

**Department of PG Management Studies**  
School of Leadership and Management

**MRIIRS**

**INTERNATIONAL CONFERENCE ON  
SUSTAINABLE GROWTH  
THROUGH DIGITAL INNOVATION**

in association with Knowledge Partner



**INTERNATIONAL  
MANAGEMENT  
COLLEGE**

**FRANKFURT GERMANY**



**March 19th–20th, 2024**

**Venue: Manav Rachna Campus, Faridabad**

\*Hybrid Mode maybe offered to Outstation participants.

## About MRIIRS

Manav Rachna International Institute of Research and Studies (MRIIRS, formerly MRIU—a NAAC Accredited 'A++' Grade Institution), 'Deemed-to-be-University' under Section 3 of the UGC Act 1956, offers programs from Graduate to Doctoral level that are in tune with the market dynamics. The Institution has been conferred with 5 Star rating for Teaching, Employability, Academic Development, Facilities, Social Responsibility and Inclusiveness by QS Rating System. MRIIRS has ranked among the Top 3 Private Universities of Haryana in Engineering Category, and among the Top 4 Private Universities of Haryana in University and Overall category as per NIRF 'India Rankings 2023'.

## About SLM

Established in 2009, the School of Leadership and Management (SLM) operates under the umbrella of Manav Rachna International Institute of Research and Studies (MRIIRS), formerly known as MRIU, an esteemed 'A++' Grade NAAC Accredited Deemed-to-be-University under the UGC Act (1956).

Recognized and accredited by prestigious institutions, SLM is committed to delivering a high-quality education that combines industry exposure with academic rigor. We attribute the success of our students to their hard work and a strong mentoring system that we have established, where each student receives inputs from faculty-industry-peers, and alumni.

Our core objectives include fostering self-enhancement and ethical values. We aim to maximize potential and leadership skills, promote corporate social responsibility through active participation in larger systems, empower individuals through participatory power, and ensure transparent and effective governance.

## About The Conference

Sustainable business growth refers to the ability of a company to expand its operations and increase profitability without compromising the well-being of future generations and the planet. It involves adopting environmentally friendly practices, promoting social responsibility, and ensuring economic viability.

Digital innovation encompasses a wide range of technologies, including artificial intelligence, big data analytics, Internet of Things (IOT), cloud computing, and block chain. These tools offer businesses unprecedented capabilities to improve efficiency, streamline processes, and make informed decisions. With digital transformation, companies can leverage data-driven insights to identify areas for improvement, optimize resource utilization, and develop innovative products and services that meet the evolving needs of customers.

# **THEME- "Sustainable growth through Digital Innovation"**

## **Sub-themes**

### **Economics of Growth and Development**

- Banking & Financial Inclusion
- Microfinance Institutions and Inclusive Growth
- Self Help using Digital platforms
- Non-Government Organisations as Growth Drivers
- Legal Systems, Intellectual Property Rights and Economic Prosperity
- Digital Platforms for Growth

### **Women Empowerment and Gender Equality**

- Gender Mainstreaming
- Economic and Social Rights and Empowerment
- Equal Participation and Leadership
- Women, Peace and Security
- Women Empowerment and Social Changes

### **Organizational Dynamics**

- Activating Organizational Change Dynamics
- Organizational Learning
- Vertical Leadership Development
- Leading Change
- Technostress
- Coaching for Engagement and Wellbeing in Organisational Settings

### **Finance and Accounts – Sustainability Reporting and Materiality**

- Financing the Sustainable Development Goals
- People: Fostering Inclusion
- Prosperity: Supporting Growth, Jobs, and Poverty Reduction
- Peace: Strengthening Institutions and Governance / Tackling Corruption
- Partnership: Financing the SDGs

### **Operations and Logistics – Logistics Park/Green Supply Chain Management**

- Green Supply Chain Management
- Green Practices
- Green Strategy
- Green Innovation
- Green Operations

## **Social, Green Entrepreneurship**

- Green Entrepreneurship and Circular Economy
- Social Entrepreneurship for Sustainable Impact
- Startups and Sustainable Development Goals (SDGs)
- Fashion Entrepreneurship

## **Cross Cultural Management in International Business**

- Cultural Dimensions and Dilemmas
- Culture and Organizations
- Culture and Communications
- Cross Cultural Team Management

### **Patrons**

Dr. Prashant Bhalla, President MREI

Dr. Amit Bhalla, Vice President MREI

Dr. N.C. Wadhwa, Director General MREI

Prof. (Dr.) Sanjay Srivastava Hon'ble Vice Chancellor, MRIIRS

### **Convenors**

Prof. Dr. Soma Arora, +91-7303538444

Prof. Dr. Priyanka Singh, +91-9958341118

### **Steering Committee**

- Dr. Deepti Dabas Hazarika, DEAN SLM
- Dr. Nand Lal Dhameja, Professor Emeritus
- Dr. Amandeep Dhaliwal, HOD SLM PG
- Dr. Amit Seth
- Dr. Farhat Mohsin
- Dr. Gautam Srivastava
- Dr. Nandini Srivastava
- Dr. Priyanka Singh
- Dr. Riddhi Khattar
- Ms. Shilpa Singh
- Dr. Shilpa Narang
- Dr. Anindita Chatterjee Rao
- Dr. Surbhi Kapur
- Dr. Swati Punjani



## **Prof. Dr. René R uth**

Prof. Dr. René Rueth is Co-Founder Managing Director of the International Management College and the Institute for Management Education Culture (IMEC) in Frankfurt, Germany. His passion and strong expertise lies in the fields of International Marketing, CSR Corporate Social Responsibility, Cultural Intelligence and Digital Transformation Management. Besides leading the International Management College and joining international conferences Dr. Rueth shares deep knowledge and management insights at top ranked business schools. - In the years 2014-2016, Prof. R uth conducted research with numerous professors/ authors from Europe and India on the topic of CSR in India, for which he visited India several times. A book of the same name was published by Springer-Verlag in 2016.

Rene Rueth has got more than 10 years of work experience in international corporations with a focus on Asian and Arabian markets. He worked for leading German companies and held numerous positions in strategic marketing, business development and global product management.



## **Dr. Torsten Netzer**

Torsten Netzer is Co-Founder Managing Director of the Institute for Management Education Culture (IMEC) and the International Management College, Frankfurt (Germany).

He is a Business Coach for the areas of Performance Personal Leadership and Cultural Intelligence. As a lecturer at leading German business schools in the fields of Leadership, Sales Marketing, Supply Chain Management Entrepreneurship he develops motivated young professionals with his experience from more than 15 years' in various management positions at international companies (incl. Fortune 100) and industries including fast moving consumer goods (FMCG), telecommunications, whole sale advertising. Torsten holds a Master of Business Administration (MBA) from the Johannes-Gutenberg-University McCombs School of Business (Mainz, Germany / Austin, Texas), a Bachelor of Science and Business Coaching Certificates from a leading German coaching institute and the Cultural Intelligence enter (USA).



## **Dr. Soma Arora**

With an illustrious career in teaching at several AACSB accredited Business Schools in India and abroad such as - IMT, IIFT, MDI, in India for more than 15 years.

Internationally, she is part of the coveted University of Wollongong in Dubai (Top 1% world QS ranking ), amongst others. Her recent area of expertise in Business Analytics is especially sought after in Executive Training Programs, PGDEX run in collaboration with UT Austin, USA. Dr Arora has proven expertise as an independent researcher, publishing several teaching cases with Emerald and Practitioner papers in scopus indexed journals as the outreach of projects done with RADICO Organics, LAVA phones, POLARIS India, MilkBasket, amongst others. The case studies were developed mostly in the area of International Market Expansion, with special focus on : Go to Market strategies, Strategic Alliances Partner Selection Product Adaptation and launch strategies in overseas markets.



## **Dr. Priyanka Singh**

A teacher, trainer and researcher with more than twenty years of experience. She has several publications to her credit including books/ book chapters and a number of papers in various leading International and National Journals in the areas of digital marketing, consumer behaviour and brand management. She is the Editor-in-Chief of a bi-annual research journal -'Journal of Management Research and Business Excellence' and is the former editor of the journals- 'Marketology' and 'Journal of Human and Work Management'. She participated and organized many Workshops, Conclaves and Seminars on diverse topics. She is presently working as Professor, School of leadership and Management (SLM) in Manav Rachna International Institute of Research and Studies. She is the Area Chair of Marketing and Healthcare area.

## Important Dates-

FULL PAPER / CASE STUDY  
ACCEPTANCE  
EARLY BIRD REGISTRATION  
CONFERENCE DATES

**January 30, 2024**  
**February 15, 2024**  
**March 01 2024**  
**March 19-20, 2024**

## Conference Highlights

### Awards

Compete for prestigious Track- Wise **best paper awards** and stand a chance to win the **Overall best paper** of the conference.

All submitted papers will undergo peer review, and upon acceptance, they will have the opportunity to be published as conference proceedings in reputed journals including:

**SCOPUS INDEXED JOURNALS** | **SPRINGER NATURE**

**EMCS**  **emerald PUBLISHING**

EMCS specializes in case research from and about emerging markets and developing economies, regions which offer unique insights.

<https://www.emerald.com/insight/content/case-studies>

**JOBE** 

### Special Issue

Digital tools for teaching sustainability in classrooms

The aim of the JOBE is to enhance organizational behavior education worldwide through the publication of high quality refereed organizational behavior teaching materials.

<https://www.neilsonjournals.com/JOBE/>

**Note:** The papers should be teaching and education focused so as to enable dissemination of knowledge on sustainability and Digital Innovation  
The cases should be accompanied by a teaching note as per the EMCS guidelines.

# Submission

## Participants are required to submit their:

Research papers

Case studies

Book chapters

At the following email id : **conference.slm@mriu.edu.in**

The file should be saved as name and track applied.

Submissions to eemcs can be made directly through this link:

<https://mc.manuscriptcentral.com/eemcs>

## Your Teaching Case Study should:

- Describe the actions of a well-developed central protagonist character that is facing a management decision.
- Present a complex and compelling management decision-making dilemma for students to analyze.
- Be logically structured, with sufficient discussion of important business contexts and issues.
- Be written in the past tense, use an engaging case narrative style, and does not contain any language errors.

## Your teaching note should:

- Include an appropriate synopsis describing the context of the case, the dilemma being faced, and the discipline the case is relevant for.
- Detail a set of teaching objectives appropriate for the stated target audience.
- Provide a research methods section that details the types of data used to develop the case.
- Include a 90-minute multimedia teaching plan, including suggested classroom facilitation questions and activities.
- Include a set of assignment questions that align with the teaching objectives, and relate to the dilemma being faced in the case.
- Use recent literature, theory, or research findings to analyze the case study and provide model answers to the assignment questions.
- Include a specific set of instructions as to how this case can be used in an online environment and the ways in which an educator might want to consider adapting the teaching plan to use it in this way.
- You are welcome to include an epilogue of the case, of what really happened, if known.



Scan for Registration

## PAYMENT DETAILS

Participants	Fees
Academicians and practitioners from India	INR 3500/-
Academicians and Practitioners from abroad	INR 7000/-
PhD scholars	INR 1000/-
Students	INR 800/-

All fees are inclusive of 18% GST as per Indian laws

### Bank Account Details

**Account Number:** 201004119068  
**IFSC Code:** INDB0000702  
**In Favour of:** MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES GST  
**Branch:** Neelam Bata Road, Faridabad