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# 5<sup>th</sup> INTERNATIONAL CONFERENCE

## Impact of Current Events on the Future of Business

27 - 29 April, 2023

(OFFLINE MODE)

5<sup>th</sup> ICEFB - 2023

## Theme of the Conference

### *Achieving Sustainable Development Goals: From Promise to Reality*



## CONFERENCE HIGHLIGHTS

- ◆ **Publication Partner: South Asian Journal of Management (SAJM) (ABDC-C and UGC CARE)**
- ◆ Pre-Conference Workshop on Qualitative Research by using NVivo by Dr. Jaspreet Kaur
- ◆ MSMEs Confluence
- ◆ CEOs Conclave
- ◆ Plenary Session and Special Talk on "Urbanization Challenges"
- ◆ No Registration fee for UG/PG students for paper presentation

Conference Partner:



Supported by:



## CALL FOR CONFERENCE PAPERS

### 5th ICEFB - 2023 "Achieving Sustainable Development Goals: From Promise to Reality"

In the face of profound challenges such as climate change, income inequality, depletion of natural resources, human rights issues, fair working conditions, pollution, racial injustice, and gender inequality at a global scale, individuals, organizations, and nations need to think differently and act differently. Developing sustainably is the only responsible and effective strategy for any organization be it in the public or private sector and for-profit or not-for-profit. The answer to the 'How and What to Do' part of developing sustainable strategies can be found in the UN Sustainable Development Goals which provide a critical framework for strategies that profitable growth while addressing a range of social needs including education, health, social protection, and job opportunities, climate change and environmental protection. Though the sustainable development goals which are essentially a call to action for every nation on the planet to promote prosperity while protecting the planet were proposed by the United Nations in 2015 to be achieved by 2030, the world has little to show that these promises are transforming into reality even after seven years.

In today's world which is witnessing calamitous events whether they are extreme climatic conditions, acute food shortages, rampant human rights violations, gender inequality, etc., are happening with sickening regularity, organizations are still debating whether to incorporate sustainability in their business strategy. There is a pressing need for value-driven frameworks for developing business strategies that not only provide profitable growth but also help address some of the world's most pressing problems. Fortunately, a significant amount of management research is currently focused on sustainability and sustainable development goals which is having a positive societal impact. To bring forth current research on these topics and disseminate it for the greater good, Vignana Jyothi Institute of Management, Hyderabad is organizing the 5th International Conference in the 'Impact of Current Events on the Future of Business' series on the theme 'Achieving Sustainable Development Goals: From Promise to Reality'.

#### SUB-THEMES FOR THE CONFERENCE

- 1) Building Institutions for Sustainable Development
- 2) Economic Sustainability
- 3) Development & Climate Change
- 4) Sustainable Strategies & Policies
- 5) Digital Sustainability
- 6) Sustainable Marketing Practices
- 8) Sustainable Finance and Accounting
- 9) Sustainable Development and Social Innovation in Business Ethos, Corporate Governance & CSR
- 10) Case studies on Leadership, Entrepreneurship and Management, Sustainability and Environment

**Papers related to any of the conference themes and sub-themes are welcome.**

#### CALL FOR RESEARCH PAPERS/ CASE STUDIES

Academics, corporate executives, industry professionals, aspiring managers, management scholars, and students will have the opportunity to discuss and disseminate not only management theories, concepts, and models but also the results of their research, consulting, training, life experiences, and exposure at this international conference.

#### 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.

## The manuscript should be prepared in the following format:

Abstract	200 words (approx.) with 4-5 keywords
Main Paper	5000-8000 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.)

## Publication Opportunities:

- ◆ **Special issue of South Asian Journal of Management (SAJM) (ABDC-C and UGC CARE). The journal will publish conference papers after a plagiarism check of less than 10% and its double-blind refereeing procedure.**
- ◆ **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)

Please see the below link for paper submission and other required information.

<https://www.journalpressindia.com/website/5th-intlconference-vjim2023#guidelines>

## Important Dates:

- ◆ The last date for submitting the full paper is 20th April 2023
- ◆ Final Paper Submission & Registration 25th April 2023
- ◆ Review Communication ends 25th April 2023
- ◆ Pre-conference workshop 27th April 2023

## Registration Fees: (Inclusive of GST and all events of the conference)

	Registration (10th April onwards)	Early Bird Registration (before 10th April, 2023)	Group Discount* (20%)
Foreign Delegates	USD 100	USD 100	3 and above
Industry Delegates/ Academicians	INR 2500	INR 2000	3 and above
Research Scholars	INR 1250	INR 1000	3 and above

No registration fee for UG and PG students for paper presentations. Students who want to participate in other events of the conference must register and pay Rs. 1250.

\*Delegates can avail either an early bird or group discount.

Registration will be confirmed only after the payment of the registration fee. In a joint submission, at least one author should register for the conference. Author(s) with multiple entries must register for each paper separately.

Registration fee consists of tea, breakfast, lunch, snacks and conference kits.

Registration link: <https://www.journalpressindia.com/website/5th-intlconference-vjim2023>

## Online Payment Details

Account Name	: Vignana Jyothi Institute of Management	Account Number	: 193010100116237
Bank Name	: AXIS BANK	Branch	: Kukatpally, Hyderabad
IFSC Code	: UTIB0000193		

## Accommodation:

Limited free accommodation would be available at VJIM hostel for the conference participants on first come first serve basis. No TA/DA will be paid to any delegate who presents the paper at the conference.

## CONFERENCE PAPER PRESENTATION TRACK FOR STUDENTS (UG AND PG)

VJIM encourages UG and PG students to submit, present, and publish their original and unpublished manuscripts based on empirical research, experiences, reviews, promising ideas, and insightful analyses that align with the central theme and sub-themes of the International Conference.

### Prizes for top three papers

For any further queries, you can mail us at [conference@vjim.edu.in](mailto:conference@vjim.edu.in)

## VIGNANA JYOTHI INSTITUTE OF MANAGEMENT

VJIM Hyderabad, a premier B-School established in 1993, offers quality management education programs. Approved by AICTE, accredited by NBA, and rated National "A" by CRISIL, VJIM aims at grooming professional managers by providing learning opportunities centered 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 3000+ alumni in the corporate and entrepreneurship world, with 200+ students graduating annually. The faculty espouse innovative pedagogical tools and comprehensive research paradigms to deliver curated content that adheres to the graduate's 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 hallmark.

VJIM offers the broadest range of management education programs, including Post Graduate Programs in Business Management, Doctoral programs in Management, and Executive PG Programmes for working executives. In addition, VJIM actively trains practitioners and academicians through Management Development Programmes (MDPs), Faculty Development Programmes (FDPs), etc.

### CONFERENCE MANAGING COMMITTEE

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**Er J Seshagiri Rao**

General Secretary, Vignana Jyothi

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Director, VJIM & Convener, V IC

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Registration link: <https://www.journalpressindia.com/website/5th-intlconference-vjim2023>



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## PRE-CONFERENCE WORKSHOP ON “QUALITATIVE RESEARCH USING NVivo”

27<sup>th</sup> April 2023

The popularity of qualitative research has grown over time. To gain a deeper understanding of the structures, processes, and perspectives that underlie or influence human behaviour, qualitative research collects and conducts in-depth analyses of observations, interviews, and other records of human activity. It is crucial that the researcher thoroughly understands the methodology and its foundations and adopt a systematic approach to data analysis to ensure quality and rigor. NVivo is a powerful program for analyzing qualitative and mixed-methods data such as text, audio, video, surveys, and social media. This workshop focuses on developing skills in quick project design, data storage and organization, data investigation and conceptualization, querying, nodes, coding, data interrogation, and data visualization.

The objective of this program is

- ◆ To understand the structure of Nvivo and how to use it as part of the research process.

### Contents

- ◆ Basic of NVivo - Navigating through the software.
- ◆ Using NVivo for literature review.
- ◆ Data preparation, import, and organization.
- ◆ Organising and visualizing codes.
- ◆ Text mining using NVivo.
- ◆ Thematic analysis in NVivo.
- ◆ Content analysis using NVivo.

### QUALITATIVE RESEARCH USING NVIVO BY Dr. JASPREET KAUR



#### Dr. JASPREET KAUR

Associate Professor,  
Vivekananda Institute of Professional Studies, New Delhi

An Associate professor(Marketing) having over 16 years of experience in teaching Consumer behavior, Sustainability and Market research. Corporate trainer, an AMT certified faculty from AIMA , recipient of the GRABS award for the 'Best researcher faculty' in 2018,Best researcher's award in the 9th International Scientist Awards on Engineering, Science and Medicine in 2020, Best researcher's award in ITSR Foundation Award in 2020 and two consecutive "Best researcher and Innovation award" by Pearl Academy and UPES in 2021 and 2022. Authored 2 Books on CRM and Service marketing, numerous University Course packs, and Business Management Magazines, and Published 30 Research papers on Consumer behavior and Sustainability related topics published in ABDC indexed journals(A and B category). Reviewer on the panel for A category ABDC and Scopus indexed journals like IJCS, APJM, JBR, IJBIR(ABDC), Academy of strategic management(Scopus), Asian Journal of Marketing etc. Presently working on 'Academic and Corporate training' and managing 'Research consultancy projects' for Qualitative research methods and Meta-analysis techniques. Dr.Kaur is currently pursuing her Ph.D. degree from IIM Lucknow.

## Conference Schedule

5<sup>th</sup> ICEFB

(27-29 April, 2023)

### 27-04-2023 (Thursday)

	Time
Pre-conference Workshop on Qualitative Research using NVivo	10.00 am to 1.00 pm
Pre-conference Workshop continues	2.00 pm to 3.00 pm
Inaugural Session	3.30 pm to 5.00 pm

### 28-04-2023 (Friday)

	Time
Plenary session	9.30 am to 10.45 am
Paper Presentation Tracks (Parallel)	11.00 am to 1.00 pm
Special Talk on "Urbanization Challenges"	2.00 pm to 3.00 pm
Paper Presentation Tracks (Parallel)	3.30 pm to 4.30 pm

### 29-04-2023 (Saturday)

	Time
MSMEs Confluence	9.30 am to 10.30 am
CEOs Conclave and Valedictory session	11.00 am to 1.00 pm

Registration link:

<https://www.journalpressindia.com/website/5th-intlconference-vjim2023>



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