



Nurturing Professionals,
With a Difference

One-Day Students' Conference

on

Management Education for a Sustainable World

Call for Papers



FEBRUARY 15, 2017

XAVIER INSTITUTE OF SOCIAL SERVICE
Dr. Camil Bulcke Path, Post Box 7, Ranchi 834 001, Jharkhand

For the last sixty years, Xavier Institute of Social Service (XISS), Ranchi has been dedicated towards grooming students who can act as catalysts to build a Just, Humane and Equitable Society. On this glorious occasion of the Diamond Jubilee celebrations we are pleased to announce One-Day International Conference on the theme, "Management Education for a Sustainable World." Following the Institution's Vision to promote intellectual acumen through Management Education, the students are invited to present their Research Papers in the Conference.

Sustainability of the endeavors of mankind is being questioned worldwide to ensure a habitable place for the future generations. The fallout of mindless borrowing of technology and adopting the unfriendly ecological and environmental practices have lead to much concern as to whether the business in the coming years will lead to sustainability.

The Conference wishes to encourage research-based dialogue amongst the students of Different Management Disciplines on the issues of what they as future managers visualize the focus areas of B-schools which would keep the future business world sustainable for the prosperity.

Today, at the B-schools, we need to question the technology, the teaching and learning pedagogies and the course-content to ensure the development of right capabilities in the students as future professionals. In no uncertain terms the ethics of Management education as well as the scholarly articles should also be put to scrutiny to ascertain the right values being imbibed in the professionals commensurate with creating a sustainable world. This surely brings into question the value orientations of both the teachers and the taught.

With the purpose of researching and deliberating the new paradigms in management education, you are invited to submit research papers related to the following sub-themes.

- **Theme 1:** Human Resource Management for a Sustainable World.
- **Theme 2:** Sustainable Outcomes through Marketing and Financial Management lessons.
- **Theme 3:** Rural Management for a Sustainable World.
- **Theme 4:** Information and Communication Technologies (ICTs) for Achieving Sustainable Development Goals

Key note speaker: Professor James A F. Stoner, Fordham University, New York, USA has kindly consented to be the key note speaker at the conference.

This call for paper encourages the submission of papers that cover the above topics. Authors of accepted papers will have the opportunity to submit their articles for review and publication in JJDMS, the academic Journal of XISS.

Who can participate: Students of invited Business Schools



How to submit an Abstract and a Paper:

First, you must submit a proposed article (Abstract) based on the following characteristics:

- Microsoft Word document, written in Times New Roman, font size 12, and including Title of your proposed paper
 - A summary of the paper (maximum 400 words), detailing: the purpose of the article and methodology used
 - The subject area of the paper
 - Key insights
 - Paper submitted for any publication will not be accepted in the conference.
 - Upon approval of the Abstract by the Academic Council, on the basis of relevance to the main theme of the conference, its objective and methodological framework and the ethics of writing scholarly articles, like avoiding plagiarism you can submit your Paper.

Scholarly papers on the above topics should follow the following editorial guidelines formatting your paper:

- Microsoft Word document, Times New Roman font, 12-point
- Double spaced
- APA citation style
- Footnotes at bottom of corresponding page (not endnotes)
- Maximum of 6000 words in length including abstract, footnotes and bibliography

There will be a blind review of all the Paper submitted.

The papers accepted and presented in the Conference by its author will be incorporated in the proceedings.

Participation Details:

- Please email the complete paper to mesw@xiss.ac.in on or before 10th January, 2017 with the naming convention as: **Your Name, Theme Number**
- All papers deemed by the selection panel will be submitted for publication in the special issue of the Institute's Journal "*Jharkhand Journal of Development and Management Studies*" (JJDMs)

There is no registration fee for the participants.



Key Dates:

Abstract Submission: Up to 18th December, 2016

Notification of accepted abstracts: 19th December, 2016

Deadline for full length paper submission: 19th January, 2016

The papers should be submitted via email at the following email ID: mesw@xiss.ac.in; ashokohol@gmail.com .

All the conference related enquiries will be addressed via email: ashokohol@gmail.com

Contact No: +919405232449

The full length papers accepted for presentation during the conference would be peer reviewed and if found to be of merit, shall be published in the special issue of the Institute's Journal "*Jharkhand Journal of Development and Management Studies*" (JJDMs) in 2017. For complete information on guidelines for submission regarding the JJDMs please visit the website <http://www.xiss.ac.in/jjdm/s/>

Topic 1: Human Resource Management for a Sustainable World.

The Human Resource Management (HRM) function is the driver of sustainability within the business and service organizations. Sustainable development is concerned with meeting the needs of people today, without compromising the ability of future generations to meet their own needs. Therefore, it calls upon the business organizations to take up responsibilities for the way their operations impact societies and natural environment thereby demonstrating inclusion of social and environmental concerns in business activities.

This concern includes involvement of people in the growing need for the integration of Social, Economic and Environment management into human resource management leading to Green HRM in order to promote the sustainable use of resources within business organizations.

In this context, the Corporate Social Responsibility (CSR) has far transitioned from being a law-mandated requirement to a part of the organizations' values and culture. CSR aims to inspire, challenge and empower people to contribute positively to the local communities and the environment to create a sustainable business including gender equality and realizing the human rights, dignity and capabilities of diverse groups. Capitalizing on this large section of the population can reinforce sustainable development in a powerful way.

Research in this direction can therefore be an important source of new ideas about shifting toward an integrated knowledge economy.



Academic papers are invited on the following sub-domain areas:

- Teaching HRM for a sustainable world
- Green HRM: Policies and Practices for a sustainable world
- CSR Strategies for a sustainable world
- Gender Equality for a sustainable world

Topic 2: Sustainable Outcomes through Marketing and Financial Management lessons.

Management education has a challenging role to play when we talk of Sustainable development of our Society. Marketing and Financial Management being the significant functions of the modern business should take the lead to design the path to ensure sustainability and prosperity of business in the long run. Paradigm shift in financial and marketing management and best practices in sustainable business are becoming important areas of research in the field of management education to promote professionalism with responsibility.

Finance and marketing being the key areas of Management studies, thus needs to focus on the term sustainability as its Mission. Various financial tools and techniques and marketing policies have been developed to make corporate level Financial and Marketing strategies leading to support sustainability goals. The main objective is to introduce Markets, Investments, Reporting methods and Analytical tools to be used by the firms in order to do sustainable Business. Now, the biggest challenge for the Financial and Marketing Manager is to implement the sustainability tools throughout the organization. Socially Responsible Investment is another important term coined for the present day Business Houses. We also talk of Sustainable Marketing Practices for Value-benefits of the consumer and the surrounding community which in turn benefits the Organization as a whole.

The objective of the Conference would be to highlight the critical role of the Finance and Marketing Management responsible for sustainable Business Houses in the Society.

Academic papers are invited on the following sub-domain areas:

- Investment models for Sustainable Businesses
- Ethics in Financial Practices and Reporting
- Financial Markets and Sustainable Development
- Lessons in Microfinance for Sustainable Goals.
- Green Marketing Mix
- Aligning Marketing Knowledge for a Sustainability Cause
- Social Marketing - The Sustainability Mantra



Topic 3 : Rural Management for a Sustainable World.

More than half of the population in India lives in the villages this is of concern when we talk of overall economic growth. Rural Management (RM) education strives to improve the quality of life of all in general by developing their capabilities and building humane and equitable society. It deals with varied aspects of rural life as a whole focussing on agriculture, forestry, issues in displacement, public health, rural finance, justice and human rights, entrepreneurship, disaster management and self reliant society eliminating poverty, ensuring food security stimulating economic growth thereby leading to sustainable growth in context of People, Planet and Profits with its various dimensions. In this context, Sustainability insists that we exercise restraint and do not exhaust the resources ignoring the future. It should not only include the sustainability of the biosphere but also the viability of the economic, social, cultural and political system of the human population.

Sub-Themes

- Renewable energy and sustainable development
- Organic farming
- Social entrepreneurship and sustainable development

Theme 4: Information and Communication Technologies (ICTs) for Achieving Sustainable Development Goals.

The universal trends with noteworthy connotation for achieving sustainable development goals have leveraged Information and Communication Technology (ICT) applications to develop novel strategic methodologies for a better tomorrow. ICT has been crucial in assorted initiatives for sustainable development which includes improved education, combating climate change and health issues, promoting gender equality, defining solution for e-waste and so on. ICT acts as a catalyst to facilitate all three mainstays of sustainable development, namely, economic development, social inclusion and environmental protection. The continued debate between having a better lifestyle by means of technology for a wealthy few and escalating environmental dilapidation and importunate poverty for the mass call for in depth incisiveness for ways and means to explore the relationship of technology and a sustainable society. Therefore, it is essential to highlight the role of Information and Communication Technology for crafting the design to achieve the goals set for creating the infrastructure of sustainable development.

Prospective authors are invited to submit full length original research papers based on any one of the following topics

- Information Technology for waste reuse and disposal
- Effect of Cloud Computing and Energy utilization on Environment



- Internet of Things (IoT) for improving Security, privacy and trust
- Computer Vision and Machine Learning for Sustainable Development
- Network flexibility and recuperation for disaster relief systems
- Innovations in M2M communication crisis management
- Intelligent Grids and Green Power Networks
- Applications of ICT for Road Management Systems
- Applications of ICT in Economic Models for sustainable Development
- Sustainable Development with Big Data Analytics
- Network Neutrality for Sustainable Development
- Standards and Regulations for Energy Consumption in ICT



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