Ch S Durgaprasad, Director, Vignana Jyothi Institute of Management
2. Dr Sanjit Sengupta, Professor, Marketing, College of Business, San Francisco State University
3. Dr Audhesh Paswan, Professor, Marketing, College of Business, University of North Texas
4. Dr Dipak Ghosh. Professor, Business Administration, Emporia State University
5. Prof. V Nagadevara, Professor, Operations Management, Ex-Dean, IIM-B
6. Dr Rajendra V Nargundkar, Professor of Marketing, IIM Indore
7. Dr Rajiv Thakur, Professor, Strategy Environment and Entrepreneurship, BIMTECH
8. Dr Saravanan, Professor, Finance and Accounting, IIM Trichy
9. Prof. A V Subba Rao, Professor ,Marketing, University of Ottawa, Canada.

CONFERENCE CONVENOR:

Dr. Srinivas Prasad K, *Prof Marketing*

M: 9177772561

dr.srinivasaprasadk@vjim.edu.in

CONFERENCE COMMITTEE

Prof. K Suresh

Sr. Asst professor- Marketing
Mobile: 91-9866504987
k.suresh@vjim.edu.in

Dr.Jyothi Ch

Sr. Asst professor- Finance
Mobile: 91- 9848779770
dr.chjyothi@vjim.edu.in

Prof. Poonam Jindal

Asst professor- HR
Mobile: 91-9581444475
poonam.j@vjim.edu.in

Dr. Akhter Mohiuddin Rather

Asst professor- Analytics
Mobile: 91- 9989271952
dr.AkhterMR@vjim.edu.in

website : www.vjim.edu.in

General Queries

Please forward all your queries to
conference@vjim.edu.in

Follow us on:



Download APP from:



Est'd: 1993

VIGNANA JYOTHI INSTITUTE OF MANAGEMENT

Approved by AICTE, Ministry of HRD.Govt.of.India, NBA & NAAC Accredited
Vignana Jyothi Nagar, Bachupally (via) Kukatpally, Hyderabad - 500 090.
Ph: 040-2304 4901 / 4902

