



AMITY
BUSINESS SCHOOL

7th Global Leadership Research Conference



on the theme

Leading in the New Reality: Insights into Actions

16th - 18th February, 2022

Amity University Campus, Noida

For Further Details / Registration:

<https://www.amity.edu/abs/glrc2022> or write to : glrc@amity.edu

AMITY BUSINESS SCHOOL

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7th GLRC-2022

GLOBAL LEADERSHIP RESEARCH CONFERENCE

7th Global Leadership Research Conference (GLRC 2022) is being planned on 16th - 18th February 2022 on the theme **Leading in the New Reality: Insights into Actions**

It revolves around the need for creating a platform where management scholars, researchers, academicians and practitioners can share the ground-breaking outcomes of their research across diverse Management domains and subsequently contribute to theory building in the field of Management. The conference will be attended by academicians, business leaders, policymakers, consultants, researchers from across the globe. The attendees will have the option to either attend at the venue* or login to various session in a virtual mode. Forum discussions can help in understanding how academic research can be used by practitioners to improve their business processes. The conference aims at providing a platform for discussing research practices across emerging paradigms from the Management disciplines of Marketing, Finance, Human Resource, Operations and General Management. One of the key goals of the event is to provide a forum for academia-research-industry interaction to identify ways for developing and benefitting by establishing mutually beneficial institutional collaborations and institutional partnerships. The conference aims at cultivating a global ecosystem where discussions can be organized on the evolving demographic, socio-political, industrial, and digital patterns across business and society globally.

FORUMS

Human Resource Forum Theme: HR 5.0 for Managing Business Transitions: Agenda for the New Normal

The interface between humans and technology has further been accelerated during the pandemic. This has led to a state where its impact has brought about a new set of challenges and opportunities for organizations that needs to be understood, explored, and addressed. This has led leaders to revisit and realign their strategies to the emerging business scenario such that organizations are able to manage their transitions by keeping the well-being and happiness of employees in the middle and build capabilities, competencies and capacities for the emerging new roles, technologies, and critical skills for the future of HR.

Leadership Forum Theme - Revolutionizing Leadership for a New World: 2022 and Beyond

Business landscape is transforming at an exponential rate. Organizational growth is highly unpredictable. The technology, the competitive environment, geopolitics, demographic shifts are continuously changing in the unprecedented times we all live in. The worldwide, borderless marketplace has rendered traditional business models archaic. A new mix of generations and cultures has led to more diverse teams and perspectives. Today they're more volatile and disruptive than ever, with a new push to reckon with: the coronavirus pandemic.

With organizational priorities witnessing a swift shift to create the next new normal, the business leaders around the globe are expected to facilitate these shifts and implement new strategies. The "new normal" in business is characterised by disruption and change. It necessitates the organizations and leaders to not only adapt but also reinvent themselves.

Leadership has never been more vital, and it's never been harder. To thrive and create long-term success in such an unpredictable business environment, leaders need new business models and new capabilities. Leaders need to find a way to embrace disruption, handle uncertainty and translate complexity to mobilize others and work through change. Being an effective leader is about being pioneer, innovative, unconventional and futuristic by approach.

The Leadership forum aims to address the leadership challenges and craft strategies that shall enable leaders to successfully embrace the "unfamiliar" and build new business models for organizational success.

Marketing Forum Theme: Marketing Ecosystem: New Realities & Insights

The pandemic has shown the world that sustainable change is easily adaptable. In decades to come, the world will need to gear up to face the challenges posed by waste disposal mechanisms, climate change and global emissions and devise new, innovative and bio-degradable practices. A responsible approach towards consumerism, eco-friendliness and social marketing is the need of the day. The business world will have to identify opportunities in these times of crisis and increase their ability to survive in this competitive environment by satisfying the three components of sustainability namely Plant Biosphere, Human Society and the Economy. As more and more responsible consumers and business organisations wake up to the needs of eco-friendly products and processes, disciplines like green marketing and cause marketing are becoming the popular business drivers.

This Marketing Forum will discuss how companies are adopting newer and eco-conscious ways of trying to accept the change and make the world a better and greener place to live in.

Operations and Quality Forum

Operations and Quality Forum is a corporate event organized as a part of GLRC. It marks the congregation of business icons from organizations, distinguished academicians, and management students with an aim to develop new insights, share knowledge and learn the quality tricks to contest the challenges offered in today's challenging environment.

Operations and Quality Management is critical in a business since it aids in the efficient management, control, and supervision of commodities, services, and people. It assists in the resolution of issues and challenges relating to inventory, supply chain, and logistics, which are at the heart of any business. The event Operations and Quality Forum is an effort by Amity Business School to encourage corporate academia interaction vis-à-vis academic excellence. It acts as an interactive tool to develop skills as well as knowledge sharing between corporate houses and B-School students. Operations and Quality Forum aims at inspiring and educating students as well the corporate delegates about the best quality practices being implemented by top companies.

Finance Track:

Academics, researchers, scientists, and practitioners are encouraged to contribute abstracts, papers, field studies, and case studies on the recommended themes below. This is not an exhaustive list, and participants are encouraged to contribute in any field that connects to sustainability, the environment, innovation, public policy, development, organisational transformation, and management in general.

General Management Track Theme: Technology - Boosting Economy and Fostering Entrepreneurship

Industry is undergoing a transformation from being based in physical branches to using information technology (IT) and big data, together with highly specialized human capital. Even before pandemic this transformation began, industry and markets had become intertwined, with a higher proportion of intermediary activities becoming market based. There is volatility and greater competition from other intermediaries. A change in the use of technology in developing new services and business models has been unfolding with the rise of different competitors in the market. Industry is looking for an agile approach and uses innovation to adopt it fast. Indeed, the major change is now coming from digital disruptions leaving incumbents with potentially obsolete legacy technologies. The main objectives of the Track are:

- To identify the challenges faced at Global economy level
- To mitigate the need of Digital Transformation and Industrial Revolution in the Industry 5.0.
- To work with technological advancements and challenges arise due to Pandemic situation.
- To enhance entrepreneurial leadership for boosting economy

Human Resource Track Theme: Symbiotics, Synergy and Strategizing Through HR: Building Capacities, Capabilities and Competencies for the Future

The human facets of the pandemic have been enormous. The ways and means in which management of people has been affected, is a story in itself. During this period, organizations maximised the usage of technology, thus making it an enabler, in realizing their strategic intent. These two years have given ample lessons to redefine and ways to sustain the businesses. It is time to ponder and reflect upon such key issues and practices along with the challenges faced with respect to strategies, policies, procedures and employee experiences. This is important as future businesses need to be agile and proactive with respect to issues relating to human rights, labour, environment and anti-corruption etc. such that a principle-based and inclusive culture can be created for times to come.

Marketing Track Theme: Marketing Ecosystem: New Realities & Insights

The pandemic will soon be behind us, and companies are looking up to the research community to provide suggestions and solutions or show the path ahead. Academics, researchers, and research organizations must help create a better understanding on how the industry must face key strategic and implementation challenges in these times. We never know this might prove to be a turning point in the way 'Marketers Think'. The new ecosystem may be even more interconnected and interdependent amongst the various domains of marketing or may even be skewed towards any one domain. It is for the researchers along with industry practitioners to explore and exhibit their findings to the community and pave the path for sustainable development across sectors.

Operations Track Theme: - Operations and Supply Chain Management: Rising from the Current Challenges

Leaders are crucial in ensuring that an organization's policies and processes are consistent across all major business areas. Developing a set of sustainable business practices has an impact on the relationship between the company, its employees, and consumers. Integration of sustainability in operations is a need of the hour. By continuously enhancing its operations and supply chain performance, Operations Management adds value to the business and all stakeholders, allowing it to deliver distinctive products and services to customers. In this track various academics, practitioners, Ph.D. scholars, and other researchers will be brought together to deliver research papers to spread and share information and experiences related to ways to improve Operations and Supply Chain Management of a firm.

FEW EMINENT SPEAKERS/PANELISTS WHO ATTENDED EARLIER GLRC EDITIONS:

- H.E. Avaz D. Khodjiev, Honorable ambassador of Republic of Uzbekistan
- Dr. Krishnamurthy Subramanian, Chief Economic Adviser, Govt.
- Sir (Dr.) Huzaifa Khorakiwala, Founder, Wockhardt Foundation
- Dr. Niranjana Hiranandani, Managing Director, Hiranandani Group of Companies
- Prof. Naufel Vilcassim, Vice Dean and Professor, London School of Economics
- Prof. (Dr.) Pierre Chandon, Professor, INSEAD, Paris
- Prof. Ivan Coste Maniere, Professor, Skema Business School, France,
- Prof. (Dr.) Michael Henry, Professor, Thompson River Pool University, Canada
- Dr. Aditya Gupta, COO, Supply Chain Management Centre, IIM B
- Mr. Mathew Jacobson, Director, D'Qcerc Global Business School, Australia
- Mr. Lalit Agarwal, CEO, V-Mart India Pvt. Ltd.
- Mr. Deepak Bagla, Managing Director & CEO, Invest India
- Dr. Elda Du Toit, CGMA, Associate Professor, University of Pretoria
- Dr. Charan Singh, Chief Executive and Director, EGROW and Non-Executive Director, Punjab and Sindh Bank
- Mr. Mahesh Munjal, Convener, CII WUP Industry Academia Skill Panel and Chairman & MD Majestic Auto Limited

LIST OF TOPICS

The conference shall cover manuscripts with themes including the ones listed below. Research contributions, industry and academic participation will be invited across (but not limited to) the following themes:

- Banking Transformation
- Competency Mapping
- Corporate Social Responsibility
- Digital Marketing
- Entrepreneurial Marketing
- Financial Planning
- Innovative HR practices in an evolving world
- Marketing Ecosystems for BOP
- Operations Management
- Performance Management
- Product and Brand Management
- Regulatory Changes
- Rural Marketing
- Social and Legal Issues
- Social Marketing
- Sustainability in Banking and Finance
- Behavioural Finance
- Consumer Behaviour
- Crypto-currency Market and Its Environmental Impact
- Digital Technologies for Marketing Ecosystems
- Financial Crises, Systemic Risk and Macro-Finance
- Fintech Concepts
- Leadershi
- Marketing Strategies and Implementation
- Organizational Behavior
- Post Pandemic Consumption Patterns
- Product Development
- Responsible Consumerism and Environment
- Services Marketing
- Social Ecosystems in Marketing
- Supply Chain Management - Role of Technology
- Talent Management
- Business to Business Marketin
- Consumer Experience Management
- Customer Relationship Management
- Entrepreneurship
- Financial Management
- Going Green
- Leveraging Technology in Management
- Operational Innovation
- Pandemic Responsiveness
- Post Pandemic Branding and Advertising
- Role of HRM in a Disruptive Digitalized Era
- Retail Management
- Skilling Manpower
- Social Entrepreneurship
- Sustainability
- Theoretical and empirical asset pricing

SUBMISSION GUIDELINES

All papers must be original and not simultaneously submitted to another journal or conference. To submit the paper, click <https://easychair.org/conferences/?conf=glrc2022>

All manuscripts will go through a plagiarism check using Turnitin/Drillbit and follow a regular blind-review process.

Full Papers

- Title: Do not use and abbreviations or acronyms
- Paper Length: 5500 - 6000 words, Maximum 6500 words (including title page, abstract, main text, figures, tables, graphs, and references etc.) (each figure, table and chart represents 250 words)
- Abstract: Approximately 100 words, Maximum 150 words (must contain title of the paper, all author's names, institutional affiliations, email ID of the corresponding author and keywords)
- Keywords: Approximately 5-7 words or phrases
- Brief Author Profile: Authors are instructed to give a brief biography of themselves within 100 words
- Font Style: Times New Roman
- Font Size: 12
- Line Spacing: 1.5
- Referencing: APA style

IMPORTANT DATES

Submission Deadline	:	November 20 th , 2021
Acceptance/Reviewer Decision	:	December 10 th , 2021
Final Revised Submission	:	January 10 th , 2022
Conference Date	:	February 16 th – 18 th 2022

PUBLICATION OPPORTUNITIES

Selected Papers of GLRC 2022 shall be published in Special/Regular Issues (Scopus, WoS or UGC Care Indexed Journals)

Papers presented in the past editions of GLRC have been published with:

- Special Issue: Journal for Management Development (Scopus Indexed)
- Special Issue: International Journal of Electronic Business (Scopus Indexed & ABDC Listed)
- Special Issue: International Journal of Business and Globalisation (Scopus Indexed & ABDC Listed)
- Special Issue: International Journal of Public Sector Performance Management (Scopus Indexed)
- Special Issue: International Journal of Recent Technology and Engineering (Scopus Indexed)
- Regular Issue: International Journal of Management Practice (Scopus Indexed)
- Regular Issue: Journal of Public Affairs (ABDC Listed & Scopus Indexed)
- Regular Issue: Journal of Asia Pacific Financial Markets (ABDC Listed & Scopus Indexed)
- Edited Book by Taylor Francis (Under review for SCOPUS Indexing)

VENUE

The conference is planned to be held both in the Virtual Mode through Webex and Face to Face mode* at Amity University Campus, Delhi/NCR.

*Face to Face mode is subject to modification after assessing the Covid-19 situation nearing the conference dates.

CONTACT

All questions about the conference or submissions may addressed to the Organising Secretary at glrc@amity.edu or for more information visit our website at www.amity.edu/abs/glrc2022

AMITY UNIVERSITY



AMITY BUSINESS SCHOOL, NOIDA

Amity Business School (ABS) was established in the year 1995 by visionary and great strategist. Dr. Ashok K. Chauhan, Founder President under the aegis of Ritnand Balved Education Foundation (RBEF). It is because of his unparalleled vision that Amity Business School is ranked amongst the top Business School in the Country.

Amity Business School offers following Postgraduate and Doctorate Programmes:

- Master in Business Administration (MBA)
- Master in Business Management (Entrepreneurship)
- Master in Business Administration (Human Resource)
- Master in Business Administration (Marketing & Sales)
- Master in Business Administration (Finance)
- Master in Business Administration (Retail Management)
- Master in Business Administration (Technology Management)
- Master in Business Administration (Consultancy Management)
- Doctoral Programme (Ph.D)

Its curriculum is practical and industry-oriented, updated

annually by the Industry Advisory Boards. It focuses on personality development and imbibing of values with exceptional value added courses like Behavioral Science, Business Communication and Business Foreign Languages.

ABS has one of the largest and most proactive team of Faculty and Researchers who are leading the way in various cutting edge areas of research and publications. ABS Faculty members have published more than 600 Research Papers during Last 5 years. The focus of ABS is on developing a global outlook amongst the new cadre of management professionals who are multi-skilled and have a capability to function as cross functional teams and with a deep understanding of ethical and value based business processes.

ABS works with a mission to create an ambience of academic excellence in which new ideas, research projects flourish and the leaders and innovators of tomorrow emerge.

For Any Queries, Mail to : glrc@amity.edu
Visit our Website: <http://www.amity.edu/abs/glrc2022>



TEAM GLRC

CHAIRPERSON

Prof. (Dr.) Sanjeev Bansal, Dean-FMS,
Director- Amity Business School

CO-CHAIRPERSON

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Conveners/Co-conveners (Tracks and Forums)

Gen. Management

Prof. (Dr.) Anita Venaik
Dr. Swati Upveja

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Ms. Swati Bhatnagar
Dr. Anurupa B. Singh

Human Resource Forum

Prof. (Dr.) Chandranshu Sinha
Prof. (Dr.) Paritosh Mishra

Publication Chair

Prof. (Dr.) Vandana Ahuja

Industry Connect Chair

Ms. Kritika Dasgupta

Operation

Dr. Sumeet S. Jasial
Dr. Rushina Singh

Internationalization Chair

Prof. (Dr.) Anupama Rajesh

Publicity Chair/ Co-Chair

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Dr. Prachi Trivedi

Finance

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Leadership Forum

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Dr. Urvashi Varma