



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE · INDIA

5th i-CoME

**INTERNATIONAL CONFERENCE
ON**

**SUSTAINABLE DEVELOPMENT
IN BUSINESS:
STRIVING FOR A NEW
PARADIGM**



HOSTED BY

SCHOOL OF BUSINESS & MANAGEMENT
CHRIST (Deemed to be University)
Bengaluru, India

in collaboration with
PETRA UNIVERSITY

VIRTUAL CONFERENCE
21 - 23 JULY 2022

ABOUT CHRIST (DEEMED TO BE) UNIVERSITY

CHRIST (Deemed to be University) is born out of the educational vision of St. Kuriakose Chavara in 1831 in South India. CHRIST (Deemed to be University) made a humble beginning on 15 July 1969 as an affiliated College, with the Vision of 'Excellence and Service'. It became a preferred educational institution in the city of Bangalore within the first three decades. From 1990 onwards it reached newer milestones with introduction of postgraduate Programmes, innovative and modern curricula, insistence on academic discipline, and imparting Holistic Education. It has the rare distinction of being the first institution in Karnataka to be accredited by National Assessment and Accreditation Council (NAAC), UGC for quality education in 1998. In 2004, UGC conferred Autonomy on the Institution. In 2005, it became the first College in South India to be reaccredited with A+ by NAAC. UGC identified it as an Institution with Potential for Excellence in 2006.

In 2008, Ministry of Human Resource Development, Government of India declared it a Deemed to be University, in the name and style of Christ University under Section 3 of the UGC Act, 1956. It was accredited by NAAC with the highest Grade 'A' in 2016. Today, the University offers 48 Undergraduate, 47 Postgraduate and 17 PhD Programmes in Humanities, Social Sciences, Science, Commerce, Management, Engineering, Education, Law, and Architecture to over 25000 students from all the states of India and about 60 different countries. CHRIST (Deemed to be University) completes 50 glorious years of its existence and sterling contribution to the cause of Higher Education in India.

ABOUT SCHOOL OF BUSINESS AND MANAGEMENT

School of Business and Management mission is to develop a community of socially responsible, creative, enterprising leaders to operate in a knowledge-based, globalized and dynamic world. School of Business and Management is a young institute hosting a vibrant community of teachers and students. The School of Business and management offers the various undergraduate and post graduate Programmes with specialisation in Marketing, Finance, Human Resources, Lean Operations & Systems and Business Analytics. Every student goes through a wide spectrum of experience. Professors of management from diverse social, cultural, corporate and academic backgrounds form the pillars of the School. Collaborations with Industrial bodies and Universities abroad provide current and global nurturing ground for the students. School of Business and Management is ranked among the Top 10 B-Schools in Bangalore and amongst the Premier 50 in India.

As one of the largest private universities located in Surabaya, Universitas Kristen Petra (Petra Christian University-PCU) was firstly founded on September 1961 with a vision to be a caring and global university committed to Christian values. Currently, PCU has 7 faculties with total 22 departments / programs. For almost 60 years, PCU has made commitment for continuous improvement within the academic and management area to keep on maintaining the quality of good education and service. Moreover, along with the commitment, some achievements and recognitions are accomplished. PCU is grateful for being recognized by LLDIKTI VII (Coordinator for Private Universities region VII) as part of 5 excellent campuses in regional scope from 2008 to 2020. Further, based on Ministry of Education's rank from 2017-2019, PCU has consistently been taken in as top 15 private universities in Indonesia. Surely, the recognitions become driving force to keep on improving and maintaining self-quality in order to provide qualified education and service for stakeholders.

5TH I-COME

The School of Business and Management (SBM) CHRIST (Deemed to be University), Bangalore, India in cooperation with Petra Christian University, Surabaya, Indonesia will be hosting the "Fifth International Conference on Management and Entrepreneurship (5th i-CoME) 2022". This conference is made possible with the support of several accredited journals (SCOPUS, ESCI, among many). The conference will present keynote speakers from different countries.

This conference is also calling for research articles and papers from scholars, researchers, and students from all over the world. There are five sub-themes with various topics covering management and entrepreneurship areas. The conference will be a forum where fellow academics share experiences, exchange knowledge, work hand-in-hand, and find managerial and entrepreneurial solutions for a sustainable business world. The detailed information is available in the 5th i-CoME 2022

website: <https://i-come.petra.ac.id>

OBJECTIVE

The objectives of i-CoME (International Conference on Management and Entrepreneurship) are:

- To become researcher's forum to discuss a recent scholarly work
- To become researchers' forum where researchers from all over the world can gather and network
- To discover new findings that can benefit the business management and entrepreneurship world.

KEY AUDIENCE

The broad target audience will be particularly focused on scholars within the Asia Pacific region. With a significant community of scholars with the management and entrepreneurship field from various both Indonesia and India, it is anticipated a significant number of participants will come from these countries. It is also anticipated that leading scholars on management and entrepreneurship from western based countries such as USA, UK and Australia are likely to come given the topic domain and location of the conference.

Conference organisers will also emphasise on attracting industry representatives from various corporations and stakeholders across Malaysia. These corporations and stakeholders are likely to be attracted by the practical and private sector focus of the conference.

PATRONS

Dr Fr Abraham V M, Vice Chancellor,
CHRIST (Deemed to be University).

Dr Fr Joseph CC, Pro Vice- Chancellor,
CHRIST (Deemed to be University).

Dr Anil Joseph Pinto, Registrar,
CHRIST (Deemed to be University).

Dr Jain Mathew, Dean,
School of Business and Management (SBM)
CHRIST (Deemed to be University).

JOINT ORGANIZING COMMITTEE

Secretary:

Dr Jeevananda
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Conference Chair I:

Dr Leena James
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Conference Chair II:

Prof. Dr Eddy M Sutanto , M.Sc.
Petra Christian University, Indonesia.

COMMITTEE MEMBERS (CHRIST UNIVERSITY)

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STEERING COMMITTEE MEMBERS (PETRA UNIVERSITY)

- Prof. Halimin Herjanto, Ph.D. (USA)
- Prof. Jashim Khan, Ph.D.
- Prof. Jati Kasuma Ali, Ph.D. (Malaysia)
- Prof. Evan Lau, Ph.D. (Malaysia)
- Prof. Annie Stephanie Banikema, Ph.D. (France)
- Prof. John Francis Diaz, Ph.D., CEA (Philippines)

ABOUT THE CONFERENCE THEME

Business sustainability refers to doing business without negatively impacting the environment, community, or society as a whole. A growing number of organizations are integrating sustainability into their Business strategy. Sustainability in business generally addresses two main categories such as the effect business has on the environment and the effect business has on society. The main goal of a sustainable business strategy is to make a positive impact on these areas. When companies fail to assume responsibility, the opposite can happen, leading to issues like environmental degradation, inequality, and social injustice. Sustainable businesses consider a wide array of environmental, economic, and social factors when making businesses decisions. These organizations monitor the impact of their operations to ensure that their short-term profits don't turn into long-term liabilities. Businesses and societies can find approaches that will move towards all three goals -environmental protection, social wellbeing and economic development at the same time.

CALL FOR PAPERS

Authors are invited to submit their original and unpublished manuscripts based on research, experiences, value based decision making or promising ideas that demonstrate research focusing on a variety of aspects needed to achieve strategies for excellence.



ECONOMICS AND FINANCE

- Sustainability accounting and reporting, International financial reporting standards
- Environmental, social and governance reporting
- Sustainable corporate financial performance
- Circular economy, reporting and financial performance
- Regulatory aspects of circular economy
- Role of financial markets in circular economy
- Capital structure, dividend policy through the lens of sustainable performance
- Sustainability of accounting reports - green-washing, forensic accounting
- Digital finance and fin-tech and its role in sustainable finance
- Green bonds, sustainable financing.
- Impact investment / ESG Investing
- Digital financial inclusion
- Green environmental and carbon tax

HUMAN RESOURCE MANAGEMENT

- The recent paradigm shifts and disruptions in human Resource domain
- Changes in the leadership and organizational settings during business transformation
- HR transformations and talent management strategies
- Employee engagement in current times
- The changing trends in learning and development
- Addressing inequalities and biases at workplace
- Usage of HR analytics in HR practices to attain business goals
- HR innovations and future of work.
- Psychological health and mental wellbeing of employees in adverse situations
- Effectiveness of performance management in adverse times

MARKETING

- Rural marketing
- Customer experience & engagement
- Sales and distribution
- International marketing
- Marketing strategies
- Start-up ecosystem & marketing at MSMEs
- Digital & social media marketing
- Marketing analytics
- Service marketing
- Advertising and marketing
- Branding
- Sports and entertainment marketing
- Consumer behaviour & sustainable consumption
- Retailing and E-commerce
- Neuro marketing
- Sustainability marketing

ENTREPRENEURSHIP

- Technology, innovation and entrepreneurship
- Sustainability driven innovative practices
- Sustainable product management
- Global sustainable innovation and policy making for sustainable development
- Sustainable innovation and business growth
- Strategy formulation & implementation of sustainable innovation

GOVERNANCE AND ETHICS

- Global climate change governance
- Local energy issues with global dimensions
- Corporate Governance and sustainability
- Sustainable business reporting
- Governance and ESG measurement

ALL THE OTHER TOPICS RELATED TO THEMES & SUB-THEMES IS MOST WELCOME.

** THEMES AND SUB-THEMES ARE INDICATIVE. AUTHORS CAN SUBMIT PAPER(S) ON ANY TOPIC RELATED TO THE THEME OF THE CONFERENCE.

SUBMISSION GUIDELINES

- Authors should submit their original and unpublished papers in word format. The manuscript should not be under the process of publication or should not have been submitted to any journal.
- Abstract of not more than 300 words and 5-7 keywords bearing the author's name(s), contact details and e-mail id(s) should be emailed to i-come.2022.bangalore@petra.ac.id
- Full paper should have a separate cover page bearing only the title of the paper and author's name, designation, official address along with phone number and e-mail address.
- Full paper should not exceed 5000 words (all inclusive) and APA format (Times New Roman, 12pt, single spacing) should be followed throughout the manuscript
- All the submitted papers will undergo plagiarism check. Papers not satisfying the criteria will be liable to be rejected
- Authors will be notified about the acceptance of their paper(s) for presentation through email, after which the process of registration will begin.
- Registration will be confirmed only after the payment of registration fee and at least one author must be present for the conference and paper presentation.
- Registration form is available in the conference website.
- The Registration fee will be collected as fee for the single paper only and not author wise payment for a paper.
- Registration fee is inclusive of e-certificate and will be mailed after the conference.
- Papers shall be presented online, however, in-absentia presentation is not allowed.

PUBLICATION OPPORTUNITIES

- Selected papers will be invited for review and potential publication in the reputed Scopus indexed journal.
- The scientific committee is in process of tying up with a few other Scopus/ WoS (ESCI) journals.
- The papers shall be selected for publication strictly on merit basis and authors will be charge a separate publication fee for the accepted paper.

IMPORTANT DATES OF THE 5TH I-COME 2022

Abstract submission deadline	: 28 February 2022
Abstract acceptance notification	: A week after abstract submission
Full paper submission deadline	: 31 May 2022
Early bird payment	: Before 30 June 2022
Conference dates	: 21 – 23 July 2022

REGISTRATION FEES

Registration fees	Early Bird	Academicians	Corporate Delegates
Presenter*	\$60	\$70	\$90
Non - Presenter**	\$20	\$30	\$40

*Registration fee is inclusive GST and Inclusive paper presentation, keynote and breakdown sessions, certificate, and publication in proceedings. The Registration fee will be charged per paper.

**The Registration fee is inclusive of GST and Inclusive access to all keynote address and breakdown sessions, workshops and certificates.

Contact Details

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