

# 3<sup>rd</sup> INTERNATIONAL CONFERENCE

On

**The Role of Innovation, Entrepreneurship  
and Management for Sustainable  
Development (ICRIEMSD)  
(Online)**

**Nov 25 & 26, 2022**

**CALL FOR PAPERS**

Submit Your Abstract and Full Paper to

<https://easychair.org/conferences/?conf=icriemsd2022>

**Organized by**

**School of Management**

**OP Jindal University**

OP Jindal Knowledge Park, Punjipathra  
Raigarh, Chhattisgarh - 496109

**In association with**



Ghana Institute of Management &  
Public Administration, Ghana



Jose Maria College,  
Philippines

## About OP Jindal University

Founded by the Jindal Education and Welfare Society, OP Jindal University (OPJU) was set up to bring high quality education to its students based on a world class curriculum, the latest teaching methodology and committed faculty members. This multidisciplinary university aims to develop young professionals and future leaders who will not only power growth and development in the state, but also make a mark globally. At the core of the university's philosophy and approach lies the belief that students learn best when exposed to real world situations and when nurtured through enriching interactions with practitioners and professors. With its continuous efforts and dedication, OP Jindal University has been graced with many awards like Emerging University of India, India's Most Trusted Technical University and secured 6th rank Amongst India's Cleanest Higher Education Institutions. Proud and happy to share that OPJU is the only institute who has been selected from the state for this project. This university is promoted by Jindal Steel and Power Limited, India's fastest growing Steel and Power Company. School of Management (SOM), OPJU offers a multidisciplinary world-class business education to foster academic excellence through industry partnerships and global collaborations. We endeavour to make an impact through our various programmes, corporate education & training, research and consulting.

## About Conference

The 3rd International Conference on Role of Innovation, Entrepreneurship and Management for Sustainable Development aims to bring together leading academicians, researchers and industry experts to exchange and share their experiences and research results on all aspects of Innovation, Entrepreneurship and Management. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns in the fields of Innovation, Entrepreneurship and Management.

## Call for Papers

Prospective authors are encouraged to contribute to and help shape the conference through submissions of their research abstracts and papers. High quality research contributions describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of Innovation, Entrepreneurship and Management are invited for presentation at the conference. The conference solicits contributions of abstracts and papers that address themes and topics of the conference.

## Key Highlights

- Selected papers will be published in reputed journals (ABDC, Scopus and UGC Care)
- Opportunity to get published in special edition of OPJU Business Review
- Abstract shall be considered for conference proceedings
- Pre conference workshop & keynote speeches from renowned researchers and academicians
- Best Paper Awards in each track

## List of Journals Collaborated for Publication

- International Journal of Emerging Markets (ABDC-B & Scopus listed, Emerald Publishing)
- FIIB Business Review (Scopus listed, Sage Publishing)
- South Asian Journal of Marketing (EBSCO, ProQuest, Emerald Publishing)
- JIM QUEST, A Journal of Jaipuria Institute of Management, Ghaziabad (listed in UGC Care and indexed in Copernicus and EBSCO)
- Journal of Emerging Market Case Studies (ABDC-C & Scopus listed, Emerald Publishing)
- International Journal For Multidisciplinary Studies (JMC, Philippines)
- OPJU Business Review

## Thrust Areas

### Track 1

#### Entrepreneurship, Innovation and Sustainability

- Entrepreneurship and its Ecosystem
- New Market for Entrepreneurship
- People and Organizational Management
- Cross Border and Local Venture Capital Investment
- Social and Green Entrepreneurship
- Women Entrepreneurship
- Entrepreneurship and Digital Economy
- Entrepreneurship and Regional/Rural Development
- Collaboration, Association and Entrepreneurial Knowledge Exchange for Sustainable Development Entrepreneurial Finance
- Venture Capitalism and Angel Investment
- Innovation in Education & Teaching
- E-Governance
- Innovation in Science, Engineering and Management
- Business Model Innovation in Emerging Markets
- Innovation in Health, Sustainability and Social Issues
- Innovation in Managing Global Challenges
- New Technology Direction and Challenges
- Innovation Impact Assessment for Sustainable Development
- Creating an Innovative and Entrepreneurial Environment for Sustainable Development
- Science, Society and New Technology

## Best Paper Award

The authors of selected papers as recommended by the peer reviewers, one from each track shall be awarded with the best paper award.

## Track 2

### Human Resource Management

- HR in the New Digital Age
- The New HRM Trends in Different Industries
- The Future of Work
- Professional Development and Talent Management
- Organizational Learning and Knowledge Management
- Sustainability and Digital HRM
- Globalization Trends and Challenges for the HR Management
- New Challenges in Changing Labour Markets and their Implication on HR Management
- Human Capital
- Leadership
- Demographic Trends – New Variable in HR Management
- Big Data and HRM Analytics

## Track 4

### Operations & Finance

- Sustainable Supply Chain
- Innovations in Product & Service Design
- Strategic Operations Management
- Indian Financial System in New Economic Scenario
- Financial Markets- Challenges and Opportunities
- Banking, Micro-financing and Financial Inclusion
- Cryptocurrency and Blockchain Technology

\* This is an indicative list; we also welcome any new topic focusing on innovation and impacting any area of management by fostering entrepreneurial development.

## Track 3

### Marketing Management & E-Commerce

- Consumer Behaviour
- Information Technology Management
- Marketing Channels
- International Marketing
- Business to Business Marketing
- Business to Consumer Marketing
- Digital Marketing
- E- Commerce Network and Security
- E-commerce Logistic and Supply Chain
- Internet Economy
- Management Information Systems
- Mobile Commerce and Online Payments

## Track 5

### Case Studies

- Case Studies in Innovation and Entrepreneurship
- Case Studies in Marketing
- Case Studies in Human Resource
- Case Studies in Finance
- Case Studies Sustainable Business Practices
- Case Studies in Operations Management
- Case Studies in Allied Areas

## Guidelines for Paper Submission

Submit your Abstract and Full Paper by following the link below. The authors shall follow the APA 6 edition guideline for structuring the paper.

- The manuscript should be in English and checked for grammar and language errors.
- All manuscripts should be submitted in MS Word format only.
- Word limit for abstract: 150 to 250 words includes purpose, design/methodology, findings, research limitations and practical implications.
- Word limit for Full Length Paper: 5000 to 8000 words including references
- All submitted papers would be checked for plagiarism
- Participants should ensure that the submitted full length papers are their original work and have not been published in any form (hard copy or soft copy) earlier.
- Failing to adhere to the guidelines may make your submission liable for rejection.

Submit Your Abstract and Full Paper to <https://easychair.org/conferences/?conf=icriemsd2022>

## Important Dates

Last Date of Submission of Abstract (Extended Date)	15 August, 2022
Notification of Acceptance of Abstract (Extended Date)	30 August, 2022
Last Date of Submission of Final Paper (Extended Date)	30 September, 2022
Notification of Acceptance of Final Paper (Extended Date)	15 October, 2022
Last Date of Registration	31 October, 2022
Conference Dates	25-26 November, 2022

## Registration Fee

Fee (Registration)	Online	Currency
Faculty Members	1000	INR
Research Scholars	500	INR
Students (External)	300	INR
Industry (Working Professional)	1500	INR
International	20	USD

\*All Authors have to Register and Pay the Fee.

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