



**MANIPAL**  
ACADEMY of HIGHER EDUCATION  
*(Institution of Eminence Deemed to be University)*

INTERNATIONAL CONFERENCE ON

# COMMERCE AND MANAGEMENT – REDEFINING SUSTAINABLE GLOBAL BUSINESS DYNAMICS

16 & 17 September 2021

Organized by

**Department of Commerce**

MAHE, Manipal

in association with Knowledge Partners



**MIU** MANIPAL  
INTERNATIONAL  
UNIVERSITY

**Manipal International University**  
Malaysia



**Deakin University**  
Australia



**UNIVERSITY  
OF APPLIED  
SCIENCES  
UTRECHT**

**HU University of Applied Sciences**  
Utrecht



## About Manipal Academy of Higher Education

Manipal Academy of Higher Education (MAHE), an Institute of Eminence, is synonymous with excellence in higher education. Over 28,000 students from 57 different nations live, learn and play in the sprawling University town, nestled on a plateau in the coastal district of Udipi in Karnataka, India. It also has over 2500 faculty members and almost 10000 other support and service staff, who cater to the administrative needs of various institutions of health sciences, engineering, commerce and management, communication, and humanities that dot the Wi-Fi-enabled campus. MAHE has off-campuses in Mangalore, Bangalore, and off-shore campuses in Dubai (UAE), Melaka (Malaysia). According to QS rankings, Manipal Academy of Higher Education is among the top 2.7% universities in the world. MAHE is also among the top private Indian universities in QS World rankings. In the 14th edition of its rankings, MAHE figures in the 701-750 band, which is the best for a private Indian university. Every constituent institution of MAHE has world-class facilities and pedagogy, which are constantly reviewed and upgraded to reflect the latest trends and developments in higher education. MAHE is a part of Manipal Education & Medical Group (MEMG), a pioneer in higher education services with a more than sixty years' legacy of excellence, and owns and operates campuses in Sikkim and Jaipur in India, in Nepal, Malaysia, and Antigua, in the Caribbean. On 11th December 2017, Universitas Indonesia (UI) released the results of UI Green Metric World University Rankings 2017, and MAHE retains the No.2 position among institutions in India in the suburban category and is considered to be the greenest campus among private institutions.

## About Manipal International University, Malaysia

Manipal International University (MIU), a full-fledged Malaysia University, expands on the Manipal Education Group's expertise to deliver multi-disciplinary programs focusing on Science, Engineering, Business, and Mass Communication. MIU has created an education ecosystem to deliver a truly international education, setting new standards of education in Malaysia. The Manipal Education Group has been responsible for producing some of the brightest minds in Asia for the past 60 years. The Group has a network of six campuses and affiliations with 30 universities worldwide. Building on the success of the Melaka Manipal Medical College in Malaysia, the Manipal Education Group brings its multidisciplinary expertise to Malaysia through MIU.

The campus, built adhere to LEED Platinum Green Building accreditation from the United States, showcases state-of-the-art integration of green technology in the construction and maintenance of the building. Spread over 142 sprawling acres in the University town of Nilai, MIU's lush green campus offers an academic environment designed to bring out the best in every student. At MIU, students are actively encouraged to take part in different sporting activities. A sports complex located just one kilometre from the MIU campus provides a gymnasium, a badminton court, a bowling alley, and a karaoke centre.

## About Deakin University

Deakin University, established in 1974, is a young university based in the state of Victoria, Australia, with the reputation of being technologically nimble. It has five campuses in the state of Victoria, one based on metropolitan Melbourne, two in the large regional centre of Geelong, and one in the coastal city of Warrnambool. Its fastest-growing campus is its cloud or online campus. It has over 60,000 students, of which 15,000 are educated solely online. With the internationally recognised quality of research and teaching, Deakin ranks 231 in the prestigious Academic Ranking of World Universities (ARWU), putting Deakin in the top 1% of the world's universities. Its business school has prestigious EQUIS and AACSB accreditation. For ten consecutive years, its undergraduate students have been the most satisfied students out of any university in the state of Victoria. Deakin University's internationally recognised research is concentrated on the most important global challenges. With a bevy of top minds, world-class facilities, and international networks, Deakin tests, refines, and develops sought-after innovations that improve the lives of individuals, business, and communities.

## About HU University of Applied Sciences, Utrecht, the Netherlands

HU University of Applied Sciences Utrecht has a rich history. It is a vibrant and innovative knowledge organisation, situated at the heart of the Netherlands, that provides education for curious minds of all ages, offering a comprehensive range of high-quality bachelor and master programmes and courses. Thousands of students (approx. 38,000) and staff members from more than 110 nationalities work together, and with members from professional practice.

Our objective is to contribute to the sustainable development of people and to be of lasting significance for the (regional) labour market and society at large. Because we consider it important to contribute to tackling major societal issues, we opted for 'the quality of living (together) in the urban environment' as our profile. This helps us to focus the content of our education and research and to make clear to our partners what we find important.

We not only encourage and support students in their individual development in the context of professional practice, but we also help them to acquire competencies that are indispensable in today's world. These competencies include interpersonal and digital skills, professional research competence, international orientation, and an entrepreneurial attitude; students not only develop into valuable professionals, but also into global citizens.

As a University of applied sciences, we want to play a pioneering role in tackling societal challenges, and we are becoming increasingly successful in realising collaborative, cross-disciplinary projects, both within the region and far beyond. HU University of Applied Sciences Utrecht performs practice-based research within four research themes to contribute to the future of professional practice and our society: Digital Business & Media, Healthy and Sustainable Living, Learning and Innovation, and Social Innovation.

Because sustainability is at the core of our education and research programmes and our daily operations, we have been awarded 'most sustainable university of applied sciences in the Netherlands' for four years in a row. We strongly feel that sustainability is not a choice but our duty to society.

HU 2026 is a document in which we describe our five ambitions for the coming years and what inspires us

## About Department of Commerce

The Department of Commerce (DoC) was established in 2007 with the launch of its flagship undergraduate Programme, Bachelor of Business Administration (BBA). Currently, the department offers BBA specializations in Banking, Finance, Logistics & Supply Chain, Marketing Management, Human resource management, Professional, Insurance, Family business management, Economics, Business Analytics. It also started a Masters' Programme in Commerce (M.Com) specializing in Logistics & Supply Chain, Professional, and Banking Technology. The department has also introduced Bachelor of Commerce (B.Com) Programmes namely B.Com (Professional) and B.Com (Business Process Services), Integrated Program in Management (IPM), a 5 year course with BA in Management and MBA Degree and a one-year Post-Graduate Diploma (PGD) in Logistics & Supply Chain. Department is also offering four niche Programmes named M.Sc (Financial Economics) and M.Sc (Health Economics), M.Sc (Business Analytics), and M.A (Creative and Digital Marketing). Students of the Department have also bagged national and international placements in reputed organizations. The Department has academic collaboration with Universities in the US, Europe, Southeast Asia, Middle East, Australia, and New Zealand. Department has tied up with Manipal Global Education (MaGE) Bangalore and National Stock Exchange (NSE) Mumbai to deliver various certification Programmes on Stock Markets. The department has tied up with the Confederation of Indian Industry (CII), Institute of Logistics, Chennai, for the M.Com (Logistics and Supply Chain) programme. Currently, DoC hosts six centres focused on achieving excellence in their respective domains. They are the Centre for Advanced Learning in Finance and Accounting, Centre for Managing Family Business, International Centre for Business Studies, Centre for Supply Chain Education and Research, Centre for Consultancy Training and Corporate Interface, Centre for Business Analytics. The department has partnered with the following professional bodies to integrate their professional program curriculum in its program offering, Chartered Institute of Management Accountants (CIMA), UK, the Association of Chartered Certified Accountants (ACCA), UK, and Certified management accountants (CMA).



## About the Conference

Department of Commerce hosting the 2nd International Conference on Commerce and Management in association with Manipal International University, Malaysia, Deakin University, Australia, and HU University of Applied Sciences, Utrecht, the Netherlands.

This conference aims to provide a forum for exchanging new ideas and interactions in commerce, management, and other social sciences through discussions with peers from around the world. This conference seeks to provide a platform to address and deliberate on various issues and concerns in economics, human resource management, finance, marketing, logistics & supply chain.

Businesses are successful as they are made with a great vision backed by strong strategies. These strategies are designed keeping in mind the business situation prevailing at that moment. We often see that due to changed situations, strategies made may have to be redesigned and implemented. The year 2020 would go into history as a year that has not just shaken small businesses but also larger ones. The prominent reason for it has been the Covid 19 pandemic, which has disrupted businesses and economies. Businesses and corporate houses are struggling for sustainability, let alone have profits. History shows that crises change institutions and are likely to have permanent impacts on societies that are directly or indirectly involved (Polanyi, 1944; Mazier et al., 1999; Parker, 2013). In the aftermath of the crisis, we cannot expect the world economy, global supply chains, and international trade to return to 'what we perceived as normal' pre-Covid. We may expect businesses to reconsider globalized production chains, and we may see trends of localisation. How will organisations respond to changes in consumer behaviour; will people travel less, consume less, value home and family differently? What are the consequences of such changes for sustainable business and business' sustainability?

Some business units have been forced to close or suspend operations due to depleted sales, lack of adequate cashflows. Some have dropped a few underperforming products from their product line, whereas some had to close a few branches. The solution to these and many such problems lies with academics and research.

The conference would attempt to facilitate researchers worldwide to present their research work, expanding knowledge and insight into the significant challenges currently being addressed in the research. Research papers, case studies, and articles are invited from various inter-disciplinary areas and sectors for the conference. The conference solicits technical research submissions related to all aspects of the listed conference theme and subthemes. It specifically aims to synthesize research perspectives and foster interdisciplinary scholarly dialogues to develop integrated approaches to complex global business dynamics and redefine the same in different countries & various disciplines.

## Sub-themes

### Human Resource Management

- Big Data Analytics in HRM
- Organization development
- Performance Management
- Employer branding
- Employee Engagement
- Innovative HR Practises

### Finance

- Financial Analytics including Cloud Accounting
- Sustainability reporting, including Environmental Accounting
- Inflation Accounting | Responsibility Accounting
- Shadow accounting and Off-balance sheet financing
- Hedge Accounting | Forensic Accounting

### Marketing

- Social media marketing
- Bottom of the pyramid
- Green marketing
- Children and marketing
- Contemporary pricing & distribution issues
- Luxury marketing

### Logistics & Supply chain

- Scheduling and Logistics
- Revenue Management and Pricing
- Quality Control and Six Sigma
- Closed-Loop Supply Chains
- Supply Chain Risk Management
- Humanitarian Logistics and Disaster Relief
- Operations, Supply Chain Analytics
- Technology and Operations Management

### Economics

- Green energy, Green Economy, Green Business and Green Computing
- Price Instabilities & Economic Volatilities- Inflation & Recession
- Shadow Economy
- Fiscal Policy for Growth Stabilization
- Global Economic Volatilities and Impact on National Economies

### Transitioning to Responsible Business

- Social Entrepreneurship.
- Responsible Value Chain Management/Responsible Supply Chain Management.
  - Closed-Loop Supply Chains
- Legal framework: Due Diligence OESO and UN guidelines on Business and Human Rights;
- Circular Economy;
  - Readiness / Assessment / Maturity;
  - Digital Technology and Circular Economy

\*\* The above-mentioned topics are only indicative and not exhaustive

## Paper submission details

Prospective authors from India and Abroad are solicited to submit original, unpublished papers that are not currently under review in another journal or conference on the topics mentioned. Authors must clearly indicate the broad areas (sub-themes) mentioned above in which their papers could be considered. Abstracts not exceeding 120 words should reach on or before 15th June 2021, followed by full paper (1500-2000 words) on or before 10th August 2021, in Microsoft word format along with the 5 keywords that describe the paper.

Important dates	Abstract submission	15th June 2021
	Acceptance of abstract	29th June 2021
	Submission of the final paper	10th August 2021
	Payment of registration fees	16th August 2021



Category of the Participant	Registration Fees in INR (For Domestic Participants)	Registration Fees in USD (For International Participants)
Academicians/Executives	1500*	100*
Research Scholars/Students	500*	50*

\*plus, applicable GST

For more details, visit the conference website: <https://conference.manipal.edu/RSGBD-2021/>

\* Selected papers are published in Scopus/other indexed journals (discussion under progress)

## Chief Patron

Dr. Ramdas M Pai, Padma Bhushan Awardee  
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