



**BIMTECH**  
**BIRLA INSTITUTE**  
OF MANAGEMENT TECHNOLOGY



**RESPONSIBLE  
AND RESILIENT  
BUSINESS  
RESEARCH  
CONFERENCE  
AND  
DOCTORAL  
CONSORTIUM**

**APRIL 22-23,  
2022**

**Venue:**

**Birla Institute of Management Technology**  
Plot No. 5, Knowledge Park II, Greater Noida (NCR)  
Uttar Pradesh-201 306, India

<https://resconf.bimtech.ac.in/>

**Category-1: Autonomy Status by AICTE**

**Accreditation: from NBA & NAAC with A+ Grade**

## About Birla Institute of Management Technology (BIMTECH)



Birla Institute of Management Technology was established in 1988 under the aegis of the Birla Academy of Art and Culture, and supported by Birla group of companies. BIMTECH is mini India in its formation every year. BIMTECH is accredited by the National Assessment and Accreditation Council (NAAC); and all the four Postgraduate programmes, namely, PGDM, PGDM (IB), PGDM (RM) and PGDM (IBM) are accredited by the National Board of Accreditation (NBA) and NAAC. BIMTECH is now eligible for all the benefits stipulated under Clause 4 ('Dimensions of Autonomy') for Category-1 Standalone Institutions under the AICTE regulations.

### Keynote Speaker



Professor Robert Hisrich  
Kent State University,  
USA

### Guest of Honour



Professor Justin Paul  
University of Reading, England  
University of Puerto Rico, USA

### Distinguished speakers

Professor Amandeep Dhir  
University of Agder,  
Norway



Professor Neena Sinha  
GGs Indraprastha University,  
India.



## RESPONSIBLE AND RESILIENT BUSINESS RESEARCH CONFERENCE AND DOCTORAL CONSORTIUM

This Conference and Doctoral Consortium on Responsible and Resilient Business Research is dedicated to inspiring, encouraging, and supporting credible and useful research in the business and management disciplines. Research which will help us in deepening our understanding of what business is, and what business should be, over the coming decades. Papers presented during the conference are expected to be efforts towards transforming business and management research in achieving humanity's highest aspirations for a better world. The conference includes research papers in the areas of all streams of management namely-

Marketing

Finance

Human Resource (HR) & Organizational Behavior (OB)

Operations Management (OM) & Decision Sciences

Strategy and Entrepreneurship

International Business (IB)

### Call for Papers

Birla Institute of Management Technology (BIMTECH) invites research scholars, young faculty and management practitioners, to present their research papers and research proposals at its '**Responsible and Resilient Business Research Conference and Doctoral Consortium 2022**' to be held from **22nd to 23rd April 2022**. To this end, we invite research proposals, research papers, research work in the final stages just before submission, under the following tracks:

# TRACKS AND TRACK CHAIRS

## Technical Session I Day 1 – 22 April

### Track 1

**Sub-Theme:  
Research for Business in  
the New Normal**

Session lead – **Prof. Pankaj Priya**  
Professor, BIMTECH

The major learning from the current pandemic has been the realization among humanity to be (more) responsible as individuals, groups, society and institutions. Business entities being key drivers of the world economy are expected to be at the forefront of this movement. This logical flow would be to galvanize all the domains of business, be it finance, marketing, production and HR to work towards the above goals.

Session Lead - **Prof. Bikramjit Rishi**  
Professor, Shiv Nadar University (SNU)

The purpose of this track is to invite researchers to submit conceptual and empirical papers with a significant contribution to advance the knowledge of applications of social media in managing business resilience. This track welcomes contributions on the themes focussing on social media and its linkages to various aspects in the current business environment.

### Track 2

**Sub-Theme:  
Social Media and Business  
Resilience in the  
New Normal**

### Track 3

**Sub-Theme:  
Retailing: Constantly Changing  
in Pursuit of Relevance**

Session Lead – **Prof. Harvinder Singh**  
Professor, IMT Ghaziabad

Retailing needs to orchestrate all its constituents harmoniously and effectively to work within the confines defined, expectations of individuals, norms of society, objectives of institutions, regulations imposed by the governments, and the requirements necessitated by the environment. This track welcomes the contributions from academicians and practitioners that help explore these realms and help make retailing more future-ready.

Session Lead – **Prof. Mohammed Naved Khan**  
Professor, Aligarh Muslim University, Aligarh

This track invites papers which are aimed to understand aspects of responsible consumption and digital aspects of consumer behaviour in the current age. Topics may include but are not limited to goal-directed behavior, self-regulation, social identity, persuasion, power and status, motivation, emotions, developmental psychology, information processing and cognitive psychology, adoption of innovations/ innovativeness and sustainability applicable to various streams like green consumer behaviour, E-health, internet buying behaviour, impulse buying etc. The track is method-agnostic: all quantitative and qualitative approaches are welcome.

### Track 4

**Sub-Theme:  
Responsible Consumerism  
in the Digital Age**

### Track 5

**Sub-Theme:  
Human Resource Management,  
Talent Management and  
Organizational Behavior**

Session Lead – **Prof. Deepika Pandita**  
Associate Professor, Symbiosis Institute of Business Management, Pune

HR practitioners as well as academicians have deep traditions in selecting, developing, and rewarding employees based on the human capital—the individuals' knowledge, skills, and abilities in an organization. Yet, the changing competitive landscape, sweeping adoption of virtual interaction platforms, the transition to an information-based economy, and the increasing interdependence of work suggest that competing on employees' knowledge, skills, and expertise is no longer sufficient for competitive advantage. The COVID 19 pandemic has also posed challenges in talent and human resource acquisition and engagement. Relevant papers in the areas of Human Resource Management, Talent Management and organisational behaviour are invited.

## Track 6

**Sub-Theme:  
Entrepreneurship and  
Innovation in the Post COVID  
Environment- Evidence from  
Emerging Markets**

Session Lead – **Prof. Paresha Sinha**  
Associate Professor, Waikato Management School, New Zealand

This track invites research papers on themes like entrepreneurs and SMEs response to the threats and opportunities in the post COVID world, factors limiting the growth of entrepreneurial firms in this post pandemic world, creative and collaborative strategies used by emerging market SMEs to survive and grow in the post -pandemic world, factors explaining the successful launch of new products and services by entrepreneurial firms in different industries such as health, education and retail, effect of pandemic in technology adoption by firms and diffusion of innovation in emerging markets, entrepreneurial intentions and passion, social purpose and responsibility.

## Technical Session II Day 2 – 23 April

Session lead – **Prof. Arvind Shukla**  
Professor, BIMTECH

This track invites research papers in all management areas focussing on themes related to research on resilient and responsible businesses in the current era. This track on Responsible and Resilient Business Research is dedicated to inspiring, encouraging, and supporting credible and useful research in the business and management disciplines. Research, which will help us in deepening our understanding of what business is, and what business should be, over the coming decades. Papers presented in these sessions are expected to be efforts towards transforming business and management research toward achieving humanity's highest aspirations for a better world.

## Track 1

**Sub-Theme:  
Research for resilient and  
Responsible Business in the  
New Normal**

## Track 2

**Sub-Theme:  
Consumer Psychology  
during Pandemic Times**

Session lead – **Prof. Sandip Anand**  
Professor, Xavier Institute of Management

This track invites contributions from researchers who are engaged in questions related to various aspects of consumer psychology from the perspective of pandemic like consumer information processing, memory, learning, socialization, motivation, affect, decision making, values, lifestyle, and attitude, cognition, perception etc. Specifically, the track aims to build dialogue around changes in psychological processes which are impacting consumption of various products and services in the changed scenario.

Session lead – **Prof. Virginia Bodolica**  
Professor, American University of Sharjah,  
Sharjah, UAE

This conference track seeks to demonstrate the current heterogeneity of leadership research and practice from the perspective of contexts, implications and levels of analysis, and highlight the relevance of crossing silos for the purpose of generating beneficial knowledge spillovers across fields. In particular, the discussion of macro-level leadership processes may be centered around various contexts, such as the family businesses, state-ownership, healthcare sector, regional cooperation networks, and international operations, among others.

## Track 3

**Sub-Theme:  
Leadership in the Making:  
Crossing Silos in Leadership  
Research and Practice.**

### Important Dates

Last Date to Submit Abstract/Paper	-	<b>March 20, 2022</b>
Registration Closing Deadline	-	<b>April 11, 2022</b>
Conference Dates	-	<b>April 22-23, 2022</b>



## Track 4

### Sub-Theme: Reinventing Business Model in a Disruptive World

Session lead – **Prof. Srinivasan R. Iyengar**  
Director, JBIMS, Mumbai

This track welcome papers relating to all aspects of the field of business models for presentation and discussion especially on business models, existing performance measurement models, management structures and incentive structures, dilemmas and paradoxes of performance measurement business model scalability & disruptive business models, business model creation, innovation, transformation, including aspects of facilitating change processes, business model innovation in incumbent firms, business model and eco-systems sustainability.

Session lead – **Prof. Amresh Kumar**  
Assistant Professor, IIM Bodh Gaya

The use of the internet and social media have changed consumer behavior and the ways in which companies conduct their business. Internet, social media, mobile apps, and other digital communications technologies have become part of everyday life for billions of people around the world. People spend an increasing amount of time online searching for information, on products and services communicating with other consumers about their experiences and engaging with companies. Organisations have responded to this change in consumer behavior by making digital and social media an essential and integral component of their business marketing plans. Social and digital marketing offers significant opportunities to organizations through lower costs, improved brand awareness and increased sales. This session/track intends to bring together the collective insight on issues and development relating to digital and social media marketing.

## Track 5

### Sub-Theme: Digital and Social Media Marketing

## Doctoral Consortium – April 23, 2022

The Doctoral Consortium provides an excellent forum for prospective and early stage doctoral candidates and young faculty from universities/institutions to boost their growth by interacting with world-renowned professors. Key goal is to provide a setting for participants to share responsible ideas, receive feedback and guidance on their current research to better their dissertation work and advance their grasp of the area, by engaging in collaborative inquiry and conversation.

### Who can participate

- Early stage researchers enrolled in a PhD/FPM programme at a recognised Indian or international University/ Institution.
- Doctoral students at advanced stage in their research journey who need advice benefit from mentors in planning and structuring research and analysis tasks.
- Young b-school faculty who need whetting of their on-going/proposed research for development of publishable research papers

### Submission of Research Proposal/Synopsis

The objective of the study, methods, consequences and key references must be clearly stated in the Research Proposal/Synopsis/idea. Please refer to the submission guidelines for more information as follows.

### Submission Guidelines

Papers must conform to the style guidelines provided below:

- 12p Times New Roman font
- Word limit- for abstract (conference paper): 250 words, for abstract (Doctoral Consortium): 2500 words,
- Paper length 15 pages Approx-(4000 to 5000 words)
- Double line spacing
- A4 paper size
- Margins: 25mm on all sides
- Tables, figures, and appendices should be placed at the end of the document after references. In the text indicate the place for tables and figures (e.g., Insert Table 1 about here)
- Include page numbers centred at the bottom of each page. Citations in text and referencing: Should follow APA style of referencing.

## Registration Fee

Conference Includes charges for conference, material, workshops, consortium, 2 lunches and dinner	: INR 4000 + GST
Only Doctoral Consortium	: INR 2000 + GST
Overseas Participants	: USD 100
Advance Registration Advantage (Pay INR 500 now and balance at ON SPOT registration)	: 50 % discount + GST

Mode of Payment: <https://www.bimtech.ac.in/eventregistration/>

## Publication Opportunities

Selected papers post peer review will be recommended for publication in regular/  
special issue of refereed journals (as under):

International Journal of Emerging Markets (Emerald Publishing, ABDC-B, Scopus).

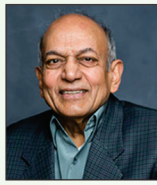
FIIB Business Review (Sage Publication, Scopus).

South Asian Journal of Marketing (Emerald Publishing).

## Advisory Committee



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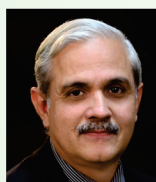
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## Patron



**Dr. Harivansh Chaturvedi**  
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BIMTECH

## Conference Co-Chair



**Dr. Arvind Shukla**  
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**Dr. Pankaj Priya**  
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## Organizing Committee

All communications should be addressed to:



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