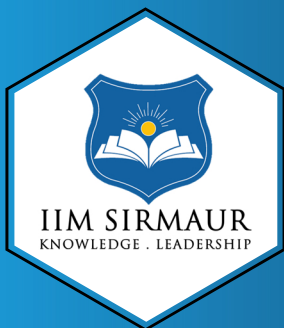


**INTERNATIONAL CONFERENCE
ON
BUSINESS INTERVENTIONS FOR EFFECTIVE
MANAGEMENT OF TECHNOLOGY AND INNOVATION
6-7 March 2020**



Venue

INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

**Rampur Ghat Road, Poanta Sahib, Himachal Pradesh, 173025
INDIA**



About the Conference

The theme of the Conference is “Business Interventions for Effective Management of Technology and Innovation”.

The global business environment is changing at a frantic pace. Digitalization, technology, innovation and entrepreneurship are at the core of business dynamics in the uncertain environment. New technological developments such as Internet of things, Block chain, Big data, Industry 4.0 etc. are altering the avenues for the firms to do business domestically and in the global market place. Supported by innovation and digital technologies, global business landscape is undergoing transformation in its business models, strategies, global value chains, operations, communication, knowledge sourcing and creation across international networks and geographic boundaries. Digital transformation has become one among the main priority of governments all a round the globe.

The accelerated technological changes have implications for business. Business has got a new face with the disruption brought by the technology and passion for innovation. This new wave of technology and internet has triggered companies towards a new business ecosystem. It is impacting business management unlike never before as businesses today are getting more digital, be it day to day operations, communications and connectedness within organizations, or in terms of reach to customers, etc. It has changed the way organisations plan, operate, hire, manage, market, sell and communicate and make a profit. Technological fundamentals can create competitive advantage for business. It can generate wealth by means of offering unique value proposition to customers.

On the other hand, technology by the virtue of innovation has become an integral part of society. Technology has supported society by enhancing overall quality of life. It also serves as a tool for the national development and economic growth. It is noteworthy that technology and innovation doesn't foster in isolation. It requires a constant interaction and dialog between firms, community and regulators. Be it a high end technological development like Industry 4.0 or a frugal innovation to benefit developing nations, an interaction between the stakeholders is the necessity. Under this backdrop, management of technology is a contemporary issue. It is necessary for organizations to understand 'how' to create a win-win situation for both i.e. the society and for self. While it is important for nations to understand how to create an enabling environment to support innovation and technological development.

The conference is aimed to deliberate on the issues related to management of technology and innovation. The aim is to share insights of various stakeholders towards technology shift from managerial perspective. It will provide a platform for sharing knowledge related to various aspects of technology and innovation, e.g. its enablers, consequences, impact and hurdles, work practices, innovative business models and marketing practices, issues related to security and privacy, sustainability, techno-entrepreneurship etc.

With the focus on this theme, we welcome theoretical, conceptual, and empirical contributions, based on qualitative, quantitative approaches, and mixed methods in all areas.



Sub-Themes

In the context of the dedicated theme, contributions are invited but not limited to the following sub-themes:

- Technology and Innovation
- Techno-entrepreneurship
- Technology and Sustainability
- Technological Disruption
- Smart Supply Chain Management
- Industry 4.0
- Digital Strategy
- Digital Transformation
- Digital Economy
- Digital Marketing Management
- Knowledge Management
- Big Data Analytics
- E-Business
- Mobile Commerce
- Corporate Governance
- Cyber Security
- Cloud Computing
- Managing Virtual teams
- Integration of technology in HR
- New Skills in Digital Economy
- Labor issues
- Digital Sociology
- Internet of Things and Smart Cities
- Agribusiness Management
- Innovation in Teaching
- Digital Platforms and Tourism Industry
- Open Innovation
- Competitiveness

Types of Submission and Output

The Conference will welcome the following forms of submission/output presentation:

1. Competitive Papers: This category will include extended abstract/ full paper submission and the presentation of full paper.
2. Poster Presentation: This category will require authors to present findings from current working papers by means of Poster presentation. Simultaneously, the original paper can be distributed for discussion.
3. Case Study: This category will incorporate practical case studies.

Submission Guidelines

The extended abstract may not exceed 1500 words. The abstract should consist of an introduction, literature review, hypothesis (if applicable), research methodology, expected results, discussion and implications. Each abstract and full paper submission must be original and not submitted to another journal or conference. The guidelines for preparing the abstract/full paper submission are as follows:

- Word Limit: 1500 words (for abstract submission) and 6000 word (for full paper submission)
- Paper Size: A4
- Font: Times New Roman, Size 12
- Line Spacing: Single
- Margins: 1 inch around
- Referencing Style: APA (American Psychological Association)

Note:

To facilitate the blind peer review process, the first page of the extended abstract/full paper should include: Title of paper, authors' name(s), institutional affiliation(s), and phone numbers. The second page should repeat the paper title but should contain no information that would identify author or institution. Mode of Submission: All manuscripts are to be submitted through e-mail as Word file attachments to: conference@iimsirmaur.ac.in

Review and Publication Process

The submitted extended abstract would undergo a double-blind peer review process. All accepted abstract would be published as an abstract proceeding of the conference. The proceeding will be available at the time of the conference. Highly Competitive papers will find an opportunity for publication with international journals of repute like 'International Journal of Business Innovation and Research' (ABDC listed, Inderscience Publishers), and others. The full papers will also undergo a double blind review.

Note: Two best papers will be awarded cash prize.

Important Dates

Submission of Extended Abstract	15 December 2019
Acceptance of Extended Abstract	31 December 2019
Submission of Full Paper	30 January 2020
Early Bird Registration	till 15 th February 2020
Last Date of Registration	2 March 2020

Registration Fee

Category	Early Bird Registration		Regular Registration	
	INR	USD	INR	USD
Delegates from Industry	7000	100	8000	120
Delegates from Academia	6000	80	7000	100
Students/Research Scholars	4000	60	5000	80

Please note that the registration fee does not cover accommodation. At least one of the authors must register. Please fill the Delegate Registration Form along with the payment of the fee. The payment shall be made online to the following account:

Name of Account Holder	Indian Institute of Management, Sirmaur
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IFS Code	ICIC0001407
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About IIM Sirmaur

IIM Sirmaur is one of the newer institutions of the Indian Institute of Management family in the country. Taking forward the legacy of the IIM brand, IIM Sirmaur is committed to delivering quality education, training and research in the management sciences. IIM Sirmaur is focused on developing indigenous knowledge and practices in an enabling environment. The Institute strives for the seamless integration of management education with local and global aspirations with the understanding that management education is not just about seeking the most competitive employment opportunities, but rather about learning to serve socioeconomic concerns through ethical and visionary corporate leadership. Established in 2015, the Mission of the Institute is to develop and foster professionals with competencies in creating and leading future oriented solutions for sustainable growth adhering to the highest standards of ethical and human aspects of work. Our vision is to be a "Globally Respected Institution for Management Excellence."

IIM Sirmaur delivers application-oriented future-aware curricula that trains students to develop their natural talents into transferable skills, to acquire the agility of mind and attitude to adapt to rapidly evolving business environments, and most importantly, to do all this while being committed to making societies better places to transact honest business. The institute is home to bright and highly motivated students from diverse backgrounds and qualifications selected through a rigorous process. An invigorating curriculum and demanding academic programme help to transform young minds into responsible professionals capable of adapting to the ever changing world. Currently, the institute offers its full-time residential MBA programme of two years' duration. The pedagogy followed by IIM Sirmaur offers the same standards of rigor as the other members of the IIM family. The two year MBA programme is designed to produce students equipped with the required contemporary competencies to build, grow and develop organizations. The campus is equipped with modern facilities and latest technology to provide an excellent learning environment for the students. The institute has state-of-the-art classrooms equipped with overhead projectors and modern furniture, fully equipped conference rooms with video-conferencing facility, a 24x7 library and a computer lab with latest configuration machines as well as access to various software and databases.

How to Reach IIM Sirmaur

IIM Sirmaur is situated in the verdant surroundings of Himalayas (located in Paonta Sahib and nearby to Dehradun). IIM Sirmaur provides an ideal setting to educate and train the best minds of the country, away from the hustle and bustle of metropolitan cities. Paonta Sahib is among the major industrial towns of Himachal Pradesh. The town is an important religious place for the Sikhs and it attracts pilgrims from around the world.

By Bus: The nearest bus stand is located at Paonta Sahib. The campus is around 2.5 Kms from the bus stand.

By Rail: The nearest railway stations to IIM Sirmaur are Dehradun and Yamuna Nagar railway stations. IIM Sirmaur campus is around 45 and 60 Kms from Dehradun and Yamuna Nagar respectively.

By Air: The nearest airports to IIM Sirmaur are Jolly Grant Airport, Dehradun and Chandigarh Airport which are 78 and 110 Kms (approx.) away from IIM Sirmaur campus respectively.

Nearby Attractions

Renuka Ji Lake is a holy place in Sirmaur district of Himachal Pradesh. This lake was named after the goddess Renuka. It is well connected by the road from IIM Sirmaur campus and is about 52 Kms. Boating is available on the lake.

Dehradun is the capital of Uttarakhand and is located at 45 Kms from IIM Sirmaur campus. This place has many tourists attractions such as FRI, Shashtradhara, Robbers' Cave etc.

Mussoorie is a hill station in Uttarakhand which is known for a number of tourists' attractions. It is about 80 kilometres from IIM Sirmaur campus.

Rishikesh is a one of the major destination of yoga enthusiasts, adventure seekers and spirituality postulant. It is around 95 Kms from IIM Sirmaur campus.

Haridwar is considered as one of the seven holiest place to Hindus. It is around 110 Kms from IIM Sirmaur campus.

*Sponsors and Knowledge Partners are cordially invited