



NATIONAL LEVEL MANAGEMENT CONCLAVE  
ON

# “Business, Innovation & Sustainability”

January 07-08, 2017



Organized by  
**School of Management**  
**National Institute of Technology Rourkela**

Rourkela, Odisha-769008, India

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## Conclave Theme:

Innovation for sustainability has become the call of time as it involves making intentional changes to organizational products or processes that produce environmental and/ or social benefits as well as economic value. The business leaders of this era believe innovation will help their companies make dramatic improvements to their environmental and social impacts. And they want academic insights into the mechanisms and best practices that drive innovation and sustainable development. Sustainability is a mother lode of organizational and technological innovations that yield both bottom-line and top-line returns. Hence we find that smart companies now treat sustainability as innovation's new frontier. As said by Grete Bridgewater, Director, Environmental Services for Canadian Pacific "The combination of innovation, sustainability and profitability is powerful." If research can unlock the potential in our organizations to view our business models differently and encourage sustainable innovation in a meaningful way, then we will learn, adapt and lead change. Sustainable companies think long term. They forge strong relationships with employees and members of the community. They find ways to reduce the amount of natural resources they consume and the amount of waste and pollution they produce. As a result, sustainable companies survive shocks like global recessions, worker strikes, executive scandals and boycotts by environmental activists.

The researchers and practioners from diverse disciplines have focused their attention to understand the interplay between business, innovation & sustainability. This will address the issues related to the rational management of human, natural, and economic resources that aims to satisfy the essential needs of humanity in the very long term.

This management conclave on "Business, Innovation & Sustainability" will attempt to answer the issues and concerns by bringing together the eminent management experts, business leaders and panel of speakers from around the world to share their views and discuss the theories and practices related to the present business scenario around the globe.

## Conclave Objectives:

- To provide an open forum to present and discuss research in business and interdisciplinary area in the framework of and pertinent to Business, Innovation & Sustainability.
- To facilitate sharing management research based ideas and views among academicians and practitioners.



This can be achieved through multi-disciplinary research-based idea generation and discussions. The attempt is to bring about richness in discussion by encouraging contributions from researchers across academic institutions and industry worldwide. The research papers should broadly address the conclave theme and issues related to the theme. Academicians and professionals working on this theme are encouraged to contribute new ideas, concepts, and paradigms.

## Key Subtheme areas:

We welcome papers and posters on a wide variety of topics that address issues of importance to managers, marketers, consumers, and policy makers. All papers will be reviewed by respected scholars in a double-blind review process. Full papers or extended abstracts may be published in the proceedings.

- ◆ Marketing strategies for innovative and sustainable business
- ◆ Innovative paradigms in banking and finance sector
- ◆ Managing human resource in innovative and sustainable business
- ◆ Agribusiness Management for innovative and sustainable markets
- ◆ Entrepreneurship and innovation for sustainable markets
- ◆ Managing information technology for sustainable innovation
- ◆ Managing manufacturing and operations in innovative and sustainable markets
- ◆ Managing intellectual properties in innovative and sustainable markets
- ◆ Business analytics for smarter market place.

**Paper Award:** To recognize the outstanding contribution with a particular focus on the theme of the conclave, one paper shall be selected for the Best Paper award. The criteria for review and evaluation would be Rationale, Applicability, Methodology, Originality, Conclusions, Managerial Implications and relevance etc.

**Guidelines for Abstract Submission:** Selection of papers for presentation will be based on detailed abstracts of up to 1,000 words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. The author(s) should clearly mention under what area of interest of the conclave the abstract is to be included. They should adhere to the following for both abstract and full paper :



Length Abstract:	500 -1,000 words Full Paper : Max 6,000 words excluding title/cover page and references
Margins	2.5 cm. or 1 inch
Font	Times New Roman, 12 point
Spacing	1.5
Title page	Title, author(s), affiliation(s), contact details
Key words	Four to Five

Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. A soft copy of the abstract in Microsoft Word should reach the conclave coordination committee not later than November 20, 2016 addressing to mcbis2017@gmail.com with subject line as “Abstract Submission”. Authors will be notified of acceptance by November 25, 2016. Acceptance of the abstract implies that at least one of the authors will attend the conclave and present the paper. In case a paper is submitted for presentation in absentia, a processing fee of Rs. 1000/- would be charged.

**Guidelines for Full Paper Submission :** One soft copy in MS-Word format of the paper selected for presentation at the conclave will have to be submitted to the conclave coordination committee by December 15, 2016 addressing to mcbis2017@gmail.com with subject line as “Full Paper Submission”. Papers must include a clear indication of the purpose of research, methodology, major results, implications, and key references. For references and footnotes, authors should use the style followed by APA.

**Registration :** Registration fee of Rs 2,500 per academic participant and Rs 5,000 per industry participant should be sent latest by December 15, 2016 through a demand draft in favour of Convener, MCBIS 2017, payable at Rourkela to the address mentioned below. For students, the fee would be Rs 1,500. You may choose to pay the amount through NEFT with the details mentioned below and send us a mail citing payment details.



Account Number	36089649387
Account Name	Convener, MCBIS 2017
IFSC Code	SBIN0002109
SWIFT Code	SBININBB137
MICR Code	769002007
Bank Name	State Bank of India

Registration fee will include inaugural dinner, lunch and tea for the conclave days, and a copy of the conclave proceedings. Registration form is attached with the conclave brochure. The registration form should be sent along with the demand draft.

Accommodation: The conclave is being held in the campus of the Institute. Limited number of rooms is available at the Institute Guest Houses located in the campus for conclave participants on payment on first come first basis. Request for reservation of room should be sent along with full payment by December 15, 2016. Alternatively, you could reserve a room at any of the leading hotels in Rourkela.

#### EVENT DEADLINE

Last Date for Abstract Submission	November 20, 2016
Notification of Acceptance of the Abstract	November 25, 2016
Last Date for Submission of Selected Papers	December 15, 2016
Last Date for Registration Fees	December 15, 2016
Conclave Dates	January 07-08, 2017

## Conclave Committees:

Prof. Ranjit Kumar Sahoo, Director, Patron

### Local Organizing Committee:

Prof. Dinabandhu Bag - Chairman	Prof. Rajeev K. Panda - Convener
Prof. Chandan K. Sahoo - Co-convener	Dr. P. K. Mohanty- Co-convener
Prof. N.M. Leepsa, SM	Prof. S.H. Uzma, SM
Prof. Nihar Ranjan Mishra, HS	Prof. A. K. Rath, HS

### Conclave Advisory Committee:

Prof. Ilan Alon, Rollins College, USA	Prof. Duane Windsor, Rice University, USA
Prof. Neharika Vohra, Professor, IIMA	Prof. Pingali Venugopal, Professor, XLRI
Prof. Tridib Chakraborty, Retd. Prof, IIMC	Prof. Sanjay Patro, Professor, XLRI
Prof. G.K. Panda, Dean (SRICCE), NIT RKL	Prof. P.C.Padhan, Ass. Professor, XLRI
Prof. B.B. Biswal, Dean (FW), NIT Rourkela	Prof. S. K. Rath, Professor, NIT Rourkela

Conclave Secretariat:

**Dr. Rajeev Kumar Panda, Convener**

**School of Management**

**National Institute of Technology Rourkela**

Rourkela, Odisha-769008, India

Phone: 0661-2462804; Email: mcbis2017@gmail.com



# REGISTRATION FORM



NATIONAL LEVEL MANAGEMENT CONCLAVE 2017  
"Business, Innovation & Sustainability"  
January 07-08, 2017

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Institute/Organisation : \_\_\_\_\_

Address : \_\_\_\_\_

Mobile : \_\_\_\_\_ E-mail: \_\_\_\_\_

## Registration Fee :

INR: \_\_\_\_\_

Demand Draft Details : No.: \_\_\_\_\_ Date: \_\_\_\_\_

Bank \_\_\_\_\_

## Registration category:

Corporate ( ☐ ) / Academic ( ☐ ) / Research Scholar ( ☐ ) / Others ( ☐ )

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Place: \_\_\_\_\_

The completed Registration Form along with the demand draft should be sent to:  
Dr. Rajeev Kumar Panda, Convener  
School of Management  
NIT Rourkela, Rourkela-08, Odisha, India  
Phone; 0661-2462804. Mobile: +91 9438715089