



**INTERNATIONAL
SCHOOL OF
MANAGEMENT PATNA**

PGDM | MBA | BBA | BCA | BJMC | B.Com (P)



**International
Conference – 2023**

**Growth Resilience
& Sustainability**
in a Dynamic World

29th April 2023

[www.ismp.ac.in\(UG\)](http://www.ismp.ac.in(UG)) | [www.ismpatna.ac.in\(PG\)](http://www.ismpatna.ac.in(PG))





Towards Excellence
ISM Patna

ABOUT INTERNATIONAL CONFERENCE

Several crises of global importance beset the world. And we all know disruption leads to invention, innovation and new interventions. It impacts our lifestyle, helps society adapt to the changes and faces adversities with a positive bent of mind in personal or professional life. Resilience to change can create a loss of employment, ultimately leading to disinterest lack of knowledge and skills. To sustain themselves in the global market, organizations - start-ups or well-established ones must focus on properly amalgamating various verticals and try to ease the processes. Enrich their practices to add more value to national income, control inflation and aid the human displacement and economic cost. Furthermore, the context within which these disruptions occur is an ever-present climate crisis, whose effective mitigation will require a global transition to a low-carbon economy. How can public - and private-sector organizations arrive at a resilient stance, ready to withstand disruption and accelerate into the next reality?

Through this international conference, we want the research scholars, academicians and corporate personnel to present valuable suggestions and recommendations to curtail current risk management practices that must evolve to suit this new environment.



Sub Themes:

Finance Track

1. Uncertainty, Risk, and Capital Growth in Derivative Market
2. Financial Markets - Growth and Opportunities
3. Impact of Inflation on the Growth of Dynamic World
4. Financial Crises, Systemic Risk and Macro-Finance
5. Quality of Financial Reporting and Adoption of IFRS
6. Computational finance and financial econometrics

Sub Themes:

Human Resource Track

1. Thriving or Surviving in the Dynamic World
2. Sustainable Development and Social Innovation in HRM
3. Green Growth, Development & Sustainability in the Dynamic World
4. Performance Improvement Plans in a Global Context
5. Employees' Well-Being and Expectations Gap
6. Up-skilling in Global Work Scenario

Sub Themes:

IT Track

1. Resilience, Thriving and Well-being in the Academy
2. Learning Technologies and the Expansion of the Classroom
3. Cloud Computing and Sustainability
4. Cloud for Business Resiliency
5. Block Chain a Path of Resiliency
6. Economic and Societal Resilience

Sub Themes:

Marketing Track

1. Change in Consumer Psychology and its Impact on Market Dynamics
2. Marketing Techniques for Sustainable Growth
3. Marketing Resilience: Evolution and Evaluation
4. Sustainable Development and Social Innovation in Marketing
5. Work-life Balance and Stress Management
6. Emojis and Non-verbal Marketing Communications

*Sub-themes are not limited to the above areas only. The Committee may consider any paper covering a broader scope of Management if it suits the theme of the Conference.

INVITED SPEAKERS / TECHNICAL SESSION EXPERTS

- **Cedric Ng Mong Shen**, International Coach & Trainer, Singapore Management University
- **Prof. Greg Barner**, Associate Vice President HR, University of Miami
- **Ms. Aparna**, HR Manager, Medanta Hospital, Patna
- **Mr. Alok Ranjan**, HR Manager, Axis Bank, Patna
- **Mr. Anup Rai**, CEO, Sisco India Pvt. Ltd.
- **Prof (Dr.) Himachalam Dasaraju**, Senior Fellow & Professor Emeritus Commonwealth Visiting Fellow, UK
- **Prof (Dr.) Tulus T.H. Tambunan**, Centre for Industry, Small and Medium Enterprise, and Competition Studies, Universitas Trisakti, Grogol, Jakarta Barat , Indonesia
- **Prof (Dr.) Dev Raj Paneru**, Director (IQAC): Global College International (MU affiliate), Baneshwor, Kathmandu, Nepal
- **Dr. M. Venkataramanaiah**, Associate Professor, Department of Commerce, SG Govt. Degree & PG College, Piler, Affiliated to Sri Venkateswara University, Tirupati, Andhra Pradesh, India
- **Mr. Onkareshwar Pandey**, Chairman – Observer Global Media Group, Editor-in-Chief – Indianobserverpost.in, Delhi, India
- **Dr. Qamrul Islam**, Faculty of Business Studies, Arab Open University, Riyadh, Saudi Arabia
- **Dr. Harpal S. Grewal**, Founding Dean of the School of Business, Claflin University, Orangeburg, South Carolina.
- **Dr. Ashish Bhatnagar**, Principal, Cambridge International Business School, UAE
- **Dr. Shama Hussain**, Dean, Crown University, Muskat Oman
- **Mr. P. K Rajput**, Senior Vice President, Cipla
- **Dr. Vishwambhar Pathak**, Assistant Professor, BIT Mesra (Jaipur)
- **Ms. Sonal Mishra**, Software Developer at Telr, Dubai
- **Mr. Rahul Sharma**, Programmer at OYO, Former Software Development Engineer, Amazon India
- **Mr. Swarit Aagarwal**, Senior Software Developer, Wivmo, Bangalore, Karnataka
- **Mr. Tausief Shaikh**, Tech Mozo Solution Pvt. Ltd. , Hyderabad



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SUBMISSION **DEADLINES:**

Receipt of Abstract & Full Paper: 31st March 2023

Acceptance with Plagiarism Report: 10th April 2023*

*Accepted papers of the registered participants shall be published in an edited book bearing ISBN Number.

Participant Category	Early Bird Registration	Late Registrants
Student	Rs. 300 /-	Rs. 500 /-
Research Scholar*	Rs. 700 /-	Rs. 800 /-
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*Subject to submission of Ph.D. Registration Letter from Guide/University.

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All payments to be made in favour of "Research & Conference Cell" of the Institute maintained in Bank of India at Patna, Bihar.

Abstract & Full Papers as well as copy of remittances & filled in Registration Form be sent via email to: admin@ismpatna.ac.in



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