



ORGANIZERS:



Birla School of Management
Birla Global University (BGU), Bhubaneswar, India

University of Ljubljana



University of Ljubljana, Slovenia
Europe



International Conference on GLOBAL TRENDS IN BUSINESS PRACTICES AND MANAGEMENT EDUCATION

JAN 24-25, 2020

Venue: Hotel The Crown, Bhubaneswar, Odisha, India





International Conference on
**GLOBAL TRENDS IN
BUSINESS PRACTICES
AND MANAGEMENT EDUCATION**

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CONFERENCE OVERVIEW

With the advent of globalization, global business practices and international business have become common phenomena. Large companies and MNCs often operate in more than one country. Managing such cross-border operations requires a thorough understanding of local cultures, practices, laws and business environments. The unprecedented pace of globalization, especially in the last two decades, has impacted every aspect of our lives. Countless technological innovations authored by globalization have resulted in the automation of production processes, continuous modernization and upgrading of work techniques and creation of virtual communities. This ceaseless movement of products, processes, and people have intensified the competition and irrevocably transformed corporate culture across the world in dramatic ways.

Global competition is changing the relationship between management education and business. All of these changes require new modes of thinking; new behavioural skill sets such as simultaneous collaboration and competition, cross-cultural and locational sensitivity and newer forms of financing. Continuous changes in both technology and economic systems, along with the speed of change require executives to be engaged in a constant learning process. To assist in propelling innovation, the university and business schools too need to innovate. But before they can do so they need to navigate certain barriers. Thus, management education has become a major profession that attracts considerable attention across the world. At this juncture, this conference provides a forum to corporate leaders, and members of the business community and the academics of business management to present their thoughts and discuss on relevant research findings on the themes of the conference.

CONFERENCE OBJECTIVE

The conference aims to bring together academicians, research scholars, industry experts, regulatory authorities from India and abroad to share their experiences and research findings to discuss the global trends in business practices and management education. It also provides a forum where industry practitioners and educators can present and discuss the most recent trends, concerns and challenges faced by the business organisations.

PARTICIPANTS

We expect participants from India and abroad as delegates and research paper presenters. The profile of the participants would be as follows:

- Faculty Members, Social Scientists and Research Scholars
- Executives from Corporates and Officials from Government and Private Organizations
- Entrepreneurs

Business Practices in Industry 4.0 in the following domains:

Marketing

- Digital Marketing
- E-CRM
- Online Consumer Behaviour
- Green Marketing
- Ethical Marketing
- Opportunity Identification and Assessment
- Strategies for Harnessing Potential at Bottom of Pyramid
- Opportunities & Challenges in Services Marketing.
- Marketing in a Stagnant Economy

Finance

- Financial Market in Globalized Economy
- Issues and Challenges on Finance in Modern Business Practices
- Global Trends Accounting Practices
- Managerial Accounting and Taxation Practices
- Banking in 21st Century

Human Resources Management

- Managing Expectations of Millennial Managers
- Changing Role of Leadership
- Reframing H R Policies
- Handling Entitled Workforce
- Emerging Human Resource Management Issues
- Inter Cultural Communication & Other Issues
- Employment Challenges in Emerging Global Economy
- Role of Artificial Intelligence in HR
- Use of HR Analytics in Decision Making

Operations and Decision Science

- Data Science and Business
- Cyber Security and System Resilience
- Operations in Emerging Economy
- Information System and Business Transformation (using Block Chain, IoT and AI)
- Sustainability issues in Operation
- Education and Research Challenges in Operations and Systems

Global Trends in Management Education

- Management education for the New Economy- Meeting New Demands of Stakeholders
- Impact of Technology In Teaching Business Programs (MOOCS, Edx , Online Distance Learning etc.)

Sustainable Environment

- Global Warming Issues
- Green Technology
- Waste Management

Innovation and Entrepreneurship

- Green Entrepreneurship
- Entrepreneurship Education Ecosystems
- Artificial intelligence (AI) and Innovation
- Open Innovation Ecosystems
- Managing Innovation in the Digital Era

Registration »»

Registration forms can be downloaded from the university website <http://www.bgu.ac.in/internationalconference2020>. The registration form should be sent along with the demand draft and the screen shot/ photocopy of online payment receipt.

Registration Fee:

Type of participant	Registration Fees
Academicians	₹ 3500
Corporate Delegates	₹ 4000
Research Scholars	₹ 2500
International Delegates (Corporate)	\$ 375
International Delegates (Academic)	\$ 275

This fee includes conference kit, lunch and tea on the conference days and a special welcome dinner.

Support services for arranging accommodation

There are a number of standard hotels available in the Bhubaneswar city. The conference organizing team will facilitate booking of suitable accommodation in the hotels on request. A list of hotels with contact details will be provided to the participants in due course.

Mode of Payment

Registration fees should be sent latest by 30th November, 2019 through a demand draft/ banker's cheque in favour of Birla Global University, Bhubaneswar, payable at Bhubaneswar, Odisha, India.

Payment through RTGS/NEFT, Bank Details

Beneficiary Name: BIRLA GLOBAL UNIVERSITY
Bank Name: UCO BANK
Bank A/C No: 31090110011430
Bank Branch: GOTHAPATNA, BHUBANESWAR, INDIA
IFSC Code: UCBA0003109
SWIFT Code: UCBAINBB104 (For Foreign Transaction)

Early Bird Discount

If registration is done on or before 31 October 2019, discount @ Rs. 500/- will be given to national delegate and 50 USD to international delegate.

Conference Chair

Prof. Parameswar Nayak

Dean, Birla School of Management, Birla Global University, Bhubaneswar, India

Conference Co-Chair

Prof. Monika Kalin Golob

Dean, Faculty of Social Sciences
University of Ljubljana, Slovenia, Europe

Conference Conveners

Dr. Anubha Ray

Area Head (English and Business Communication), Birla School of Management, Birla Global University, Bhubaneswar, India

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Important Dates »»

Last Date for Abstract Submission	October 30, 2019
Last Date for Submission of Full Papers	December 31, 2019
Last Date for Registration for Paper Presenters	December 31, 2019
Last Date for Booking Accommodation through BGU	December 31, 2019
Last Date of Registration for Other Delegates	January 15, 2020
Conference Dates	January 24-25, 2020

Guidelines for Abstract Submission

Selection of papers for presentation will be based on detailed abstracts of about 500 words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. They are requested to adhere to the following:

Length	About 500 words, excluding title/cover page and references
Margin	2.5 cm. or 1 inch
Font	Times New Roman, 12 point
Spacing	1.5
Title Page	Title, author(s), affiliation(s), contact details
Key Words	Five

Guidelines for Full Paper Submission

Authors are requested to go through the following link for the detailed guidelines for full paper submission:

<http://www.fdv.uni-lj.si/docs/default-source/tip/instruction-for-authors.pdf?sfvrsn=0>.



Criteria for Evaluation by the Reviewers

Relevance: Does the subject of the paper appeal to the interests of the conference?

Methodology: Does the paper use sound and appropriate method(s)?

Originality: Does the paper add new findings, insights, or knowledge to the body of literature?

Conclusions: Are the conclusions sound and justified?

Managerial Implications: Is the managerial relevance and implications of the decision demonstrated?

References: Are the references adequate?

Awards and Certificates

Best Paper Award- Three best papers will be awarded.

Certificate- All paper presenters will be issued certificate for paper presentation.

All registered delegates will be issued certificate of participation.

Publication Opportunity

Depending on the scientific quality of the articles the organisers will propose the best articles for publications in "Teorija-in-praksa" one of the SCOPUS indexed journals subject to the criteria set out (see the magazine home page: <https://www.fdv.uni-lj.si/en/journals/science-journals/teorija-in-praksa/about>) and other select articles in an edited book. The abstracts of all peer reviewed articles to be presented in the conference will be published in conference proceedings.



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About Birla Global University, Bhubaneswar

Birla Global University is a self-financed private unitary University established by the enactment of Birla Global University Odisha Act, 2015. Its main campus, spread over an area of nearly 30 acres of land is located at Gothapatna, Bhubaneswar. The University is managed by a Board of Governors headed by Smt. Jayshree Mohta, Chairperson of the Birla Academy. Birla Academy of Art & Culture is the main promoter of Birla Global University. Honorable Governor of Odisha is the Chancellor of the University. The University has been established with a vision to create and disseminate knowledge in global context while pursuing excellence in innovation and inclusiveness. Presently, the University operates with five schools i.e.

1. Birla School of Management offering Ph.D., MBA, BBA (Honours), BBA (Business Analytics) and BBA (Digital Marketing)
2. Birla School of Communication offering MA in Journalism & Mass Communication (MAJMC) and BA in Journalism & Mass Communication (BAJMC) (Honours)
3. Birla School of Commerce offering M.Com & B.Com (Honours)
4. Birla School of Social Sciences & Humanities offering Ph.D., MA in Economics & BA Economics (Honours)
5. Birla School of Law offering BBA LLB.

The university plans to extend the scope of the existing schools as well as to open new schools in other domains. In fact, the core strength of the university is its commitment towards research and development. It has collaboration with several foreign universities of repute in Europe and Asia such as ESSCA School of Management, France, Ljubljana University, Slovenia, Kozminski University, Poland, Multi Media University, Malaysia for students, faculty exchange and scientific research. Besides these universities, BGU students and faculty can avail the international exchange and research collaboration with more than 20 partner universities and institutes of BGU's sister institute, BIMTECH, Greater Noida, India in Europe, USA, Africa and Asia.

About University of Ljubljana, Slovenia

University of Ljubljana is the oldest and largest higher education and scientific research institution in Slovenia. The University with its rich tradition was founded in 1919. It has more than 40,000 undergraduate and postgraduate students and employs approximately 5,600 higher education teachers, researchers, assistants and administrative staff in 23 faculties and three arts academies. The central building, all three academies and faculties are located in the centre. Some of the most recent and modern buildings were constructed on the outskirts of Ljubljana, giving the university and its students a ubiquitous presence in the city. The University of Ljubljana is renowned for its quality social and natural sciences and technical study programmes, structured in accordance with the Bologna Declaration. Our projects keep pace with the latest developments in the areas of arts, sciences and technology at home and abroad. The University of Ljubljana is listed amongst the top 500 universities in the world according to the ARWU Shanghai, Times THES-QS and WEBOMETRICS rankings. The University of Ljubljana is the central and largest educational institution in Slovenia. It is also the central and largest research institution in Slovenia with 30 percent of all registered researchers (according to the data from the SICRIS database).

The University of Ljubljana has close ties with Slovenian companies and foreign enterprises. Our partners include multinational corporations and the most successful Slovenian companies. As we are fully aware of the importance of knowledge and skills in obtaining our own financial sources, we are increasingly developing our market oriented activities every year.



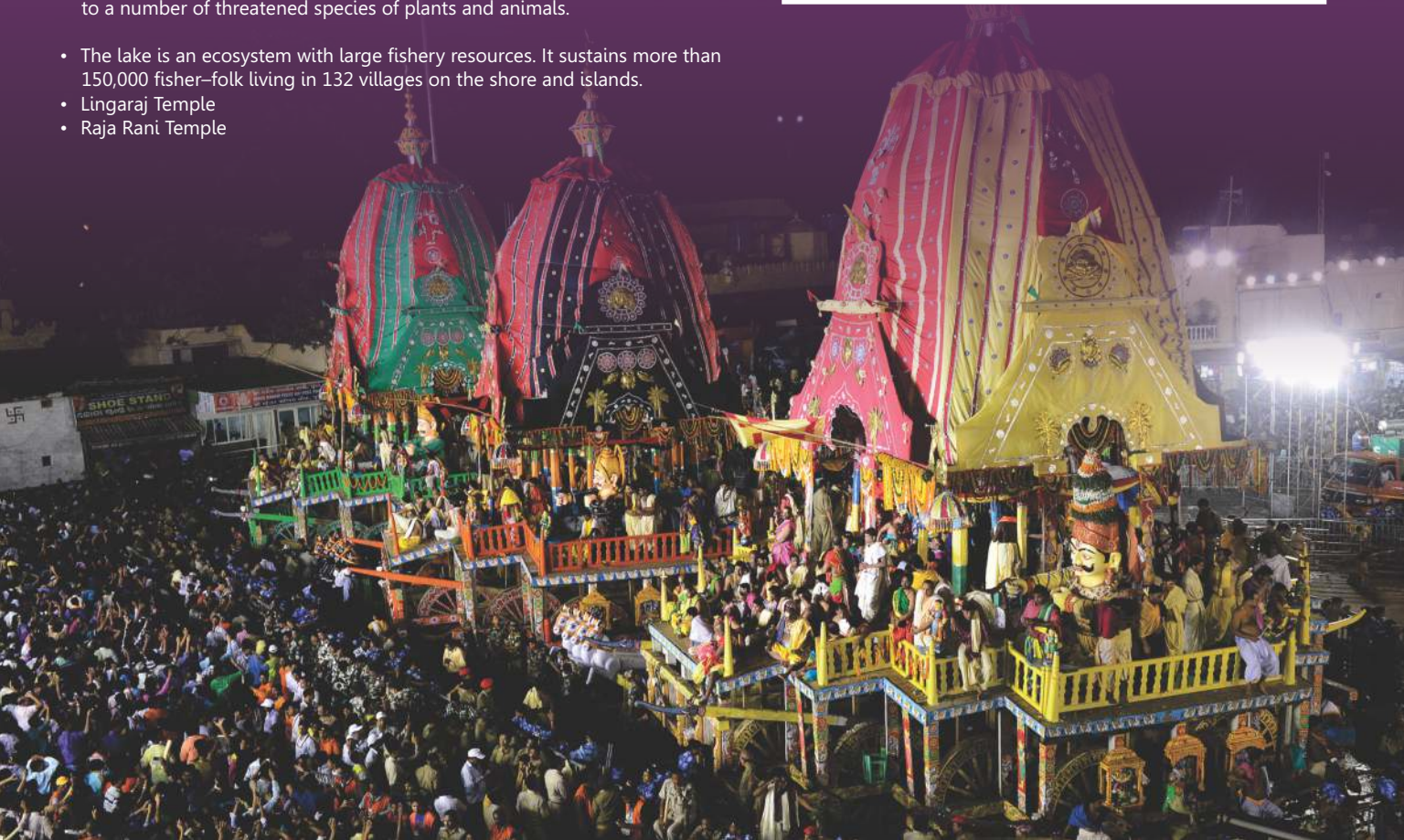
BHUBANESWAR

About Bhubaneswar

Bhubaneswar, the capital of Odisha, is also popularly known as the "Temple City of India". Being the seat of Tribhubaneswar or 'Lord Lingaraj', Bhubaneswar is an important Hindu pilgrimage center. Hundreds of temples dot the landscape of the Old Town, which once boasted of more than 2000 temples. Bhubaneswar is the place where temple building activities of Orissan style flowered from its very inception to its fullest culmination extending over a period of over one thousand years. The new Bhubaneswar with its modern buildings and extensive infrastructure perfectly complements its historic surroundings. With facilities to cater to every type of visitor, Bhubaneswar makes an ideal tourist destination.

Places to Visit

- **Konark Sun Temple (World Heritage Site)** - Konark Sun Temple is a 13th-century Sun Temple (also known as the Black Pagoda), at Konark, in Odisha, India. It was supposedly built by King Narasimhadeva I of Eastern Ganga Dynasty around 1250. It has been built in the shape of a gigantic chariot with elaborately carved stone wheels, pillars and walls. A major part of the structure is now in ruins. The temple is a UNESCO World Heritage Site. It is also featured on NDTV's list of Seven Wonders of India and Times of India's list of Seven Wonders of India.
- **Puri** - Puri is a city and the district headquarters of Puri district, Odisha, eastern India. It is situated on the Bay of Bengal, 60 kilometers (37 mi) south of the state capital of Bhubaneswar. It is also known as Jagannath Puri after the 11th-century Jagannath Temple located in the city. It is one of the original Char Dham pilgrimage sites for Indian Hindus, of which the other legs are Dwaraka, Badrinath and Rameswaram. According to Hindu teachings, a pilgrimage of the temples of India is not considered complete without a journey to Puri.
- **Chilika Lake** - Chilka Lake (Chilika Lake) is a brackish water lagoon, spread over the Puri, Khurda and Ganjam districts of Odisha state on the east coast of India, at the mouth of the Daya River, flowing into the Bay of Bengal, covering an area of over 1,100 km². It is the largest coastal lagoon in India and the second largest lagoon in the World. It is the largest wintering ground for migratory birds on the Indian sub-continent. The lake is home to a number of threatened species of plants and animals.
- The lake is an ecosystem with large fishery resources. It sustains more than 150,000 fisher-folk living in 132 villages on the shore and islands.
- Lingaraj Temple
- Raja Rani Temple





Two Day International Conference on Global Trends in Business Practices and Management Education

Date: 24-25 January 2020

Venue: Hotel The Crown, Bhubaneswar, India

Registration Form

1. Name of the participant:

2. Designation: (Professor/Associate Professor/Assistant Professor /Lecturer/
Research Scholar/ Executives from corporate).....

3. Name of the Organization/Institution:

4. Area of Specialization/Interest:.....

5. Whether presenting paper (Tick Applicable) Yes/No

6. If Yes, Title of The Paper:

7. Address for Correspondence:

.....

8. Contact details: Mobile:.....Email:.....

9. Details of Online TXN Reference ID:.....

Date:.....

Signature of the Participant:

Note:

1. Please fill up the details and send as an attachment to intl.conference@bgu.ac.in along with bank acknowledgement of NEFT transfer/scanned image of Demand Draft made towards registration fee.
2. For payment of registration fee, please see the details mentioned in the brochure.
3. For more details please send an enquiry to intl.conference@bgu.ac.in
4. Abstracts should be submitted to intl.conference@bgu.ac.in