



CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

THIRD NATIONAL CONFERENCE ON ISSUES IN EMERGING MARKETS

11th November 2019



MITHAPUR INSTITUTION AREA, MITHAPUR, NEAR MITHAPUR BUS STAND GATE NO. 1, PATNA - 800001

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 programme, leading to Post-graduate Diploma in Management (PGDM), accredited by NBA, with MBA-equivalence from AIU. The institute also offers Executive Post-graduate Programme in Management and Fellow Programme in Management. The faculty members of the institute are actively engaged in management research, training, and consulting activities. CIMP has received awards – five international and two national – for academic excellence and leadership.

ABOUT THE CONFERENCE

The National Conference on Issues in Emerging Markets (**NCEM 2019**) will be the third national conference organised by CIMP. The first National Conference on Issues in Emerging Markets (**NCEM 2017**) was successfully organised at CIMP on 11th December 2017. Earlier in 2018, the second International Conference on Business Research and Policy (**ICBRP 2018**) was organized at CIMP on 16th March 2018, while the first International Conference on Business Research and Policy (**ICBRP 2017**) was successfully organized on 9th and 10th March 2017. The second edition of

(**NCEM**) was successfully held on 22nd September 2018 at CIMP. Over a hundred researchers, from academia, industry, and government, from India and overseas, gathered at CIMP for these conferences and discussed various issues related to business research and emerging markets. These conferences also provided an opportunity to students to participate and learn about various aspects of management issues. Continuing this tradition, **NCEM 2019** aims to bring together scholars – academicians, practitioners, civil servants, and students – to discuss issues in emerging markets and management.

THEME OF THE CONFERENCE

Theme for the 3rd NCEM is driving excellence in emerging economies/ excellence and effectiveness in emerging economies/ addressing challenges in emerging economies.

THE CONFERENCE INTENDS TO PROVIDE THE FOLLOWING:

- A platform for sharing ideas and findings on emerging market
- An opportunity to discuss the future research agenda for emerging markets
- A forum for interaction with researchers and practitioners engaged in solving the challenges of emerging market problems

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** : Under the aegis of this theme topics can include innovation management and systems ,innovation policy, 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 co relates, core competency, industry analysis ,structure - conduct performance , entrepreneurship and its co relates , Technpreneurship.
- **Marketing**: This track invites conceptual and empirical papers showcasing the challenges from emerging market industries which may trigger research ideas and improve practices. 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, and any other topic addressing issues of marketing in emerging markets.

- **OB/HR management**: This theme invites research work exploring people related challenges in emerging market organizations. Suggested topics can include employee management, strategic human resources, human resource analytics, talent management, policies and practices, local policy development, leadership development and succession planning, HR practice models and other relevant issues in the field of Organisation Behavior and Human Resource Management.
- **Finance and Economics**: This track invites scholarly contributions related to 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 etc. The theme on economics should cater more on emerging economics and economic transition and will accept papers on work related

to functioning of emerging economies and views on dynamic transition in economic processes and phenomena in the contemporary world, giving special attention to developing economies, economic policy changes, economic reforms, globalization as well as environment. The particular sessions will enable participants to present their research and to discuss the major problems and challenges faced by the economies and companies of developing countries.

- Public Policy: This track invite theoretical and empirical papers related to different public policy initiatives in social and business sphere. The issues are from education, health, and other social services which contribute to growth of the nation. The track encourages empirical studies on counterfactual impact assessment of policy or business strategy intervention.
- Operations Management: This track invites both conceptual and empirical papers and case studies related to understanding and coping with challenges in managing operations and supply chains in 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 and supply chains.

- IT & Systems management: This track invites both conceptual and empirical papers and case studies related to the following but in general can include all other topics which can be related with Information Technology Digital Systems for Organizations, Artificial Intelligence, distributed and parallel processing automated software engineering ,distributed systems commerce and 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 ,Mobile Computing.

SUBMISSION GUIDELINES

- ❖ A full paper of 3000 – 5000 words or an abstract of 300 – 500 words should be submitted in MS Word or pdf to the following email id: **nationalconference@cimp.ac.in.**
- ❖ The standard APA style may be used for formatting the paper.
- ❖ Any communication related to the Conference can be sent to nationalconference@cimp.ac.in.

BEST PAPER AWARD

Only accepted full papers which are presented in the Conference will be considered for the Best Paper Award.

REGISTRATION FEES

Paper Presenters:

- ❖ Students: ₹500
- ❖ Faculty Members: ₹1500
- ❖ Industry/Govt. Participants: ₹2500
- ❖ Overseas Participants: 200 USD

Participants:

- ❖ Local: ₹400 (Students with valid ID card)/ ₹500 (others)
- ❖ Outstation: ₹3000

IMPORTANT DATES

Last Date for Abstract/Full Paper Submission: **20th October 2019**

Registration Opens: **21st October 2019**

Communication of Acceptance: **28th October 2019**

Last Date for Registration (Paper Presenters): **2nd November, 2019**

Conference Date: **11th November 2019**

PAYMENT PROCEDURE

Payment of registration fee could be made through NEFT/Demand Draft.

Bank account details for NEFT:

A/C: 2920000108150035

A/C Name: Chandragupt Institute of Management Patna

Bank: Punjab National Bank

Branch: Mithapur

IFSC: PUNB0880500

Demand Draft should be made in favour of *Chandragupt Institute of Management Patna.*

After making payment, a communication may be sent with payment details to the conference email address mentioned above.

ORGANIZING COMMITTEE

Chief Patron: Prof. V. Mukunda Das (Director, CIMP)

Members:

Prof. Sayan Banerjee (Chairman)
Prof. Vijaya Bandyopadhyaya
Prof. Kalyan Agrawal
Prof. G K Murthy
Prof. Rajesh Kumar
Prof. Ranjit Tiwari
Prof. Anuj Sharma
Prof. Nilmadhab Mohanty
Prof. Santosh Kumar

**ACCOMMODATION AND TRAVEL
SUPPORT**

Selected presenters will be provided free accommodation in 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).

CONTACT US

Chandragupt Institute of Management Patna,
Mithapur Institutional Area, Mithapur (Near
Mithapur Bus Stand Gate-1), Patna 800 001,
India.

Telephone: +91-0612-2366015/021 (Ext: 144)

Website: www.cimp.ac.in

Email: nationalconference@cimp.ac.in