



POORNIMA UNIVERSITY

BRIEF REPORT OF INTERNATIONAL CONFERENCE ***"Sustainable Development and Innovation in Business, Economy, Management and Technology: Prospects in Emerging Markets"*** **On February 23 – 24, 2018**

The present decade of 21st century, is characterized by intense competition and dynamic changes in the business world. The global economy continues to face complex challenges and resolute policy action is needed to restore confidence and put the economic recovery onto a sustainable growth path. To ensure that growth is sustainable over the long-term, countries need to confront and implement solutions to rising environmental challenges. Understanding the nature of global trends has never been more important ever before. Volatility, inflationary trends, growing inequalities among and within the countries and the slowing down of employment growth are some of the challenges. Business concerns and companies across the world are attempting to grapple with the changing business environment and it is realized that executing an existing strategy may no longer be enough. Businesses and economies need to think more deeply about the opportunities and risks presented by evolving trends and chart a roadmap to success. In the face of continually evolving situations, business leaders need to keep their organizational strategies updated, ensure that their organizations continue to look ahead, and use strategies to improve overall performance. Leaders need to plan for a range of scenarios, abandoning assumptions about where competition and risk could come from, and not be afraid to look beyond long-established models. Organizations will also need to keep their employees' skills up-to-date and balance the potential benefits of emerging trends with the risks they sometimes pose.

With this in view, School of Management, Poornima University decided to organize an International Conference on the theme "Sustainable Development and Innovation in Business, Economy, Management and Technology: Prospects in Emerging Markets". The Conference was organized in collaboration with Hanyang University, Seoul (South Korea), Asian Institute of Technology, Bangkok and Northumbria University, Newcastle, UK. Young Indians (YI), Indian Green Building Council (IGBC) and BSE Institute Limited have provided support for the conference. The theme of the conference 'Sustainable Development and Innovation in Business, Economy, Management and Technology: Prospects in Emerging Markets' has been divided into sub-themes that have been identified taking into consideration related issues of human resource, finance, marketing, entrepreneurship, technology, production and operations. This has been done in the hope that management education and research would be able to provide fresh thinking. Through discussion and dialogue, the endeavor will be to create a

platform that connects East and West, with the aim of educating and preparing the next generation.

The conference started on 23rd February 2018 with an inaugural session, the Chief Guest of the inaugural session was Dr. Rajesh Kothari, Director & Dean, R. A. Poddar Institute of Management. He stressed in his address that innovation shall drive growth in the future, however the growth shall have to have human element and touch for it to be sustainable. The Guest of Honor Dr. Ashok Bapna, Head, BBDC, MNIT also stressed on the growth potential that India has and the sound fundamentals that are an inherent strength. Dr. KKS Bhatia, President PU and Dr. Manoj Gupta, Pro-President PU also shared valuable insights on the theme.

In all there were 4 technical sessions in the areas of Finance, HR, Marketing & Entrepreneurship, Technology Production and Operations. On 23rd Feb there were two parallel sessions - The finance session was chaired by Prof. C. K. Shah, Principal, Apex Institute of Management, Jaipur. The HR session was chaired by Prof. Rajeev Jain, Director, School of Management, JECRC University, Jaipur.

On 24th again two parallel sessions were scheduled – The Marketing session was chaired by Prof. Vineeta Agarwal, Professor, Amity Business School, Amity University, Jaipur. The session on Entrepreneurship, Technology, Production and Operations was chaired by Dr. Sheenu Jain, Professor, Jaipuria Institute of Management, Jaipur

A total of 89 abstracts were received. Out of these, 80 were approved for conversion into full papers. 75 abstracts were eventually converted into full papers written on different sub-themes. After blind review and exclusion of some papers, 73 papers were accepted for presentation in the technical sessions. The sub-theme wise distribution is 21 papers in the area of HR, 23 papers in Finance, 16 papers in Marketing and 13 papers in Entrepreneurship, Technology, Production and Operations.

The conference ended with a valedictory session, which was scheduled on the 24th of February in the ground floor auditorium. Shri Shreyans Kasliwal, Chairman of Young Indians Jaipur Chapter was the Chief Guest. Shri Vivek Lodha, Director at JVS foods Private Limited and Shri Pawan Solanki, Head Operations Global Reach were the guests of honor. Awards for best paper in each area were distributed in the valedictory session.

The deliberations during the various sessions in the conference were insightful and participative. The conclusions derived from the research work done by the intellectual community would be helpful in sustainable development and innovation in the emerging markets.

