



**INTERNATIONAL CONFERENCE ON BUSINESS RESEARCH AND POLICY 2020**

**ICBRP 2020**

**Postponed (Until Further Notice)**



**Chandragupt Institute of Management Patna (CIMP)**  
Institutional Area, Mithapur (Near Mithapur Bus Stand Gate-1)  
Patna 800 001, Bihar (India)  
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Website: [www.cimp.ac.in](http://www.cimp.ac.in)  
Conference Email Id: [icbrp@cimp.ac.in](mailto:icbrp@cimp.ac.in)

## **ABOUT CIMP**

Chandragupt Institute of Management Patna (CIMP) is an autonomous institution established by the Government of Bihar in the year 2008. The Institute offers an AICTE approved two year full time fully residential Post Graduate Diploma in Management (PGDM) accredited by NBA. The Association of Indian Universities (AIU) recognizes the PGDM programme as equivalent to MBA of Indian universities. The Institute also offers Fellow Programme in Management (FPM), a full time doctoral level programme, approved by AICTE. CIMP has a state-of-the-art 10 acre campus in the heart of the city, and a world class and vibrant campus life where students organize various events and participate in group based activities to enhance learning. The faculty members at CIMP are actively engaged in management research, training and consulting activities. CIMP has also received many awards for its outstanding achievement in all areas.

## **ABOUT THE CONFERENCE**

The International Conference on Business Research and Policy (ICBRP 2020), the fourth international conference at CIMP, aims to bring together scholars from all over India and abroad, including academics, practitioners, policymakers, and students from business studies, economics and allied disciplines.

## **KEYNOTE ADDRESS:**

The keynote address in the conference will be delivered by **Dr. Adwaita Govind Menon**, who is a PhD from XIMB and currently responsible for strategic and operational HR matters in Dubai Electricity and Water Authority (**DEWA**) across talent Management, Learning & Development and Assessment Centres.

## **IMPORTANT DATES**

**Last Date for Abstract/Full Paper Submission:** 25<sup>th</sup> February 2020

**Communication of Acceptance:** 26<sup>th</sup> February 2020

**Registration Opens:** 26<sup>th</sup> February 2020

**Last Date for Registration** (Paper Presenters): 29<sup>th</sup> February 2020

**Conference Date:** Postponed (Until Further Notice)

## **PUBLICATION OPPORTUNITY**

Abstracts of the selected papers will be published in conference proceedings.

## CALL FOR PAPERS

We welcome papers on a wide variety of topics that address issues of importance to managers and policy makers. Research work ranging from literature review to qualitative, quantitative and mixed-method studies are welcome. The Conference is organized in the following subject tracks:

- **General Management:** Topics under this track can include innovation management and systems, patent management, intellectual property rights, digital transformation, strategy, strategic integration, corporate product values and ethics, sustainable business practices, CSR as corporate strategy in emerging markets, organisational architecture and its correlates, core competency, industry analysis, structure-conduct performance, entrepreneurship and its correlates, and technopreneurship.
- **Marketing:** Expected under this track is research work showcasing the challenges from emerging-market industries. Suggested themes include: brand and product management, sales leadership, consumer behavior and experience, retail management challenges, marketing communication management, technological innovation and marketing practice, rural and inclusive marketing, marketing analytics, evaluation of marketing interventions.
- **OB/HR management:** Welcome under this track is research work exploring people-related challenges in emerging market organizations including, but not limited to, employee management, strategic human resources, human resource analytics, talent management policies and practices, local policy development, leadership development and succession planning, and HR practice models.
- **Finance and Economics:** Some of the finance-related topics on which papers can be submitted under this track include: new insolvency and bankruptcy regime, financial inclusion and education, annuity hybrid models of project finance, market microstructures, corporate finance, financial analytics, asset pricing, alternate finance, behavioural finance, CEO compensation, restructuring of firms, Basel III implementation and challenges. **Economics**-related papers should focus on emerging economies and economic transition; and can include work related to dynamic transition in economic processes and phenomena in the contemporary world, economic policy changes, economic reforms, globalization, and environment.

- **Public Policy:** Topics under this track can include: public policy initiatives in social and business spheres on issues ranging from education and health to other social services that contribute to the growth of the nation; and counterfactual impact assessment of policy or business strategy interventions.
- **Operations Management:** This track focuses on understanding and coping with challenges in managing operations and supply chains in the current environment of increasing use of technology and digitalization in both manufacturing and service industries. Preferably set in the context of Indian industries, the suggested themes include (but are not limited to) Operations & Supply Chain Strategy, Operations and Competitiveness, Managing Technology in Operations, Innovations, Product and Process Design, Robust Design, Managing Projects, Lean Manufacturing, Managing Quality, Six Sigma, Managing Bottlenecks, Operations & Supply Chain Modelling, and Sustainability Issues in Operations & Supply Chains.
- **IT & Systems management:** Topics under this track can include: Digital Systems for Organizations, Artificial Intelligence, Distributed and Parallel Processing, Automated Software Engineering, Distributed Systems commerce & E-governance, Business Computing, Expert Systems for Decision Making, High-Performance Computing, Computational Intelligence, Human-Computer Interaction, Computer Animation, Image Processing, Information Retrieval, Information Systems, Computer-Based Education, Internet and Web Applications, Knowledge and Data Engineering, Computer Graphics & Virtual Reality, and Mobile Computing.

## SUBMISSION GUIDELINES

- A full paper of 3000 - 5000 words or an abstract of 250 - 300 words should be submitted in Word or PDF through the conference Email ID: [icbrp@cimp.ac.in](mailto:icbrp@cimp.ac.in)
- The standard APA style may be used for formatting the paper.

## BEST PAPER AWARD

Only accepted full papers which are presented in the Conference will be considered for the Best Paper Award. Best Paper Award will be of INR 5000/-

## ACCOMMODATION AND TRAVEL SUPPORT

All paper presenters will be provided free accommodation on the Institute campus. Presenters of selected full papers will be provided travel reimbursement (to and fro AC 3-tier train fare via the shortest route).

## REGISTRATION FEES

- Papers Presenters
- Students: ₹ 500
- Faculty Members: ₹ 1500
- Industry/Govt. Participants: ₹ 2500
- Overseas Participants: US \$ 200

## HOW TO REACH PATNA

Patna is connected by air directly (nonstop) to Delhi, Kolkata (Calcutta), Mumbai (Bombay), Ahmedabad, Hyderabad and Bengaluru (Bangalore) – and with one or more stops to other major cities of India. Patna, located at a distance of 1,015 km East from Delhi; 1,802 km Northeast from Mumbai; and 556 km Northwest from Kolkata; is connected by rail to all major cities in India.

**Note:** For any further enquiry related to the conference, please write at [icbrp@cimp.ac.in](mailto:icbrp@cimp.ac.in)

## PAYMENT PROCEDURE

Registration fee can be paid through NEFT/Demand Draft.

### Bank account details for NEFT A/c.

**Name:** Chandragupt Institute of Management  
Patna

**Bank A/c. No.:** 2920000108150035

**IFSC Code:** PUNB0880500

**Bank Name & Address:** Punjab National  
Bank, Mithapur Branch, Patna – 800001

**Note:** Demand Draft to be drawn in favour of  
Chandragupt Institute of Management Patna

## CONFERENCE ADVISORY BOARD

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