

OPJU in association with ICRC-AIMA, New Delhi & CCCI-Chhattisgarh

Presents

2nd International Conference on the Role of

Innovation Entrepreneurship and Management

for Sustainable Development



Date
NOVEMBER
27-28, 2021



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 multi-disciplinary 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 multi-disciplinary world-class business education to foster academic excellence through industry partnerships and global collaborations. We endeavor to make an impact through our various programmes, corporate education & training, research and consulting.

ABOUT ICRC

The India Case Research Centre (ICRC) aims to bring practical insight in Management teaching by establishing Industry -Academia linkages . The purpose of setting up of India case research centre at AIMA is primarily to focus on developing and publishing Industry based India-focused research cases.

With the Mission to be the largest repository of India centric cases, ICRC receives cases developed in leading B-Schools and Industry best practice cases from prominent corporates in India. ICRC portal helps in publication and distribution of the cases and teaching note through its wide network of B schools and corporates, both in India and abroad.

ABOUT CONFERENCE

The **2nd OPJU 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 PAPER

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.

Guidelines for paper submission:

Submit your extended 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 500 words includes purpose, design/methodology, findings, research limitations and practical implications
- Word limit for Extended Abstract: 2000 to 2500 words including references
- Word limit for Full Length Paper: 4000 to 8000 words including references
- All submitted papers would be checked for plagiarism.
- Participants should ensure that the submitted abstracts 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 Extended Abstract and or full Paper using the google form (Link <https://forms.gle/VK4sB4efg9wcyMZ77>)

BEST PAPER AWARD

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

PAPER PUBLICATION OPPORTUNITY FOR HIGH QUALITY PAPERS

Selected papers will be considered for publications in below mentioned journals after double blind peer review as per journal policy

- a. Journal of Public Affairs (ABDC-B, ESCI & Scopus: In consultation with the South-East-Asia Regional Editor -Aviral Kumar Tiwari and Editors-in-Chief)
- b. International Journal of Economic Policy in Emerging Economies (ABDC-C & Scopus: In consultation with the Editor -Aviral Kumar Tiwari and Editor-in-Chief)
- c. Journal of Sustainable Finance and Investment (Scopus & ABS: In consultation with the Associate Editor -Aviral Kumar Tiwari and Editor-in-Chief)
- d. International Journal of Emerging Markets (ABDC-B, SSCI & Scopus: In consultation with the Senior Editor -Aviral Kumar Tiwari and Editor-in-Chief)
- e. Journal of Economic and Administrative Sciences (Scopus: In consultation with the Associate Editor -Aviral Kumar Tiwari and Editors-in-Chief)
- f. Journal of Global Marketing (B category in ABDC List) Taylor and Francis
- g. World Review of Entrepreneurship, Management and Sustainable Development. Inderscience, (Scopus indexed)
- h. International Journal of Entrepreneurship and Small Business (Inderscience) (Scopus indexed)
- i. Springer Proceedings for Business and Economics (Scopus indexed)

POSSIBLE PUBLICATION OUTLETS

1. FIIB Business Review (Sage, Scopus indexed)
2. South Asian Journal of Marketing (Emerald)
3. Review of Management Literature (Emerald)

IMPORTANT DATES

Last date for Submission of abstracts	September 30, 2021
Notification of acceptance of Abstract	October 5, 2021
Last date of submission of final paper/Extended abstract*	October 30, 2021
Notification of acceptance of final paper	November 5, 2021
Last date of registration	November 10, 2021
Conference dates	November 27-28, 2021

SUBMISSION GUIDELINES

*Only full papers shall be considered for publication in the journal "OPJU Business Review". Abstract shall be considered for conference proceedings.

REGISTRATION FEE

	INDIA	ABROAD	
Corporate researchers/Industry	₹ 1500 INR		"The Fee includes the Registration, Souvenir, Proceedings, Lunch, Coffee and Dinner during the Conference". The Registration fee is to be deposited into: Registration fee is to be deposited into: A/C No.: 34368061214 IFSC Code: SBIN0012145 A/C Name: O.P. Jindal University Bank Name: State Bank of India (SBI) Branch Code: 12145 Branch: SBI, Gerwani, Raigarh, INDIA.
Academia professionals (Teachers and professors)	₹ 1000 INR		
Students/Research Scholars	₹ 500 INR		
Foreign researchers (SAARC nationals)		USD \$ 25	
Foreign researchers (Other than SAARC nationals)		USD \$ 50	

Note: Delegates are requested to write their full name in the specified column at the time of depositing the registration fee.

KEY THRUST AREAS

Track – I (Entrepreneurship)

1. Entrepreneurship and its ecosystem
2. New Market for Entrepreneurship
3. People and organizational management
4. Cross border and local venture capital investment
5. Social and Green entrepreneurship
6. Women entrepreneurship
7. Entrepreneurship and digital economy
8. Entrepreneurship and regional/rural development
9. Collaboration, association and entrepreneurial knowledge exchange for sustainable development
10. Entrepreneurial finance
11. Venture capitalism and Angel investment

Track – II (Innovation and Sustainability)

1. Innovation in Education & Teaching
2. E-governance
3. Innovation in Science, Engineering and Management
4. Business model innovation in emerging markets
5. Innovation in Health, sustainability and social issues
6. Innovation in managing global challenges
7. New Technology direction and challenges
8. Innovation Impact Assessment for sustainable development.
9. Creating an innovative and entrepreneurial environment for sustainable development
10. Science, Society and new technology

Track – III (Management and E-Commerce)

1. Business Management and Communications
2. Disaster Management and Environment Management
3. Events Management and Change Management
4. Financial Management and Marketing Management
5. Tourism Management
6. Human Resource Management
7. Information Technology Management
8. Operations and Project Management
9. Quality Management and Risk Management
10. Strategic Management and Business analytics
11. Supply Chain Management and Digital Marketing
12. E- Commerce network and security
13. Communication and Network Technology
14. E-commerce logistic and supply chain
15. Fraud & Risk Management
16. Internet Economy
17. Management Information Systems
18. Mobile Commerce and Online Payments

Track – IV (Case Studies)

1. Case studies in Innovation and entrepreneurship
2. Case studies in Marketing
3. Case studies in Human Resource
4. Case studies in Finance
5. Case studies sustainable business practices
6. Case studies in operations management
7. Case studies in allied areas

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

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