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Business, Economy and Environment:

The New Normal



NICOM Secretariat

Institute of Management
Nirma University
Sarkhej-Gandhinagar Highway
Ahmedabad-382481, India

“Business, Economy and Environment: The New Normal”



The trilogy of business, economy and environment forms the core of development agenda for any society/nation. While individually they make their own demands on the society, their interplay makes it a quite complex system to manage. In past, many models have emerged in different contexts to address the problem of growth and development at macro, micro, and individual levels. However, in the present VUCA world, both the systems and the solution models seem to be proving fragile. This necessitate searching for The New Normal.

Certain issues related to growth and development that have dominated intellectual debates/discussions, like inclusive growth focusing rural development, human development index, environmental protection, stakeholder value creation corporate governance, etc. still remain almost unresolved. At the same time, new opportunities are being created in the space of business and economy as a result of technological advances, mainly in the domains of information technology and data analytics. All these have resulted into the emergence of The New Normal at both the spheres: the acceptance of the VUCA world as a new reality, and addressing the unresolved issues as well as newly emerging ones in the new realm.

In this backdrop, NICOM 2019 aims at making a serious attempt in discussing all these aspects. It will comprise of plenary sessions to be delivered by different eminent academicians, industry leaders, and policy makers; and paper presentations by scholars from academia and industry.

Papers Invited

We would like to invite scholarly articles, research papers, and case studies that address the New Normal on the following major sub-themes.

- **Business: Fostering Stakeholder Value Creation**
- **Economy: Current & Future Challenges**
- **Energy, Climate Change and Sustainability**
- **The New Paradigm of the Knowledge Economy**
- **Business as a Social institution**
- **Balancing Growth and Equitable Distribution**
- **Global Development Goals 2030 and India**
- **Corporate Governance, CSR and Ethics for Sustainable Development**
- **Accounting and Finance for the Future**
- **Marketing and Sustainability**
- **Human resources: A Game Changer for the Business Strategy**
- **The Changing Legal Environment and Business Excellence**
- **Operations Management in a Globalized World**
- **Economic and Social aspects of Rural Development**
- **Challenges and Strategies in Business Education**
- **Driving Organizational Performance through innovation, Creativity and Entrepreneurship**
- **Role of Information Systems, Digitization & Data Sciences in Business**

The above list is only illustrative; the authors are encouraged to submit papers on any other issue that they deem relevant to the conference theme.



Conference Participants

The conference is open for both academicians (professors, researchers, doctoral students, academic and research associates and industry practitioner senior, middle and lower management, R&D personnel).

Submission Guidelines

Only original and unpublished research work are sought. Any submission which is identical or substantially similar to work already published, under review for conference or publication will not be considered.

Abstract (not exceeding 250 words) with 5 - 7 key words should reach us latest by November 15, 2018 in soft copy to nicom.im@nirmauni.ac.in

Publication Opportunities

Selected peer reviewed papers will be published in the conference proceedings book with an ISBN number. A few selected papers may be considered for publication in a special issue of Management Decision Journal published by Emerald Publishing, indexed in Scopus and Web of Science, Category B journal of ABDC list and enlisted in UGC list. All manuscripts will have to successfully clear the journal review process of the respective journals. Participation and presentation in the conference do not guarantee publication in the journal.

Accommodation

On campus, the accommodation charges would be INR 1,800/- on single occupancy (AC Rooms) and INR. 1,250/- per person per day on twin sharing basis. Charges for accommodation will be on actual basis. Kindly confirm your bookings for in-campus accommodation before January 1, 2019. Payment should be made through demand draft to be drawn in favor of 'IMNU Student Activity Association' payable at Ahmedabad. The payment can also be made through NEFT to following account

Bank A/c No. : 09720180212

IFSC: KCCB0NRM097

Beneficiary Name: IMNU Student Activity Association



Important Dates

Abstract Submission

November 15, 2018

Full Paper Submission

December 15, 2018

Conference Dates

January 17 to 19, 2019

Registration Fees

All the participants attending the conference are required to register for the conference. At least one of the authors must pre-register for the conference.

The registration fees are

International Delegates (other than SAARC Countries): \$ 125

Academician: Rs 3,750

Industry: Rs 5,000

Students: Rs 1,750

IMNU Alumnus: Rs 2,500

Accompanying Guests: Rs 2,500 per person

Please fill the 'Delegate Registration Form' with the registration fees. The registration fee covers conference kit, lunch and dinner. Registration fee is non-refundable. However, change in nomination is permitted on request

ABOUT US

Nirma University

In 1994, Padma Shri Dr. Karsanbhai K. Patel, the founder of the Nirma Group of Industries and Internationally acknowledged entrepreneur, crystallized his long cherished dream of establishing world class institutions for professional educations in Gujarat. He founded the Nirma Education and Research Foundation (NERF), which, has established many leading institutions offering undergraduate, post-graduate and Doctor level programs. Functioning under the aegis of NERF, the university presently includes Institute of Technology, Institute of Management, Institute of Pharmacy, Institute of Law, Institute of Science, Institute of Architecture, Institute of Commerce and Institute of Design. All these institutions have emerged as centres of excellence in their respective disciplines with a vision to impart high quality of education. The Nirma University was established under an Act passed by the Legislative Assembly of the State of Gujarat in April 2003. This development witnessed the merging of all the institutes under the NERF into a single entity of Nirma University. The university has been recognized by the university Grand Commission (UGC) under Section 2(f) of the UGC Act.

Institute of Management

Institute of Management was established with a mission to be one of the best B-Schools in the Asia-Pacific region by promoting excellence in management education. The Institute ranks among the top 25 Business Schools in India. The Institute's flagship program is the residential two year MBA program. It also offers an MBA in Family Business and Entrepreneurship and a BBA-MBA (5 year integrated) program. A doctoral program in external as well as full-time formats is also offered by the institute. In addition, several Executive Diploma Programs, Management Development Programs, In-House Training Programs and Consulting Services are also offered by the institute. The Institute has linkages with foreign institutes in the USA, Germany, Australia, South Africa, South Korea, Taiwan and Malaysia. The institute has established close ties with the industry through its various programmes as well as consulting and training interface.

About Ahmedabad

Ahmedabad was founded in 1411 AD and derives its nickname from the founder Sultan Ahmad Shah. Situated on the banks of river Sabarmati, Ahmedabad is known for its beautiful monuments of historical and archeological importance. The city embraces the traditional culture and heritage as well as modernization and industrial growth. Ahmedabad, also known as Karnavati, is famous as the Land of the Father of the Nation, Mahatma Gandhi and now as the land of the new Prime Minister, Mr. Narendra Modi. The city is known for its vibrance and liveliness. The largest city of Gujarat and the sixth largest city of India, it has a population of more than 7 million. It is a major industrial and service center in India and is called "Manchester of the East". It is the economic capital of the state of Gujarat. Ahmedabad is the only city in India declared as a heritage city by UNESCO. Ahmedabad offers something to celebrate all year round that ranges from celebrations of 'Deepawali' and 'Dushehra' to the all night long folk dances of 'Raas-garba' and fun during 'Kite Festival'. The city has places like Science City, 'Akshardham' temple, Gandhi Asharam and 'Adalaj Vaav' (stepwell). The weather in January is pleasant with temperature around 14-20°C. Several nearby tourist spots like Nalsarovar Bird Sanctuary (80kms), Lothal: of 4500 year old Harappan settlement (85kms), Sun Temple of Modhera (99 kms), Dakor, a place famous for Randchodrai Temple (49kms) are also worth a visit.

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