

8th INTERNATIONAL CONFERENCE

ON

SUSTAINABLE MANAGEMENT PRACTICES
IN THE NEW AGE BUSINESS (Hybrid)



23rd & 24th
February
2023

BEST PAPER AWARD

INR 5,000

CASH PRIZE & CERTIFICATE



MARIAN COLLEGE
KUTTIKKANAM

(AUTONOMOUS)

MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

In association with



Venue: Marian Institute of Management www.miimconference.in

Marian College Kuttikkanam Autonomous

Marian College Kuttikkanam Autonomous was founded in 1995 and is affiliated to Mahatma Gandhi University, Kottayam, Kerala. It is owned and managed by the Catholic Diocese of Kanjirappally through the Peermade Development Society. The institution has a unique and enviable history that it gained autonomy in a span of 20 years. At present, the college offers 20 programmes, including doctoral programmes with a total student strength of about 2440.

Marian College Kuttikkanam Autonomous holds the envious distinction of being the youngest accredited college in India in 2003 and currently holds a re-accreditation with a CGPA of 3.52/4 by the National Assessment and Accreditation Council (NAAC). The College also won the prestigious status of the College with Potential for Excellence (CPE) from the University Grants Commission (UGC) twice in 2009 and 2014. It was conferred autonomous status in May 2016 and was ranked 84th in NIRF 2018.

Marian Institute of Management

Marian Institute of Management (MIM) is a leading business school in Kerala and the MBA department of Marian College, Kuttikkanam with the serene ambience, surrounded by trees, lush green lawns and kaleidoscopic mountains create an aura of placid magnificence and mist nature. With its imposing architecture and the eco-friendly campus, it stands beside Kottayam - Kumily road (N.H. 220- Kollam-Theni).

MIM, nestled in a serene campus, provides a macrocosm of diverse opportunities to the business leaders of tomorrow. The synergy with the corporate rite from its inception strengthens its splendid efforts towards developing into a globally renowned center of excellence in the field of Management Research and Education.

Lincoln University College

Lincoln University College, Petaling Jaya, Malaysia, was founded in the year in 2002 as Lincoln College and in 2011, Lincoln College was upgraded to Lincoln University College. Lincoln University College is a private institution that provides higher education, approved by the Malaysian Qualifications Agency (MQA, National Accreditation Board) and the Ministry of Higher Education. Situated in the cosmopolitan town of Petaling Jaya, the university college is close to the capital city, Kuala Lumpur

International Conference

This International Conference is one of the most prestigious gatherings for Academicians and Practitioners. The conference is an apt platform to understand emerging trends in the application of various disciplines of Management. The purpose of this conference is to provide a forum for exchange of ideas among faculty members, Research Scholars and Corporates in emerging trends in Technical, Management and Behavioral science disciplines.

Submission Guidelines

- (1) All submissions should be made ONLY as a word document, with numbered pages. The first page of the submission will be the Title Page, and should contain the Title, Authors' details (Name, Affiliation(s), and contact details). Author's name or identification information must NOT be part of the remaining document.
- (2) The second page should contain the Title and keywords, followed by the content of the submission.
- (3) All submissions should be in Times New Roman, 12-point size, single-spacing, with 1 inch margin on all sides, and emailed to: intconf@miim.ac.in.
- (4) All manuscripts will be subject to plagiarism check by using Turnitin. All manuscripts will be subject to blind peer review. Reviewer's comments will be shared with the authors. However, final decision of acceptance of the papers lies with the conference organizing committee.
- (5) **Full Papers:** On acceptance of the extended abstract, authors must submit the final paper within the deadline. The papers should be 5000-6000 words in length (including references, tables, figures, and appendices) The submission should contain an abstract, keywords, and separate sections on Introduction (including research question), Literature Review, Propositions or Hypothesis (if any), Research Methodology, Analysis, Results, Implications, Conclusions (including contribution of the study), Limitations, Future research possibilities, and References. At least one co-author of the accepted paper must attend the MIM International Conference 2022; else the registration fees will not be refunded.
- (6) **Best Paper Award:** Best Paper would be announced for each theme on the last day of the conference. All accepted and presented papers will be published as Conference Proceedings with ISBN.

PATRONS

H.E. Mar Jose Pulickal, Bishop, Diocese of Kanajirapally

H.E. Mar Mathew Arackal, Bishop Emeritus, Diocese of Kanjirapally

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Sub-Themes of the Conference

Marketing Management

Innovations in Marketing
B2B & B2C Marketing
Product and Brand Management
Integrated Marketing Communication Strategies
Customer Relationship Management (CRM)
Marketing Analytics
Strategic Management in E-Commerce Enterprise
Digital Marketing
Marketing and Social Media
Retailing Issues, Opportunities and Challenges
Global Branding Issues
Different Approaches and Models of Industry Analysis
International Marketing
Consumer Research
Marketing in Turbulent Times: Challenges and Opportunities.
Green Marketing

Finance and Economics Management

Indian Financial System in New Economic Scenario
Financial Markets - Challenges and Opportunities
COVID-19 Impact on Economic Activities
Digital Innovations in Business and Economy
Mutual Funds, Insurance and Other Financial Services
Banking, Micro-Financing and Financial Inclusions
Sustainable Finance and Practices
Crypto Currency and Fintech
Financial Literacy and Behavioral Finance
Innovative Solutions for Financial Security
Looking Beyond Profits : Redefining Business Boundaries
Global Laundering
Corporate Restructuring
Intellectual Capital
Financial Engineering
Behavioral, Welfare and Development Economics

Human Resource Management

Strategic HRM
Global HRM - Issues and Challenges
Cultural Diversity and Human Capital
Organizational Development and Change Management
Crisis Leadership
Organizational Resiliency
Developing Strategic Leadership Capabilities
Contemporary Leadership Management
Employee Engagement Strategies
Talent Management - Engaging and Retaining Gen Y
Industrial Relations and Legal HRM
Contemporary Issues in Industrial Relations
Latest Developments in Performance Management
Managing Emotional Intelligence in the Workplace
Emerging Trends in Learning and Development
HR Analytics and Strategic Role of Technology in HRD
HRM Role in Growth & Sustainability

Innovation and Entrepreneurship

Managing Disruptive Innovation
Innovation and Product Design
Technological Innovation Process
Innovation in Management Processes
New Venture Creation and Startup Management
Creativity, Innovation and Entrepreneurship
Customer Centric Strategy through Innovation
Social Innovation and Social Entrepreneurship
Green Innovation and Entrepreneurship
Entrepreneurship Training and Development
Entrepreneurship and MSME's
Technology Entrepreneurship
Online Entrepreneurship
Strategy for building Entrepreneurial Communities
Role of Government in Promoting Entrepreneurship
Agripreneurs

Environment & Sustainability

Green Energy, Green Economy, Green Business, and Green Computing
Sustainable Agriculture and Food Security
Industrialisation vs. Environment
Sustainable Business
Renewable Energy for Sustainability
Legal Dimensions of Environmental Management

Institutional Framework for Inclusive Economic Growth

Banking & Financial Inclusion
Small Finance Banks & Payment Banks
Micro Finance Institutions and Inclusive Growth
Self Help Groups and Empowerment
Non-Government Organisations as Growth Drivers
Legal Systems, Intellectual Property Rights, and Economic Prosperity
Digital Platforms for Growth

Community Development

Poverty, Inequality & Unemployment
Corporate Social Responsibility
Rural Credit, Rural Entrepreneurship, and Inclusive Growth
Infrastructure and Creation of New Opportunities
Childhood Development, Education & Skill Development, and Transition to Work
Universal Health and Sanitation
Women Empowerment
Agriculture and Agri-Business

Global Dimension of Growth & Sustainability

International Trade and Economic Growth
Global Inclusion Practices: Lessons from Countries in Asia and Africa
FDI and FII: National Growth Perspective
Global Economic Volatilities and Impact on National Economies
Export-led growth & sustainability
Global/Regional Financial Organisations and Growth

PUBLICATION OPPORTUNITIES

The conference offers 3 publication opportunities.

All the papers accepted for the conference, post completion of the due registration process, will be published as **conference proceedings with ISBN number** in it.

Selected few research papers would be considered for publishing in the institute's referred journal - **Marian Journal of Professional Management (MJPM)** indexed in **J-Gate**, after a double-blind review process with free of cost.

If authors would like to publish their research articles in the **UGC CARE listed** or **Scopus/ABDC journals**, please contact the conference convener.



Guidelines

Abstract should be informative explaining the background, the need, aims, methods and the expected findings.

International Conference Important Dates & Deadlines

Abstract Submission	- 23/01/2023
Notification of Acceptance - Abstract	- 25/01/2023
Deadline for Full Paper Submission	- 20/02/2023
Last Date for Registration	- 21/02/2023
Conference Dates	- 23 rd & 24 th Feb 2023

Participants Registration Fee Details

Participants Category	Indian	International
Student (UG/PG)	- INR 250	- \$3
Research Scholar	- INR 750	- \$4
Academician	- INR 1000	- \$10
Industrial Practitioner	- INR 1500	- \$15

Registration

Registration fee should be sent in Demand Draft/Bank Transfer only

Bank: HDFC Bank
Branch: Kanjirapally
Account No. 50100241285251
IFSC Code: HDFC0001516

Additional Payment options: DD should be in favor of "Marian International Institute of Management", payable at Kanjirapally.
Online Registration can be made through <https://miimconference.in>

Scan the QR Code
or Click the Button
below to Register

Register





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(AUTONOMOUS)
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT



For further details, contact

Dr. N. ARUNSANKAR
+91 9600901075

Dr. JOSHYJA JOSE
+91 9497530329

Email: intconf@miim.ac.in

Website: www.miimconference.in

