

JAIPURIA INSTITUTE
OF MANAGEMENT
INDORE

PRESENTS

**VIRTUAL
JAIPURIA
INTERNATIONAL
MANAGEMENT
CONFERENCE
JIMC – 2020
ENVISIONING
BUSINESS - 2030**

July 17 - 18, 2020 (Friday - Saturday)

For more details, please visit www.jaipuria.ac.in/jimc

Selected papers may get published with ABDC
Listed / UGC Care listed journals.



ABOUT CONFERENCE

Objective of this conference is to facilitate the researchers in their research endeavors. We have tied up with academicians who are on the review panel of top tier journals (featured in ABDC list). Submission in the form of research articles, extended abstracts and case studies are invited and will be thoroughly reviewed by our review panel members. It is expected that this review process will enable the researchers to position their articles better according to the journals requirement. Research articles pertaining to all areas of business will be entertained.

Please ensure that your research study has interesting practical implications, and contributes to the literature simultaneously.

Conference committee encourages academicians, research scholars, post graduate students to present their research proposal, literature review, findings, and issues in this conference with a very special registration fee. Case studies, abstracts of research in progress, as well as full research papers, will be considered for presentation purposes. Listeners and keen learners are also welcomed in a specific category to attend the conference. Also, high-quality research contributions describing original and unpublished results of conceptual, constructive, empirical, or theoretical work in all areas of management and social sciences are cordially invited for presentation at the conference.

Business Economics and International Business
Policy and Strategic Management

Accounting, Banking and Finance

Sales and Marketing

Business Policy and strategic Management

Entrepreneurship

Information Systems in Management

Business Communication

Decision Sciences and Analytics

Organisation Behavior and Human Resources

These topics are indicative only

Extended Abstract / Full Papers / Case Studies are invited under the following tracks

IMPORTANT DATES

Last date to submit Extended Abstract / Full Paper: June 30, 2020

Conference Date: July 17-18, 2020 (Friday-Saturday) | Submit your paper at jimc@jaipuria.ac.in

The conference shall now take place on a **virtual platform** with a series of expert workshops and paper presentation. *We are committed to ensure the safety of all our participants while ensuring a superior experience of creating a common platform for all researchers to discuss their research works.*



Jaipuria Institute of Management Indore

A N N O U N C E S

Best Ph.D Thesis Presentation Award To be conferred on the occasion of the Jaipuria International Management Conference (JIMC-2020)

July 17 - 18, 2020 (Friday - Saturday) For details, please visit www.jaipuria.ac.in/jimc

SUBMISSION DETAILS

- Extended Abstracts, Abridged Versions and Full Papers are invited to submit. Case Studies are also invited under a separate track.
- All submissions must be original work, not previously published elsewhere, and not currently submitted to any other conference or journal.
- APA style (6th edition) must be followed throughout the manuscript.
- All submissions must be between four to ten pages long (including abstract, figures, tables, and references).
- Required Font: Times New Roman with size 12.
- Once the submission is done and acknowledgement is received, complete the registration formalities by visiting <https://www.jaipuria.ac.in/jimc/registration-form/>
- For submitting your article through email, please write to jimc@jaipuria.ac.in**

PANEL OF REVIEWERS:

PROF. SUBHADIP ROY ▶ IIM Ahmedabad

Journal of Consumer Marketing

PROF. P. MALYADRI ▶ CSSR Senior Fellow

(Centre for Economic & Social Studies CESS)

Begumpet , Hyderabad)

Academy of Marketing Studies Journal

PROF. H. MUSLICH ANSHORI ▶ Universitas Airlangga,
Indonesia

Asia Pacific Management Review

PROF. NALIN BHARTI ▶ IIT Patna

Indian Journal of Economics and Business

PROF. SANKARSHAN BASU ▶ IIM Bangalore

IIMB Management Review

PROF. VIPIN GUPTA ▶ CSUSB California State
University San Bernardino, USA

Asia Pacific Management Review

PROF. RANIA LABAKI ▶ EDHEC Business of
School, France

Family Business Review

PROF. UPAM PUSHPAK MAKHECHA ▶ IIM Trichy

PROF. RAVI PAPPU ▶ The University of Queensland

Asia Pacific Journal of Marketing and Logistics

PROF. SUSELA DEVI K. SUPPIAH ▶ Sunway University
Business School

Asian Academy of Management Journal (AAMJ)

PROF. CHRIS PATEL ▶ Macquarie University

Asian Academy of Management Journal

PROF. SURENDRANATH JORY ▶ University of
Southampton

Asian Academy of Management Journal

PROF. SANJAY KAR ▶ Rajiv Gandhi Institute of
Petroleum Technology,
Amethi, UP

Indian Journal of
Economics and Business

PROF. V.N. BALASUBRAMANYAM ▶

Lancaster University Management School,
Lancaster, UK

The World Economy Journal

PROF. MATHEW MANIMALA ▶ Director XIME,
Bengaluru

South Asian Journal of Management

PROF. PHANINDRA GOYARI ▶

University of Hyderabad,
Indian Journal of Economics and Business

FEE DETAILS

Registration Fee for Contributors / Presenters (Per Person)	Research Scholars / Academicians / Industry	Under Graduate / Post Graduate Students
Participants from India	INR 1500 + 18% GST After June 30, 2020: INR 2000 + 18% GST	Nil
International Participants	USD 75 After June 30, 2020: USD 100	USD 75 After June 30, 2020: USD 100
For every co-author (except Research Guide): INR 1000 + 18% GST After June 30, 2020: INR 1500 + 18% GST		

Note: For Foreign Partner Banks, bank transaction charges will be extra.

*The fee is non-refundable in all circumstances. The registration fee includes admission to the conference, access to different research methodology workshops from experts, and certificates.

BANK ACCOUNT DETAILS FOR ONLINE TRANSFER

Beneficiary's Name	: Jaipuria Indore Fees Collection	IFS Code	: UTIB0000040
Bank Name	: Axis Bank	MICR No.	: 110211006
Branch Name & Address	: Pitampura, New Delhi	SWIFT CODE (International remittance)	: AXISINBB040
Savings Bank Account Number	: 913010055532909	PAN No.	: AAAT1375E

PAYMENT METHOD ONLINE

Conference Patron and Conference Advisor

Patron

Shri Sharad Jaipuria

Chairman, Jaipuria Institute of Management

Shri Shreevats Jaipuria

Vice-Chairman, Jaipuria Institute of Management

Advisor

Dr. Prithvi Pal Yadav

Director, Jaipuria Institute of Management, Indore

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ABOUT INSTITUTE

Jaipuria's journey in education began in 1945 with the establishment of the Jaipuria College in Kolkata. Today, 74 years after its inception, the House of Jaipuria has been delivering superior quality education consistently. It is this unique heritage and spanning 7 decades and 4 generations that sets us apart from other educational institutes. The Jaipuria ethos is focused on creating and nurturing the next generation of thought leaders through intuitive education. This ongoing quest for ensuring academic excellence led us to set up the first Jaipuria Institute of Management in Lucknow in 1995. Established in 2010, Jaipuria Indore is situated in a picturesque location, fully equipped campus having modern amenities to facilitate learning in a digital based business

learning environment. Spearheaded by Dr. Harshavardhan Halve, the institute goes beyond conventional education methodologies where students are not merely learners but also contributors. The curriculum and the unique teaching-learning processes ensure transformation of its students and empower them with capabilities to build innovative business models and formats. The integration of digital business management (DBM) to the traditional PGDM program differentiate Jaipuria Indore with an edge over other B-Schools. The institute offers 2 years NBA Accredited AICTE approved PGDM program. Jaipuria Group of Institutes has been certified consecutively for the second time as "Great Work place" by the organization Great Place to Work, India