

**MANAGEMENT DEVELOPMENT INSTITUTE,  
MURSHIDABAD (MDI-M)  
2<sup>ND</sup> INTERNATIONAL CONFERENCE  
ON  
CHANGING BUSINESS PARADIGM, (ICCBP-2022)  
January 21- 23, 2022 in Online Mode  
(THEME- RETHINKING BUSINESS AGILITY DURING UNCERTAINTY)**



International Conference on Changing Business Paradigm (ICCBP-2022) aims at capturing the role of innovations in management practices. It seeks to deliberate upon the emerging theories, concepts and models in general, practical challenges encountered and solutions adopted in particular in the field of innovations in management practices keeping in view the current pandemic situation. This event endeavours to create a forum for academicians, researchers, practicing managers and students to share their ideas and research findings, and address the issues related to how to manage agility during uncertainty in business and industry. Additionally, it attempts to propagate a research centric culture in various domains of management as well as interdisciplinary and allied fields both in Indian and global contexts.

# ABOUT

## MDI MURSHIDABAD

Management Development Institute (MDI) was set up as an autonomous body in 1973 in collaboration with KFW, West Germany, and with the active support of the Industrial Finance Corporation of India (IFCI). With an intention to impart management education, nurture local talent, and groom them to become global leaders, Management Development Institute (MDI) commenced its Murshidabad campus in 2014.

The foundation stone was laid on the 31st of October, 2010 at Jangipur, Murshidabad, West Bengal by the then honorable Union Minister of Finance, Govt. of India, Late Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honourable President of India Late Shri Pranab Mukherjee, by an inspiring address by him to the first batch of PGDM students on the 24th August, 2014. That was followed by a deliberation made by Late Shri Arun Jaitley, the then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India.

PGDM offered by MDIM is recognized and approved by the All India Council for Technical Education (AICTE), New Delhi. The Murshidabad campus is a part of MDI's vision to nurture and promote local talents and enterprises. The campus of MDI Murshidabad is located in the northern part of the State of West Bengal, India. MDIM prides itself in not only providing Management Education but also developing ethical corporate citizens for tomorrow's India.



# CALL FOR PAPERS

**Please note that you can participate in the conference with the submission of an abstract only. However, authors, who wish to get their research paper/case studies published in the edited book/journals, need to submit their full research paper/case studies.**

Original research papers and case studies are invited on current issues in any of the following subthemes:

## TRACK-1

### Rethinking Business Agility in Marketing

Digital Marketing, Permission marketing, Consumer Behaviour Analysis, Product and Brand Management, Integrated Marketing Communications, International Marketing, B2B Marketing, Services Marketing, Green Marketing, Retailing, Consumer psychology, Rural marketing, CRM, Marketing during crisis, Marketing analytics etc.

## TRACK-2

### Rethinking Business Agility in Economics, Finance and Accounting

Microeconomics, Macroeconomics and Monetary Economics, International Economics, Agricultural and Natural Resources, Corporate Finance, Banking, Insurance and Financial Services, Asset Pricing, Derivatives and Risk Management, Managing Financial Institutions, International Finance, Corporate Accounting and Financial Disclosure Practices, Mergers and Acquisitions, Market Micro-structure, Financial Literacy and Financial Inclusion, Financial Innovations/Engineering, Sustainable Finance, Cryptocurrencies, Block chain and Fintech applications in finance, Behavioural Finance, Financial Modelling and Analytics, Corporate Governance, Capital Markets.

## TRACK-3

### Rethinking Business Agility in OB and HRM

HR Strategies in Uncertain Times, Organizational Behaviour, Diversity, Equity and Inclusion, Human Resource Planning and Development, Talent and Competency Management, Change Management and Organizational Development, Employer Branding, Employee Engagement, Technology and HR, HR Analytics, HR Accounting, HRIS, Employee Relations, Strategic HRM and Global HR.

## TRACK-4

### Rethinking Business Agility in Operations and SCM

Manufacturing Processes, SCM, Optimization Techniques, TPM, Project Management, TQM, Six Sigma, and Productivity Management, Technology Management, Applications of analytics in operations.

## TRACK-5

### Rethinking Business Agility in IT

E-Commerce, E-Governance, Soft Computing Techniques, Management of Information Technology, ERP, Information Technology, Project Management, Software Engineering, Decision Support, Experts Systems, IoT, Knowledge Management, Analytics and IT.

## TRACK-6

### Rethinking Business Agility in Strategy and Entrepreneurship

Corporate Ownership, Governance Control and Business Ethics, Inclusive Growth - Strategy and Policy, CSR, The new age start-ups SMEs for sustainable and global development, Entrepreneurship, Intrapreneurship, Social-Entrepreneurship, Techno Entrepreneurship and Women Entrepreneurship.

*Note: This is an indicative list. Contributions from areas not listed above are also welcome.*

## OPPORTUNITY TO PUBLISH IN REPUTED JOURNAL/EDITED BOOK

All registered and presented papers will go through the peer review process; and selected papers will be published as part of conference proceedings in the form of an Edited Book with ISBN by an International Publisher. The MDIM Online International Conference also provides you an opportunity to publish your research papers in the MDIM Business Review-Journal of MDIM.

## SUBMISSION GUIDELINES

**All the papers should be mailed at [iccbp@mdim.ac.in](mailto:iccbp@mdim.ac.in)**

The papers submitted to the International Conference on Changing Business Paradigm (ICCBP-2022) should describe your original work and should not have been published elsewhere or under consideration. The full version of your paper should be formatted as per the guidelines given below. The submitted paper should be in between 4,000-6,000 words (not more than 18 pages as per formatting guidelines) including all the text, figures, tables, references, and appendices.

**Kindly mention the track number in the subject line while submitting the full research paper/abstract.**

## PAPER FORMAT

1. The maximum limit for the paper is 18 pages (including references).
2. Similarity has to be <15%, **the author has to submit the full Turnitin™ report** along with final submission indicating the same (Turnitin plagiarism check by turning off the Exclude Match - OFF)
3. The paper required in MS Word, A4 size with 1-inch margin on all sides, "Times New Roman", font size 12, line spacing 1.5, headings bold, sub headings italic.
4. All table, figure, graphs, included in the text with mentions of the source, captions and proper numbering.
5. Proper citation and referencing as per latest APA guidelines.
6. Abstract 150-200 words, with 5-7 keywords, highlight the sub-sections such as purpose,

design/methodology/approach, findings, research limitations/implications, social implications, originality/value.

7. All author details mentioned on the abstract page below the title in column, if 2 authors two columns, if 03 authors, three columns, starting with name, affiliation, email id.

## IMPORTANT DATES

Submission of full paper:

December 25, 2021

Intimation of acceptance of full paper:

December 31, 2021

Last date for Registration: January 5, 2022

## REGISTRATION FEES

Type of delegate	Indian (INR)* (Including SAARC Countries)	Foreign (USD)
Corporate	1500	30
Academicians/ Research Scholars/ Students	1000	20

\* Inclusive of 18% GST

Download the registration form and send it with the payment receipt once you get the abstract/paper acceptance mail.

## Bank Details

A/c Name – Management Development Institute  
Murshidabad

Bank – State Bank of India

A/c No. – 33987582978

IFSC – SBIN0012355

Swift code: SBININBBFXD

## MODE OF CONFERENCE

The conference will be conducted in online mode.

## ORGANIZING COMMITTEE

### PATRON:

**Prof. (Dr.) Atmanand,**  
Director, MDI Murshidabad, India

### CONFERENCE CHAIRS:

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