



NICOM

28th Nirma International
Conference on Management
January 8-10, 2025

**BUSINESS AND SUSTAINABILITY:
CREATING SYNERGY FOR FUTURE**



**Institute of Management
Nirma University**

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 education in Gujarat. He founded Nirma Education and Research Foundation (NERF) which established many leading institutions offering Undergraduate, Post- Graduate and Doctoral level programmes. 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 & Planning, Institute of Commerce and Institute of Design. These institutes have emerged as centers of excellence in their respective disciplines with a vision to impart high quality education. Nirma University was established under the act passed by the Legislative Assembly of the State of Gujarat in April 2003. This development witnessed the merging of all the institutes under NERF into a single entity of Nirma University. The University is recognized by the University Grants Commission (UGC) under Section 2(f) of the UGC Act. The University is a research-oriented, student-centric, multidisciplinary, not-for-profit state private university. Within a short period of its existence, it has emerged as a nationally renowned higher education institution. The University and its constituent institutes are highly ranked by different ranking agencies. The University is accredited as 'A+ Grade' by the National Assessment and Accreditation Council (NAAC). The University is also a member of Association of Indian Universities (AIU) and the Association of Commonwealth Universities (ACU).

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 programme is a residential two-year MBA programme. It also offers MBA in Family Business and Entrepreneurship, 5-year Integrated BBA-MBA programme, MBA in Human Resource Management, and Integrated BTech (CSE)-MBA programme. The institute also offers doctoral programme in full-time as well as part-time mode. In addition, Executive Diploma Programmes, Management Development Programmes, in-house Training Programmes and Consulting Services are offered by the institute. The Institute has linkages with foreign institutes in the USA, Germany, Australia, South Africa, South Korea, Taiwan and Malaysia. It has established close ties with the industry through its various programmes as well as consulting and training interface. The institute is accredited with international quality standards of South Asian Quality Assurance System (SAQS) accreditation by Association of Management Development Institutions in South Asia (AMDISA), an international association and a "SAARC" recognized body.



28th NIRMA INTERNATIONAL CONFERENCE ON MANAGEMENT (NICOM-2025)



Sustainable development has been accepted by the United Nations to promote global development through economic activities. However, with the current business practices, gains from these economic activities may not reach the bottom of the societal pyramid, resulting in social imbalance along with environmental degradation. This, in turn, poses obstacles in creating a sound business climate. Businesses traditionally compete to provide the best product or services, but this approach ignores the due importance of sustainable practices for the society and the planet at large. In the present scenario, businesses should commit to measure their social and environmental impact in addition, to their financial performance. Firms can use the three P's (People, Profit, and Planet) to conceptualize their business strategies to achieve sustainable development goals (SDG).

The conference aims to discuss real-world problems and explore solutions for sustainable management practices in all functional domains. It is an endeavor to provide a platform for academicians, researchers, and practitioners to exchange ideas and research findings to address concerns and obstacles faced by business and industry.

CONFERENCE TRACK AND SUB-THEMES

OB & Communication Area

- Organizational Citizenship Behaviour & Organizational Sustainability
- Leadership & Organizational Sustainability
- Embedding Sustainability in Organization Culture
- Sustainable Behaviour in the Workplace
- Sustainability & Organizational Change
- Innovative Work Behaviour & Sustainability
- Strategic Communication for Sustainable Organizations

Operation Management Area

- Sustainable Operations Strategy for Competitiveness
- Sustainable Supply Chain Management
- Sustainable Logistics / Green Logistics
- Sustainable Reverse Logistics
- Sustainable Operations Management
- Circular Economy and Closed-Loop Supply Chains
- Sustainable Industry 4.0
- Green Technology Adoption and Innovation
- Innovation and Technology Adoption in Operations
- Digital Transformation in Supply Chain Operations
- Carbon Footprint Reduction Strategies
- Technology and Innovation
- Renewable Energy Adoption

Finance & Accounting Area

- Asset Pricing & Portfolio Management and Algorithmic & High-Frequency Trading
- Blockchain Applications in Accounting and Finance
- Financial Technologies and Digitalization
- Financial Analytics and Machine Learning & Deep Learning Applications in Finance
- Financial Regulations, Governance and Ethics
- Financial Systems, Markets, Institutions and Services
- Financial, Social and Environmental Reporting Practices
- Green, Forensic and Fair Value Accounting
- Investments, Derivatives, and Risk Management Practices
- Neuro Finance and Behavioural Finance
- Sustainable Finance and Green Finance

Economics Area

- International Trade and Economic Growth
- Rural Entrepreneurship and Inclusive Growth
- Policy & Economic Stability
- Gender and Regional Disparities in Growth
- Labour Market and Gender Equality
- Micro Finance Institutions and Inclusive Growth
- Gig and Platform Economy
- Employment and Economic Growth
- Impact of Technology and Employment
- Climate Change & Challenges of Sustainability

CONFERENCE TRACK AND SUB-THEMES

Business Strategy Area

- Sustainable Innovation & Technology
- ESG & Sustainability
- Sustainable Entrepreneurship; Eco-Entrepreneurship; Social Entrepreneurship
- Business Strategies for Sustainable Development
- The Circular Economy & Sustainability
- International and Export Competitiveness
- Sustainable Globalization: Implications for Corporate Strategy and National Sustainability
- Public policy, Environment, and Sustainable Development
- Strategic Issues in Managing Technology and Innovation
- Management of Technology and Innovation (MoT) for Competitiveness

Information Management Area

- Big Data and Analytics
- New-Age Software Project Management
- Cloud Computing
- Ethical AI Practices
- Industry 4.0 Technologies
- Digital Transformation
- Green Computing and E-Waste
- Sustainable Smart Cities
- Data Governance for Sustainability
- Generative AI and LLMs
- Algorithmic Fairness
- Affordable Technologies

Family Business & Entrepreneurship Area

- Impact Investing and UNSDG
- Centrality of Entrepreneurship in Achieving Sustainable Development Objectives
- Role of Social Entrepreneurs in Sustainability
- Role of Microfinance Institutions in Fostering Entrepreneurship

Marketing Area

- Competitive Strategies & Sustainability
- Marketing-mix Strategies & Sustainability
- Sustainable Competitive Advantage
- Customer Experience Management & Sustainability
- Global Marketing & Sustainability
- Retail Marketing & Sustainability
- Marketing Analytics & Sustainability
- Digital Marketing & Sustainability
- Resources & Marketing Capabilities
- Marketing Innovation, Creativity & Sustainability
- Customer Relationship & Sustainability

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

CONFERENCE PARTICIPATION

Submission Guidelines

Author Guidelines

- Academicians, Practitioners, and Research Scholars are encouraged to send their original, unpublished work in the form of Abstract (250 words) to the conference.
- The text of the paper to be in Times New Roman, Font size 12 pt., 1.5 spaced and aligned justified format.
- Certificate of Presentation will be given to only those who present their work at the conference (Registration is mandatory for the presentation).
- Participation certificates will be given to those who have only participated and not presented any paper in the conference.

Publication & Presentation Opportunities

Authors will also have an opportunity to publish manuscript in the following **indexed** journals:

- International Journal of Global Business and Competitiveness (ABDC)
- South Asian Journal of Business and Management Cases (Scopus)
- International Journal of Entrepreneurship and Small Business (Scopus)
- Indian Journal of Marketing (ABDC and Scopus)
- Indian Journal of Finance (ABDC and Scopus)
- Prabandhan : Indian Journal of Management (Scopus)

Selected manuscripts based on blind peer review will be published in a **Scopus Indexed Conference Proceedings**.

Participation and presentation in the conference does not guarantee publication of the manuscript.

The best paper for two different categories will be awarded with cash prizes:

(1) Academicians / Industry and (2) Student.

Author can submit the Abstract / Paper through the following links:

<https://management.nirmauni.ac.in/nicom-2025/>



CONFERENCE PARTICIPATION

Important Dates

- Conference Dates: January 8 to 10, 2025
- Abstract/Full Paper Submission: October 31, 2024
- Notification of Paper/Abstract Acceptance: November 15, 2024

Registration Fees (Including 18% GST)

- International Delegates (other than SAARC Countries): USD 148
- Academician: INR 4,425
- Industry: INR 5,900
- Students: INR 2,065
- IMNU Alumnus: INR 2,950
- Accompanying Guests: INR 2,950 per person

Registration fee covers conference kit, lunch and dinner. Registration fee is non-refundable. However, change in nomination is permitted on request.

Accommodation

On campus, the accommodation will be provided on request.



ADVISORY COUNCIL

CONFERENCE PATRONS

Shri K. K. Patel,
Vice President,
Nirma University

Dr. Anup K. Singh,
Director General,
Nirma University

CHAIRMAN

Dr. Debasis Mallik
Director and Dean
Institute of Management, Nirma University

ADVISORY COUNCIL MEMBERS

1. **Mr. Prashanth Srinivas**, Executive VP & Country Head, Mid Cap & MEG, Axis Bank
2. **Mr. Rakesh Gandhi**, Managing Director – Automotive Aftermarket, Asia Pacific (excludes Japan & China), Hitachi Astemo
3. **Dr. Satish Kumar Sinha**, Head, Sustainability, Adani Enterprises, Ahmedabad
4. **Prof. Leo Dana**, Professor, Faculty of Management, Dalhousie University, Canada
5. **Prof. Namjae Cho**, Professor, Hanyang University, South Korea
6. **Prof. Jose Arturo Garza-Reyes**, Professor, The University of Derby, United Kingdom
7. **Prof. Russell W. Belk**, Professor, Schulich School of Business, York University, Canada

CONFERENCE CONVENERS

Dr. Jayesh Aagja
Institute of Management
jayeshaagja@nirmauni.ac.in

Dr. Shubham Goswami
Institute of Management
shubham.goswami@nirmauni.ac.in

Dr. Dinesh Panchal
Institute of Management
dinesh.panchal@nirmauni.ac.in

NICOM Secretariat

Institute of Management, Nirma University
Sarkhej-Gandhinagar Highway,
Ahmedabad – 382481 (India).
Email: nicom25@nirmauni.ac.in

Website: <https://management.nirmauni.ac.in/management-research/theme/conferences-2/nicom/>



GLIMPSES – NICOM 2024



ABOUT AHMEDABAD

The city of Ahmedabad, the seventh largest metropolis in India and the largest in the state of Gujarat, was founded in 1411 AD as a walled city on the eastern bank of the river Sabarmati. Ahmedabad is known for its beautiful monuments of historical and archaeological importance. The city embraces traditional culture and heritage as well as modernization and industrial growth. Historically, Ahmedabad has been one of the most important centres of trade and commerce in western India and is also a major industrial and financial city. It is home to several scientific and educational institutions of national, regional and global importance. The city has a great architectural tradition reflected in many exquisite monuments, temples and modern buildings. Ahmedabad is the first Indian city to receive UNESCO's World Heritage City Status in 2017. The city has places like Gandhi Ashram, Science City and Sabarmati River Front. The mean maximum and minimum temperatures in winter are 30°C and 15.4°C, respectively. Several nearby tourist spots are also worth a visit.

PLACES TO SEE AROUND AHMEDABAD

The Statue of Unity

Location: Sardar Sarovar Dam, Kevadia, around 190 Km from Ahmedabad Station

Akshardham Temple

Location: Sector 20, Gandhinagar, 28 Km from Ahmedabad Station

Adalaj Stepwell

Location: Adalaj, 19 Km from Ahmedabad Station

Nalsarovar Bird Sanctuary

Location: Around 61 Km from Ahmedabad

Thol Lake Bird Sanctuary

Location: Around 20 Km from Ahmedabad

NIOM