



## **S-TEAM 2021**

### **SCMHRD-TECHNOLOGY,ECONOMICS, ANALYTICS AND MANAGEMENT CONFERENCE 2021**

**September 27<sup>th</sup> to October 4<sup>th</sup>, 2021**



#### **Conference Theme**

**“Consilience in Business Practices”**

**(Paving the Way through Circular Economy, Digital Transformation,  
Renewable Energy, Disruptive Innovation, Consumerism, Inclusivity, Agility  
and Resilience)**

## **About SCMHRD:**

SCMHRD, established in 1993, is a premier institute honing world-class leaders and entrepreneurs. It features in the elite list of B-Schools to have been accredited by the Association to Advance Collegiate Schools of Business (AACSB). The elite brotherhood has only fourteen B-Schools from India and a mere 5% of the total B-Schools across the world. SCMHRD's MBA programme is ranked 5th in Best B-Schools in National Cluster Ranking by Indian Institutional Ranking Framework (IIRF) 2021. SCMHRD specializes in producing talented management graduates in the fields of Human Resources, Marketing, Finance, Operations, Infrastructure Development and Management and Business Analytics. The programme delivery is supported by robust curriculum featuring experiential learning opportunities to equip the students with the applied orientation of thoughts into action in the real world.

The research focused approach of SCMHRD enables students in developing a sense of curiosity and the quest for seeking a deeper understanding of the world around them. In lieu of this SCMHRD has embarked on the practice of hosting an Annual Research conference commencing from 2020. In its second year of existence the conference has been fortunate to secure International Partnership of EN Normandie Business School, France.

## **About EM Normandie Business School:**

Since its inception in 1871, *EM Normandie Business School* (EMN) has always been about exploring boundaries and opening new perspectives for students, graduates, companies, and higher education. With "Old School, Young Mind" strategy as its core, it is one of the oldest and leading French business schools that attracts youth through a forward-thinking spirit and thirst for exploration.

Recent *Financial Times* (FT) and *Quacquarelli Symonds* (QS) global rankings endorse its quality in academic parameters. International accreditations such as AACSB and EQUIS reinforce EM Normandie's commitment towards *pedagogy, programmes, faculty, research, internationalization, business connections, and student careers*. As one of the top 20 French business schools, it is also a member of the *Grandes Ecoles* Chapter of Management which certifies a level of excellence to match its ambitions for over 147 years.

The school offers a wide range of programmes from the Bachelor level to the Masters level, including 18 specialized Masters (MS) and Masters of Science (MSc) programmes. Having five campuses (Caen, Le Havre, Paris, Oxford, and Dublin), it works closely with 200 + partner schools across 65 countries. Its strength involves 95 full-time faculty, more than 5000 students, 857 professional trainers, and more than 4500 associate companies. The school brings solutions and expertise to economic actors by developing applied research in 4 main axes: - Entrepreneurial Performances and Changes - Logistics - Land - Sea - Risk - Working and Living in Fluid Organisations - International Business Networks.

## **Scope of the Conference:**

We are now living in times like never before. The pandemic has shown the interdependence of management practices and their integration leading to unique business solutions. In today's dynamic world, management decisions cannot be discipline specific, rather they have to be encompassing, taking into account the allied or linked people, policy and processes. The convergence of disciplines to ascertain a solution to a business problem, enables to substantiate the relationships between cause and an effect. This conference aims to discuss the post pandemic related trends, techniques, innovations which have provided solutions in practice to the real-world problems. This conference will touch upon areas of Circular Economy, Digital Transformation, Renewable Energy, Disruptive Innovation, Consumerism, Inclusivity, Agility & Resilience and allied areas.

The conference focuses on contemporary themes and their integration, enabling applied research and theory development. The Pandemic has aided in instigating the research on the aspects of circular economy with the Industry 4.0 for optimum utilization of resources. Lopes de Sousa et al. (2020) suggested a roadmap for aligning various Industry 4.0 technologies with three components of circular based model; economic, social and environmental for sustainable businesses. Rosa et al. (2020) suggested how additive manufacturing, Internet of Things, Big Data Analytics, simulation can be integrated with circular economy model for digital transformation, life cycle management, reuse, recycle, energy efficiency, and supply chain management. In Finance domain the formation of BASEL III guidelines, socially responsible investing, ESG ratings, impact investing, digitization of financial institutions, payments & settlements and stringent corporate governance norms are some upcoming areas of research which emphasis on the sustainable aspect of business. In the Marketing domain the massive digitization has ensured the possibility of consumption from anywhere in the world, though it also shapes consumption practices like cooking, browsing, purchasing and eating (Miller,2010) which could be unsustainable. However, this digitization aspect is also responsible for fostering online circular economy groups like Freecycle (Eden, 2015) which not only promote sustainable consumption but make it pleasurable too. Social media marketing and digitization thus encourage practicing Prosumption and sustainable ethical consumption. The ushering of digital era shall compromise the humane factor which needs some deliberation. As per the Conservation of Resources (COR) theory, change at work can be threatening because it holds a risk of losing valued outcomes for employees (e.g., loss of status, income, social relationships etc.) (Dent & Goldberg, 1999; Hobfoll & Shirom, 2001). Coming to terms with such changes can be very difficult. This calls for scholars and practitioners to focus studies on meaningfulness at work, mindfulness and well-being (Sonenshein & Dholakia, 2012; Van den Heuvel et al., 2009). In all, the conference focuses on the holistic aspect in which the businesses would function and grow in the New Normal.

The five tracks of conference are as given below:

## **Track 1: Renewable Energy, Circular Economy and Disruptive Innovation.**

Covid Pandemic has forced many nations to focus on boosting economy through increasing its spending especially on infrastructure. Infrastructure due to its forward and backward linkages is expected to push the economy and circulate the resources amongst various sectors of the economy. In 2021 budget, to bring economy on a higher growth path, Govt of India has allocated substantial resources for infrastructure sector especially roads, airports and renewable energy sector. Additionally, government is also attempting to promote innovations such as electric vehicles, renewable energy etc.

This track amalgamates learning and concepts related infrastructure sectors and promote innovations in this sector. Papers are welcome on original piece of work on the following issues, but definitely not limited to:

- Green hydrogen and future uses in electricity generation and transportation
- Use of renewable energy in Electric Vehicles: Barriers and challenges
- Battery Enabled Storage Systems in Renewal Energy: Upcoming solutions
- Changing policy paradigm for Renewal Energy in India.
- Green Transport and Aviation
- Green buildings and Health
- Climate change and Smart Cities
- Infrastructure policy reforms & challenges
- Construction challenges in infrastructure sector

## **Track 2: Agility, Resilience and Well-Being during Business Transformation.**

A year into the COVID-19 pandemic has given us the experience of surviving as well as sustaining amidst a major crisis of unparalleled proportions. The physical divide is bridged by the digital technologies thus instigating the need to create innovative communication environment. The traditional working methods need to be unlearned. There has to be revamp in policies to address issues of data security, employee needs, employer interests, etc. The work from home aspect, while served as boon for many was a burn out experience adversely impacting the growth of the organization. A stronger focus on the multicultural aspects of resilience, forbearance for ambiguity and curiosity of employees; collectively referred to as the cultural agility competency of organizations (Caligiuri et al., 2020) seems to be an ideal prescription to tide over times like these.

Our conference, addresses the emerging issues related to the changing façade of HRM functions, procedures and

thought leadership. In consonance with the paradigm shifting consequences put forth by the recent COVID-19 pandemic and the likes of it that may emerge in the future. The antecedents and consequences of the changes along with the emerging issues pertaining (and not limited to) to their impact on general employee health, female employees in particular and the role of family and organisational support. Papers that are welcome include research studies and workplace case-studies (qualitative as well as quantitative), as well as theoretical or conceptual papers and literature reviews.

Below is a non-exhaustive list of suggestions for more specific themes. Contributions on any of these are welcome, as well as on any other issues that relate to managing changes in behaviour, thinking and experiences of people during a global crisis and how they adapt to the forthcoming changes with respect to their societal, organisational and personal lives. Possible research work is welcome on the following areas with an Human Resource Development focus, but not limited to:

- 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

### **Track 3: Sustainable Accountability, Circular Economy and Corporate Financial Performance.**

Research practices and literature in the area of Accounting & Finance used to focus on profitability of the firm which further aids to the shareholder's wealth creation. These practices have now given way and moved to sustainable finance, sustainable financial performance and reporting practices. This evolution is due to the fact that the short-term financial performance does not contribute to corporate sustainability (Lo and Lio, 2021). The dual advantage of environmental and economic performance is leading its way towards the concept of circular economy with the core theme of extended usage of products, materials or resources (Gregson et al., 2015).

Circular economy leads to sustainable business management through impacting strategic planning, cost management, supply chain management, quality management, environmental management, process management, logistics and reverse logistics, service management, and research and development (Barros et al., 2021). However, there is dearth of studies connecting the aspects of circular economy and financial reporting or financial

performance of firms (Gunaratne et al., 2021). This creates a room of opportunity to researchers to explore and observe empirical evidences in the niche area along with firms. Firms need to align their strategic plans around circular economy theme as many countries like China has announced it as a part of its Economic and Sustainable Plans (13th-five-year plan, 2016–2020). Kuo and Chang (2021) found empirical evidences of higher sustainable growth rate and return on equity by firms which disclosed more circular economy information and aligned reporting to circular economy. Therefore, firms can achieve better returns to their shareholders through adaption of circular economy practices. However, this needs to be aligned with the reporting practices of firms too.

Based on the above empirical evidences and forthcoming areas of literature, we invite original manuscript which can be empirical, conceptual, surveys, reviews, case studies on following areas but not limited to:

- 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

#### **Track 4: Business Analytics, Innovation and Supply Chain Management**

In this era of disruption across the world, technology has become central to the management of business operations, more than ever. Supply chain management, Information technology, and analytics are playing an ever more important role in understanding and managing businesses better. The emergence of new-age technologies such as Artificial Intelligence, Blockchain, cloud computing, and the Internet of Things (IoT), generate vast amounts of data are stored on global storage data centers.

Big data, characterized with high volume, variety, and velocity, increasingly drives decision-making and is changing the landscape of business intelligence, from governments, organizations, communities to individual decision making. Big data analytics that discover insights from evidence has a high demand for computing efficiency, knowledge discovery, problem solving, and event prediction/prescription. It also poses great challenges in terms of data, process, analytical modeling, and management for organizations to turn big data into big insight. Such a large amount of data can enable digital firms to develop data-driven innovations such as introducing new products or upgrading existing product lines or services (Ransbotham and Kiron, 2017). With the technical

advancement, the sustainability aspects of the technology, including its impacts on the economic, social and environmental issues are lesser discussed. Risk assessment, mitigation, and detection of early warning signals needs more focus. In light of these circumstances, it becomes ever so more interesting to study and analyze as a part of this track, the latest trends, techniques, innovations, case studies, and real-world solutions and their application in Artificial Intelligence (AI), Data Analytics, Supply Chain Management, and Operations not forgetting their integrated applications in manufacturing, e-commerce, services, marketing, Human Resources, healthcare, etc. Further we invite researchers to share their scholarly work concerning the development of advanced technologies and sustainability concerns, social issues, and economic benefits of the relevant technologies in smart cities, transportation, construction, mining, and civil engineering. Papers are welcome from quantitative as well as qualitative research methods domain along with Mixed-method studies. Provided, these are all previously unpublished, original piece of work on the following issues, but not limited to:

- Artificial Intelligence
- Business applications of Big data, Data analytics and Machine Learning
- Advanced methods and techniques in Data Analytics with IoT and/or AI
- Blockchain technologies and adoption
- Applications of Analytics in supply chain management, healthcare, finance, human resources, and Marketing.
- The integration of AI, Data Analytics, and/or Blockchain for increased productivity
- Novel statistical methods to deal with increasing volumes of data.
- Qualitative aspects of data formulation.
- Supervised, Unsupervised, and Semi-Supervised approaches to Machine Learning across domains.
- Data and Privacy concerns

### **Track 5: Digital Marketing, Social Responsibility and Consumer Behaviour.**

Marketing seeks to develop an all-inclusive understanding about the behaviours and reactions of consumers to get a better share of wallet. Many of these activities occur at multiple levels of observation and analysis and are often deeply embedded in interlocking layers of differing social, cultural, political and economic contexts. The ongoing waves of the pandemic are slightly curbed with the introduction of the vaccines thus ushering a year which if not anything is the 'Newest Normal'. The 'New Normal' ensued by the pandemic led to digitalization of many activities in daily life and also in the domain of Marketing. The digitization of firms has influenced the consumers in their product choices too. Additionally, the digitization and the data insights have paved the way for large firms to engage with small and medium firms and aid in their progress. It is at this juncture of digitization, the shifts in consumer behaviour and the need for companies to be socially responsible that the S-Team 2021 conference focuses on. The

conference encourages submissions that embody the spirit of marketing as informing and contributing practical solutions to the important issues faced by the world. We invite interdisciplinary, multi-method and cutting-edge papers making theoretical, practical and conceptual contributions, provided, these are all previously unpublished, original piece of work on the following issues, but definitely not limited to:

- Digital & Social Media Marketing
- Marketing Analytics
- Service Marketing
- Advertising and Marketing
- Branding
- Sports and Entertainment Marketing
- Consumer behavior & Sustainable Consumption
- Retailing and E-commerce
- Rural Marketing

### **Track 6: Contemporary Cases in Management**

This track is to enable the practitioners, social researchers and faculty and students working on live projects, to document their experiential learnings and to present the dilemmas they resolved in the ‘*New Normal*’ or amidst the New Normal. Cases may be application oriented or theoretical from any sector on any business discipline (such as Marketing, Information Systems, Operations Management, International Business, Business Ethics, just to name a few), or focus on any theme (such as Big Data Analytics, Sustainability, just to name a few). Irrespective of the nature of the case, application domain, and focus, a case must exemplify its connections to business.

The Submission guidelines for Case Studies are as follows-

1. A Full-Length case study 5-8 pages or more excluding the figures, tables and charts
2. Each Case study should be accompanied by a case teaching note (Minimum 1000 words) explaining the case summary, the immediate learning objective, keywords, the targeted audience for the case and suggested assignment questions for the case.
3. The case study should be submitted in .doc/.docx format. There has to be a separate file accompanying teaching note
4. The names and email addresses of all the case authors along with the No Objection Certificate (NOC) from the organization on which the case has been based.



## **Track 7: Changing Paradigms of Learning in Education and Organizations**

The pandemic redefined the mode of learning and pedagogical approaches. The learning shifted from face-to-face learning, to blended learning and finally to complete online asynchronous and synchronous mode of learning. Several effective methodologies (Lapitan et al. 2021) are being attempted to make learning more engaging and interactive such as Discover, Learn, Practice, Collaborate and Assess (DLPCA). Virtual learning is effective if it is self-regulated, interactive project-based and collaborative. Courses that stimulates critical thinking ability, imbibes data analytics skills and facilitates simulated work based learning are most preferred in virtual learning platform (Patlow and Gibbs, 2003). The question to ponder is whether online or blended learning is going to be the preferred learning medium in the new normal? What are the challenges and facilitators of online learning from the perspectives of both learners and instructors? How significant is the role of technological & infrastructural support, and instructors' pedagogical and technical competencies? What pedagogical tools may be imbibed to make learning most effective?

Broad topics under consideration are:

- Enablers and Challenges to Virtual Learning
- Motivational Factors Determining Virtual Learning Experience
- Online Laboratories and Virtual Experimentation
- Curriculum Development and Pedagogical Approaches to MOOCs
- Antecedents & consequences of Virtual Internship Experiences

In addition to submissions addressing the conference theme, we also welcome submissions pertaining to any aspect of the very broad field of business: Human Resource, Marketing, Finance, Operations, Infrastructure Development & Management and Business Analytics.

### **Important Dates**

Abstract Submission – 20<sup>th</sup> May 2021

Notification of Acceptance of Abstract – 10<sup>th</sup> June 2021

Full paper submission – 25<sup>th</sup> July 2021

Feedback from reviewers – 20<sup>th</sup> August 2021

Final paper submission based on reviewer feedback – 12<sup>th</sup> September 2021

Conference Presentation – 27<sup>th</sup> September 2021 to 4<sup>th</sup> October 2021

4<sup>th</sup> October 2021 – Valedictory session and Best Paper award announcement

## **Guidelines for Abstract Submission**

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- The acceptable word range for the abstract is 150-200 words.
- We encourage the author to send an informative and structured abstract as per the following template:
  1. [Article title]
  2. Author Details: Name, Designation, Email Address and Affiliation of all authors
  3. Structured Abstract:
    - Purpose
    - Proposed Design/Methodology/Approach
    - Findings (If any)
    - Practical/Theoretical implications
    - Originality/value
  4. Keywords: Minimum 3 and Maximum 5

## **Guidelines for Full Paper Submission**

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- All manuscripts should be submitted in MS Word format only.
- The acceptable word range for the full paper is 6000 – 8000 words, excluding references. The manuscripts which do not meet this word limit will be sent back to the author(s) to be revised.
- The manuscript should be copy edited for grammar and language errors.
- All contributors included in your paper should be properly acknowledged with referencing and citations. APA referencing style is the accepted style of referencing.
- Font should be Times New Roman, size 12, double spaced, and left-aligned.
- Tables, figures, and images should be appropriately named and of good quality
- The paper should be submitted along with Plagiarism Report and Similarity Index of not more than 10%.

## **Benefits of Participation**

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- First author/ Presenter will be awarded an E-certificate. All co-authors requiring an E-certificate will be charged an additional amount of Rs.1000 (per paper per author) as indicated in the Registration Fee section.
- All conference abstracts will be published in an E-Proceeding in the form of a Compendium
- Selected authors will be invited to elaborate on their research topic and submit the results to journals of high repute for review and potential publication.
- Best Paper Award by *International Journal of Emerging Markets*

- Participating in Case development workshop
- Participating in Pre-conference workshop on Advanced Research Methods
- Participation in Editorial Conclave

## SCMHRD’s Double Blind Peer Review Process

- SCMHRD’s double-blind peer review process will be conducted by the Conference Scientific Committee.
- Scientific Committee Members are established academicians who have previous peer review experience.
- Notices of acceptance or rejection of the paper will be sent to the author with reviewer’s comments.

**Submissions should be done through Easy Chair link only**

All queries related to the conference can be e-mailed to [s\\_team@scmhrd.edu](mailto:s_team@scmhrd.edu)

**Registration fees: The Bill desk link is available on the conference website**

<b>Type of Participant</b>	<b>Fees (in INR)</b>
Current Students of SCMHRD	4500
Faculty, Students and Research Scholars of Symbiosis International University	5000
Academicians/ Students of other Academic Institutes	5000
Corporate Participants	5000
Co-Author charges (per paper per author)	1000
Fees only for attending the conference along with pre-conference workshop	3000
	<b>Fees (in USD)</b>
International Participants Full conference along with E-certificate	100
Fees only for attending the conference along with pre-conference workshop.	50