



INSTITUTE OF PUBLIC ENTERPRISE

(Under the aegis of ICSSR, MoE, GoI)

NATIONAL CONFERENCE ON

NEXTGEN BUSINESS STRATEGIES AND MARKETING DYNAMICS

INNOVATE, ADAPT, SUCCEED



**6-7, December
2023**

Call for Papers



About IPE

Founded in 1964, the Institute of Public Enterprise (IPE) is a nonprofit institution. It excels in management education, offering five full-time PGDM programs in General Management, Marketing Management, Banking and Financial Services, International Business, and Human Resource Management approved by AICTE.

IPE consistently ranks among India's top B-Schools, holding the SAQS accreditation and numerous accolades for academic and research excellence. It is Recognized as Center of Excellence by ICSSR, MoE, GoI.

About the Conference

The National Conference on “NextGen Business Strategies and Marketing Dynamics: Innovate, Adapt, Succeed” (NBSMD) responds dynamically to the ever-changing business and technology landscape. It brings together leading experts in business, strategy, and marketing to address the need for innovation, adaptation, and success in this evolving environment. Managers utilize cutting-edge tools, such as, data-driven decision-making, AI, AR, and deep consumer behavior insights.

Hosted by premier B-School IPE, this conference offers invaluable insights into emerging trends, technologies, and strategies shaping the future of these respective fields. It's a unique opportunity for professionals, academics, entrepreneurs, and students to explore, learn, and network.

Call for Papers

Author are invited to submit their original and unpublished manuscripts based on their research, experiences, value based decision making or promising ideas that demonstrate research focusing on a variety of aspects needed to achieve excellence in business.

Conference Themes

Strategy Theme

- **Change Management**
- **Gender Inclusion**
- **Cross Cultural Management**
- **Innovation and Creativity**
- **Building Strategic Resilience**
- **Leadership in Adversity**
- **Corporate Social Responsibility and Corporate Governance**
- **Business Ethics and Human Values**
- **Sustainability**
- **Start-ups and Entrepreneurship**
- **-Disruptive Strategies**
- **Spirituality in Organisation/Spiritual Empowerment**
- **Idea Incubation and Process**
- **Technology and Cyber Innovation**
- **International Economic Competitiveness**
- **Geopolitical Environment**

Marketing Theme

- **Electronic Marketing and Online Community Marketing**
- **AI and Automation in Marketing**
- **Future Trends in marketing**
- **Innovation and Customer Experience**
- **Customer Relationship management**
- **E-commerce**
- **Marketing in Emerging Countries**
- **Product & Brand Management**
- **Hospitality and Tourism Marketing**
- **Relationship Marketing**
- **Services Marketing**
- **Consumer Behaviour**
- **Transformative Consumer Research**
- **Start-ups Marketing Strategies**
- **Advertising & Marketing Communication**

Who can Participate?

Academics, Industry/Business Executives, Professionals, Practitioners, Consultants, and Technocrats, Entrepreneurs, Research Scholars, and Students.

Submission Guidelines

- Authors should submit their original and unpublished papers in word format.
- The manuscript should not be under the process of publication or should not have been submitted to any journal.
- Submissions can be done at nbsmd@ipeindia.org.
- Abstract should be not more than 500 words and a maximum of 5 keywords.
- Full paper should have a separate cover page bearing only the title of the paper and author/Co-author's name, designation, official address, phone number and email address.
- Entire manuscript except the title should be single spaced / single column on A4 sheet, Font - Times New Roman, point size - 12, alignment - Justified, Margins- 2.5 cm / 1 inch. Full paper should not exceed 5000 words (all inclusive) and APA format.
- Authors will be notified about the acceptance of their paper(s) for presentation through email, after which the process of registration will begin.

PUBLICATION OPPORTUNITIES

Select papers will be given an opportunity to be published as:

- Book chapters with ISBN Number
- Paper publications in IPE's UGC approved journals - The Journal of Institute of Public Enterprise/ Indian Journal of Corporate Governance/ IPE Journal of Management

Best Research Paper Award

The papers presented in the Conference will be evaluated by an expert panel consisting of prominent academicians and industrialists. The best three papers will be awarded with a cash prize.

IMPORTANT DATES

**SUBMISSION OF ABSTRACT
(WORD LIMIT: 500)** **23rd
Oct**

**SUBMISSION OF MANUSCRIPT
(WORD LIMIT: 5000)** **13th
Nov**

ACCEPTANCE OF MANUSCRIPT **17th
Nov**

For Further details contact: nbsmd@ipeindia.org

Registration Fees:

Industry Participants : Rs. 3,000

Faculty (India) : Rs. 2,000

Delegates (oversea) : USD 75

PhD Scholars : Rs. 1,000

Student : Rs. 500

Mode of Payment: Online Transfer

*Registration fees includes: Conference Proceedings, Lunch and Participation Certificate

Account Details:

Current Account Number : 52198267621

A/c Holder Name : INSTITUTE OF PUBLIC ENTERPRISE

Bank Name : STATE BANK OF INDIA

Branch : OSMANIA UNIVERSITY BRANCH(020071)

IFSC Code : SBIN0020071

No-Show Policy

Papers that are accepted must be presented at the Conference, by the authors themselves. In case a paper is not presented at the conference, it shall be deemed a No-Show.



Conference Chair

Prof. S Sreenivasa Murthy
Director, IPE



Conference Convenor

Dr. Prarthana Kumar
Program Head - PGDM - MM, IPE

Faculty Organizing Team



Prof. V Srikanth
Dean Academics, IPE



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Dean Research, IPE



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- Mr. Sujit Chakraborty
- Mr. Roshan Zameer Khan

Important Contact:

Dr. Prarthana Kumar - 9000181276
Conference Email id - nbsmd@ipeindia.org

Contact Address:

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