



Celebrating
25 years
INSPIRE
INNOVATE
EXCEL

e-NCLAVE 2022

(Advanced Research in Business and General Management)

INTERNATIONAL CONFERENCE

on

Innovations in Management Practices

17th and 18th February, 2022



NSHM BUSINESS SCHOOL
NSHM KNOWLEDGE CAMPUS, KOLKATA GROUP OF INSTITUTIONS

ABOUT e-NCLAVE 2022

The objective of e-NCLAVE 2022 is to present an international platform for showcasing recent research related to the areas of innovation in the field of management. It aims to connect leading researchers, academicians and practitioners from around the world to exchange and share their experiences and research results and to appreciate research talents alongside motivating research spirit among students, research scholars, academicians.

Today, the world of business has got segregated into a pre and post-pandemic era. The last such paradigm shift the business world noticed was during globalization. However, the degree of uncertainty, complexity and disruption in the present world is manifold compared to globalization. The need of consumers, employees, employers, Investors and the market has become so dynamic that well-established management principles need introspection. Need is for a new set of innovative management principles across every domain, be it Human Resource, Marketing, General Management, Finance and Economics. Only an optimal mix of industry-academia interface can help us address such constant, unpredictable changes.

With the above goal in mind, NSHM Business School, under the aegis of NSHM Knowledge Campus (Kolkata), is conducting a two-day Conference on "Innovations in Management Practices". We expect that research output as received from the collaboration of scholars and practitioners will help face the current challenges and pave the way forward to come out of such complex situations.

CALL FOR PAPERS

Topics of interest for submission include, but are not limited to:

Theme 1: Marketing

- Corporate Culture and Innovative Marketing
- Consumer Culture
- Consumer Behaviour
- Distribution and Channel sales management
- Branding and Promotion
- Retail Environment and Management
- Indian Marketing Environment- Changing Dynamics
- Marketing in creating goods and services

Theme 2: Human Resource

- Digitization of HR
- Team dynamics - Managing teams remotely
- Organizational Change
- Employee Relations
- Talent Acquisition
- Green HRM
- Industrial Relations

Theme 3: Finance and Economics

- Developmental Economics
- Corporate Finance, Banking & Insurance
- Institutional Framework, Public Policy and Inclusive Growth
- Behavioural Economics and Behavioral Finance
- Security Analysis and Portfolio Management
- Derivatives
- Financial Econometrics
- Fixed Income Securities
- International Finance and Trade
- Game Theory

Theme 4: General Management

- Operations Management
- Supply Chain Management
- Production Management
- E-commerce
- Business Research and Analytics
- Environmental Quality
- Papers can be in fields of –
 - ◆ Healthcare and Hospital Management
 - ◆ Sports Management
 - ◆ Tourism Management

PAPER SUBMISSION GUIDELINES

PAPER SUBMISSION – IMPORTANT DATES

◆ Abstract Submission by	10 th January 2022
◆ Confirmation of Acceptance by	15 th January 2022
◆ Registration by	20 th January 2022
◆ Full Paper Submission by	31 st January 2022
◆ Conference Dates	17 th & 18 th February 2022
◆ Notification about selection for Publication	31 st March 2022

- ◆ All works of the authors should be original and should not have been previously published or under review with any other academic publication.

All submission should be mailed to enclave2022@nshh.com

Abstract:

- ✓ An extended and factual abstract is needed (300 - 500 words). Informative abstracts and critical abstracts are accepted.
- ✓ The abstract should state briefly the purpose of the research, the scope of the study, methodology, the principal results/analysis and major conclusions. An abstract is often presented separately from the article, so it must be able to stand alone.
- ✓ The abstract should be submitted in the format of MS Word (.doc or .docx) document.
- ✓ The document must be in double space format using Times New Roman 12-point font size.
- ✓ The submission should contain: The title, name (s) of the author (s), affiliation (s), and e-mail address of each author.

Final Paper:

- ✓ The final papers should not exceed 8000 words excluding references.
- ✓ Please submit tables as editable text and not as images. Tables can be placed either next to the relevant text in the article, or on separate page(s) at the end.
- ✓ Please make sure that artwork files are in an acceptable format (TIFF (or JPEG), EPS (or PDF), or MS Office files) and with the correct resolution.
- ✓ The document must be in double space format using Times New Roman 12-point font size.
- ✓ Based on the reviewer's comments, the organizing committee will take one of the following decisions: - accept without revisions, accept with minor revision, accept with major revision, non-acceptance.

References:

Citations should follow the referencing style used by the American Psychological Association (APA, 7th edition).

Reference Example:

Easton, B. (2008). Does poverty affect health? In K. Dew & A. Matheson (Eds.), *Understanding health inequalities in Aotearoa New Zealand* (pp. 97–106). Otago University Press

Mason, I., & Missingham, R. (2019, October 21–25). *Research libraries, data curation, and workflows* [Paper presentation]. eResearch Australasia Conference, Brisbane, QLD, Australia. <https://bit.ly/2RGcFdn>

Washington, E. T. (2014). An overview of cyberbully in higher education. *Adult Learning*, 26(1), 21–27. <https://doi.org/10.1177/1045159514558412>

Dayton, K. J. (2019). Tangled arms: Modernizing and unifying the arm-of-the-state doctrine. *The University of Chicago Law Review*, 86(6), 1497–1737. <https://bit.ly/2SkWwcy>

Monaghan, E. (2019, December 10). *5 reasons modern slavery at sea is still possible in 2019*. Greenpeace. <https://bit.ly/2PIXjqc>

For more information, refer to the AUT Library referencing guide <http://aut.ac.nz.libguides.com/APA7th> and the APA 7th Manual

Mode of Conference:

Virtual (online) Mode

AWARDS / PAPER PUBLICATION OPPORTUNITY FOR HIGH QUALITY PAPERS

The major criteria in the review and the selection process concern the significance of the contribution to the area of learning and instruction. Based on the recommendations as received from the reviewers and the track chair during the conference presentation, **best quality papers will be shortlisted and considered for publication in a peer reviewed journal.** The best quality papers would go through the journal review process. Final decision with respect to publication in its existing form or with revision would lie with the respective journal editors.

Best Paper Award:

There is a prize money for the best papers. Five best papers will be shortlisted (four from the academician/corporates and one from the students' contributions). The number of five best papers selection is subject to conforming to quality standards of manuscript and decision of editorial board.
For Academician/Corporate:
Rs. 5000/-
For students :
Rs. 2500/-

REGISTRATION

The author (s) of the accepted papers are expected to register for the conference by paying the registration fee as mentioned below on or before 15th January 2022. In case a paper has multiple authors, certificate would be issued only to those authors who register for the conference.

Corporates	Rs. 500/-
Academicians / Ph.D. / FPM / M.Phil. Students	Rs. 300/-
Undergraduate/Postgraduate Students	Rs. 100/-

PAYMENT OF REGISTRATION FEES

Registration link: <https://forms.gle/xPAynRSLTb3pXYdc8>

Participants are requested to click the registration link, fill the needed particulars and pay the fees online. The details for NEFT/RTGS transfer are:

Bank Name	Axis Bank Ltd
Bank Address	Tollygunge, Kolkata
Branch Name	Tollygunge Branch
Account Number	913010045390139
Account Type	Savings Account
Account Holder's Name	H C G Charitable Trust
IFSC Code	UTIB0000045

In case of RTGS/NEFT transfer, also email to enclave2022@nshm.com providing the following details:

Name and Designation of the Participant, Bank Name, UTR Number, Date of Transfer, Amount of Transfer.

KEY-NOTE SPEAKERS



Dr. Gary Graham

Associate Professor in Operations and Supply Chain Management, Leeds University Business School

Dr. Gary Graham did his PhD in the area of Defence Industry Structure and Supplier Strategies from the University of Huddersfield. Working at present in the Leeds University Business School, Dr. Graham has been previously associated with University of Manchester. He was also a visiting scholar in University of Cambridge, Massachusetts Institute for Technology, University of North Carolina. He's a co-director with Prof. Chee Wong of the Centre for Operations and Supply Chains. Dr. Gary is Associate Editor of International Journal of Operations and Production Management and special issue editor in journals like Supply Chain Management: An International Journal, Annals of Operations Research, and Operations Management Research. He is in the Editorial Board of Member of Supply Chain Management – an International Journal and Sustainability. In 2013, Graham was awarded an EPSRC Digital Economy funded scholarship to work with Prof. Chris Caplice and colleagues at the Centre for Transport and Logistics at the Massachusetts Institute for Technology in Boston on future freight modelling in the US. He is currently working on projects like YHAHSN and NHS supported project investigating the impact of misinformation on public behaviour with respect to COVID-19, ESRC project investigating the impact of Brexit and automation on supply chain labour shortages and the skills requirements for warehousing and logistics workers in the UK, with the North East Automotive Alliance on the electrification of the auto industry supply chain and the supporting infrastructural role played by Sunderland Council and the local LEP.



Dr. Indranil Bose

Program Director-Northwood University International Programme Centre, UAE

Dr. Indranil Bose, a Fellow of the prestigious Higher Education Academy, UK (FHEA, UK) has been working in different senior academic and leadership capacities like 'Dean with the School of Business with the University of Bolton, UK at their international academic centre' based at Ras Al Khaimah, UAE', 'Programme Director-Business Management, Northwood University Michigan USA at their international programme operations at UAE' etc since 2015. Previously he was also associated with University of Wolverhampton, UK, London School of Economics and British Council, Dubai. He has also taught in University of Lincoln, University of West of England, Leeds Business School under the Leeds Beckett University, Buckinghamshire New University. He has been conferred with several national and international awards and accolades like such as Turn-it-in Global Innovation Honourable Mention (Writing with integrity) for Africa and Middle East (2017), 'Star Assessor Award' by the Awards For Training and Higher Education (ATHE, UK) for the year 2019. He is also empaneled as Occasional Reviewer and Editor with internationally acclaimed organizations, including Routledge Publishing, Sage publications and Inderscience Publishers, UK.



Dr. Rameshwar Dubey

Reader-Operations Management, Liverpool Business School, UK and Affiliate Professor- Operations Management, Montpellier Business School, Montpellier, France.

Dr. Rameshwar Dubey is a Reader-Operations Management at Liverpool Business School, Liverpool John Moores University, the Affiliate Professor (Supply Chain Management) at Montpellier Business School, Montpellier, France and the Adjunct Professor at the Indian Institute of Management, Jammu. He is also an Associate Editor of several journals like Journal of Humanitarian Logistics and Supply Chain Management, International Journal of Information Management, Operations Management Research, Benchmarking: An International Journal. Before joining Liverpool Business School, he was a full time Associate Professor-Supply Chain Management at Montpellier Business School, Montpellier, France. He also has taught at some of the leading international school, some of which includes University of Hull, Indian Institute of Management, Jammu, India, the Faculty of Engineering, UNESP, Bauru, SP, Brazil. For his academic work, Dr. Rameshwar has received several awards: outstanding reviewer award International Journal of Production Economics, Journal of Business Research, Journal of Cleaner Production, best reviewer award Journal of Humanitarian Logistics and Supply Chain Management (2014, 2016), Management Decision (2018) and received a title on 8th November 2019 at Bauru, SP, Brazil for lifetime commitment to advancing scientific knowledge on supply chain management, operations management, information systems and technology for promoting innovation, enhancing industrial competitiveness and improving quality of life, both in Brazil and worldwide. He has been shortlisted among top 1% most cited scholars based on web of science database and among top 200 scholars (based on SCOPUS database) in the field of Business Management and Operations Research.

ABOUT NSHM KNOWLEDGE CAMPUS, KOLKATA GROUP OF INSTITUTIONS

NSHM Knowledge Campus is one of Eastern India's leading educational institutes and a pioneer of professional degree courses aligned to industry needs. NSHM was founded in 1996 and has since been involved in offering quality education and training in the areas of Business & Management, Health Sciences, Computing & Analytics, Media & Communication, Design, Engineering & Technology and Tourism & Hotel Management in the state of West Bengal. NSHM is renowned for providing world-class learning experience through cutting-edge knowledge imparting techniques, lifestyle education, and cross-domain exposure. NSHM Knowledge Campus is all about experiential learning. Here information and ideas flow freely in an open and friendly atmosphere. It's a "Knowledge Hub of Global Excellence" in which students learn, share, shine and have fun.

The NSHM Business School in NSHM Knowledge Campus Kolkata, is a premier institution engaged in imparting management education to aspiring generations. NSHM Business School aims to shape brilliant minds, equip them with the skills to lead national and global organizations. NSHM is devoted to building a pool of next-generation entrepreneurs, managers and leaders with an unwavering commitment to ethical behaviour. Offers both undergraduate (BBA-Accountancy, Taxation and Auditing, BBA-Global Business, BBA- Hospital Management, BBA- Sports Management, BBA-Supply Chain Management, B.Sc.-Statistics, B.Sc.-Economics, B.Voc.-Banking, Financial Services and Insurance) and postgraduate (Master in Business Administration-, Master in Hospital Management, M.Sc. in Applied Statistics and Analytics, M.Sc. - Applied Economics) programs. With the perfect amalgamation of up-to-date curriculum and industry interaction in the training process, NSHM is committed to equipping students with the right skills and aptitude to become successful corporate professionals.

As part of its commitment to promote research and publication in all areas of management, the Business Research and Information Cell at NSHM Business School had introduced a bi-annual peer-refereed journal, NSHM Journal of Management Research and Applications (NJMRA) in 2013. The aim of NJMRA is to present current research and ideas in management in a lucid format accessible to both academia and industry. The journal also acts as a platform for industry professionals to share their best practices. In view of the broad spectrum of readership, NJMRA invites and accepts contributions in Conceptual and Empirical Research Papers, Articles on Management Practices, Perspectives, Book Reviews, Case Studies and Research Colloquium.

The Business & Management programmes offer a scholarly as well as professional ambience and a fulfilling campus life necessary for the holistic development of the students. Whether it's securing lucrative jobs across various high-profile industries or starting your own entrepreneurial venture, Business Management has always been a favourite choice for students in India and abroad. The NSHM Business School prepares management professionals with a global outlook through the best management education.

CONFERENCE CONTACTS

Conference email id: enclave2022@nsham.com

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	Convenor	Joint Convenor	Joint Convenor
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