

# NAV-PRABANDHAN

One Day Management Conference

on

MANAGEMENT INNOVATIONS: Opportunities and  
Challenges for Sustainable Development

November 12, 2021



Organized by

**SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA**

Indore Sanwer Road, Village -Baroli, Indore-453111

Website: [www.svvv.edu.in](http://www.svvv.edu.in)

## ABOUT INDORE

Indore is an important centre of Madhya Pradesh. It boasts of well developed industrial areas like Dewas and Pithampur where major industrial houses have production facilities. Indore is the only city in India to house both, Indian Institute of Technology and Indian Institute of Management. Major IT giants such as TCS and Infosys have setup their new ventures at Super Corridor. Super Corridor is new industrial area, developed by M.P. Government as IT and Medical Hub. Indore has been recognized as the cleanest city of India third in a row and is also in the first 20 cities to be developed as smart city. Two of the twelve JYOTIRLINGAS of our country, the Mahakaleshwar Jyotirlinga and the Omkareshwar Jyotirlinga are situated 50 and 85 Kilo meters respectively from Indore. Indore is well-connected by road, rail and air routes.

## ABOUT SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA

Shri Vaishnav Vidyapeeth Vishwavidyalaya is a private university established under Madhya Pradesh Niji Vishwavidyalaya (Sthapana Avam Sinhala) Adhiniyam in 2015 at Indore (India). The University has been established with a vision to be leader in shaping better future for mankind through quality education, training and research. It shall pursue the mission to make a difference in sustaining the growth of global societies by developing socially responsible citizens. Value based education being at the helm, the University shall promote endurance, excellence, fairness, honesty and transparency as its core values. Some of the objectives of the University are as under:

1. To provide teaching and training in higher education and make provision for research as well as advancement and dissemination of knowledge.
2. To ensure world class quality in its offerings and create higher levels of intellectual abilities.
3. To create centres of excellence for research and development for sharing knowledge and its applications. Shri Vaishnav Vidyapeeth Vishwavidyalaya at Indore is a multi-faculty University focusing on the needs of various segments of the society. The university has following constituent institutions:

- Shri Vaishnav Institute of Technology and Science
- Shri Vaishnav Institute of Information Technology
- Shri Vaishnav Institute of Textile Technology
- Shri Vaishnav Institute of Forensic Science
- Shri Vaishnav Institute of Architecture
- Shri Vaishnav School of Management
- Shri Vaishnav School of Professional Studies
- Shri Vaishnav Institute of Journalism & Mass Communication
- Shri Vaishnav Institute of Science
- Shri Vaishnav Institute of Social Science , Humanities & Arts
- Shri Vaishnav Institute of Computer Applications
- Shri Vaishnav Institute of Fine Arts
- Shri Vaishnav Institute of Commerce
- Shri Vaishnav Institute of Agriculture
- Shri Vaishnav School of Law
- Shri Vaishnav Institute of Home Science
- Faculty of Doctoral Studies & Research

## ABOUT SHRI VAISHNAV SCHOOL OF MANAGEMENT

Shri Vaishnav School of Management was established with a view to promote excellence in management education and to prepare future managers to meet the challenges of the corporate world. Shri Vaishnav School of Management is committed to quality education as first priority, thus, ensuring the academic rigor. Along with academic endeavor institute-industry interface is also promoted, guest lecturers is the regular feature and overall personality development of the students is the foremost priority of SVSM. Consistent efforts are made for bringing in refinement in everything that concerns the Institution. Research is one of the top-most priorities, because it is believed that generation of knowledge enriches us with freshness and empowers each individual to overcome obsolescence. Faculty has a mix of academics and industrial experience for providing practical exposure to the students. SVSM programs courses at UG, PG and Doctoral levels.

### PROGRAM OFFERED ARE:

- BBA+MBA
- BBA (Hons.)
- BBA (Rural Management) - MGNCRE
- MBA+PhD
- MBA(Agribusiness)
- MBA(Business Analytics)
- MBA(Advertising and Public Relations)

- MBA(Engineering Management)
- MBA(Tourism Management)
- MBA(Family Business & Entrepreneurship)
- MBA(International Business)
- MBA(Media Management)
- MBA(Rural Management) - MGNCRE
- Executive MBA
- MBA( HR / Marketing / Finance )
- MBA( Hospital and Health Care Management)

## ABOUT NAV-PRABANDHAN

### Management Innovations: Opportunities and Challenges For Sustainable Development

In the recent times, organizations have become increasingly conscious of the environmental pressures. Progressive innovation is one of the primary means by which these organizations can achieve sustainable growth. Organizations have realized that new opportunities and disruption of technologies has paved the way for "Creative Destruction". The opportunities offered by Creative Destruction should integrate the goals of innovation and sustainable development. Creative destruction offers opportunities for new entrants' while creating potential threats for conventional businesses.

Amid such uncertainty and complexity, innovation is often difficult and risky therefore, many organizations have revised their business model to become compatible to the disruptions for achieving organizational effectiveness. This conference aims at generating opinions on management innovations and practices which can facilitate the climate of innovation and sustainable development.

The conference invites participation from members of academia and industry to submit unpublished theoretical, empirical and scientific papers focusing on the theme and subthemes of the conference.

## SUB THEMES

### Track I: Innovative General Management Strategies and Entrepreneurship

- Cross-Cultural Management and Innovation
- Core Competence and Strategic Innovations
- Green Innovation and Sustainability
- Innovations in Business Intelligence
- Innovations in Environment Management
- Intellectual Property and Knowledge Management
- Corporate Entrepreneurship and Innovation

### Track II: Innovative People Management Strategies

- Building Innovative Team
- Organizational Communication and Information Management
- Innovative Practices in Human Resource Management
- Building High Performance Organizations
- Organization Change and Innovative Strategies
- Innovation in Creating High-Performance Workplaces
- Fostering Innovation through Diverse Workforce

### Track III: Innovative Finance Strategies

- Innovative Financial Modeling and Analytics
- Rethinking banking and Finance
- Emerging Trends in Corporate Finance
- Financial Innovations
- Sustainability and Resilience in Volatile Markets
- Innovation in the Era of Financial Deregulation

- Innovations in Financial Reporting and Corporate Governance
- Emerging Trends in Accounting Standards

### Track IV: Innovative Marketing Strategies

- Emerging Trends in Retail Marketing
- Innovative Practices in Rural Marketing
- Innovative Approaches for Market to the Bottom of Pyramid
- Social Media Driven Innovations
- Green marketing : A Tool for Sustainable Development
- Innovation in Marketing
- New Approaches to Consumer Psychology
- Emerging Opportunities in Industrial Sustainability
- Emerging Trends in Branding and Services

### Track V: Innovative Operations Strategies

- Upcoming Challenges in Global Supply Chains
- Innovations in Agriculture Supply Chain
- Block-Chain Technology and Innovation
- Paradigm Shifts in Economics for Sustainable Logistics
- Supply Chain Resilience and Sustainability
- Industry 5.0 and Industrial Innovation
- Healthcare Logistics and Innovations
- Innovations in Project Management
- Innovation and Risk Management
- Innovation, Artificial Intelligence and Predictive Analytics

This is an indicative topic. Areas not listed above but related to themes/sub-themes will also be considered.

An abstract of 250 words (Times New Roman Font-12) of the research papers to be presented in the conference has to be sent along with the registration fees. A soft copy of the abstract and research paper may be sent by E-mail to navprabandhan@svvv.edu.in, rishuroy@svvv.edu.in. Acceptance of the abstract as oral presentation will be conveyed after screening. Selected research papers on recommendation of the reviewers will be published in the conference proceedings (e-copy)/Journal.

## **FORMAT OF THE RESEARCH PAPER**

### **INTRODUCTION Including REVIEW OF LITERATURE**

#### **RATIONALE OF THE STUDY**

#### **OBJECTIVE/S OF THE STUDY**

- a. The Study
- b. The Sample
- c. The Design
- d. The Variables
- e. The Tools
  - Tools used for Data Collection
  - Tools for Data Analysis:

#### **RESULTS**

#### **DISCUSSION**

#### **SUGGESTIONS**

#### **CONCLUSIONS**

#### **IMPLICATIONS**

#### **REFERENCES**

#### **APPENDICES, If Any**

### **IMPORTANT DATES**

<b>Last date for abstract submission</b>	<b>Sept 25, 2021</b>
<b>Information about accepted abstracts</b>	<b>Sept 30, 2021</b>
<b>Last date for submission of full paper</b>	<b>Oct 15, 2021</b>
<b>Review report of full paper</b>	<b>Oct 20, 2021</b>
<b>Last date for Registration</b>	<b>Oct 30, 2021</b>

## REGISTRATION FEES

- Students: Rs. 100
- Academics: Rs. 400
- Research Scholars: Rs. 200
- Industry/Professionals: Rs. 500

## PAYMENT DETAILS

Registration fee may be sent as DD in favor of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore or by bank transfer [NEFT/RTGS/GPay: Name of Bank-HDFC Bank Ltd., Branch-Cloth Market, Indore (M.P.), CMS Code: SH97VSHVVD, A/c No. 50100256398597, IFSC Code: HDFC0000281, MICR: 452240003, SWIFT Code: HDFCINBBXXX]

## PATRONS

### Shri Purushottamdas Parsari

Chancellor

Shri Vaishnav Vidyapeeth Vishwavidyalaya

### Prof. (Dr.) Upinder Dhar

Vice Chancellor

Shri Vaishnav Vidyapeeth Vishwavidyalaya

## CONFERENCE ADVISORS

### Dr. Santosh Dhar

Dean, Faculty of Doctoral Studies & Research  
Shri Vaishnav Vidyapeeth Vishwavidyalaya

### Dr. Rajeev K Shukla

Director, Shri Vaishnav School of Management  
Shri Vaishnav Vidyapeeth Vishwavidyalaya

## CONVENOR

### Dr. Rishu Roy

Shri Vaishnav School of Management  
Shri Vaishnav Vidyapeeth Vishwavidyalaya

## ORGANIZING COMMITTEE

- Dr. T.K.Mandal
- Dr. Pragati Tomar
- Dr. Vinayak Vishwakarma
- Dr. Vikas Sharma
- Dr. Monica Sainy
- Dr. Namrata Jain
- Dr. Vikas Rathore
- Er. Ruchi Arya
- Dr. Pragya Jaroliya
- Dr. Swati Oza
- Dr. Aditi Veda
- Prof. Manisha Piperiya
- Prof. Pooja Verma
- Dr. Sarita Rana

For Further Details & Enquiry Please Call : +91-98263-37744



Organized by

# SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA

Indore Sanwer Road, Village -Baroli, Indore-453111

Website: [www.svvv.edu.in](http://www.svvv.edu.in)