

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous)

College with Potential for Excellence, Linguistic Minority Institution Affiliated to University of Madras No.833, Gokul Bagh , E.V.R Periyar Salai Arumbakkam, Chennai- 600106, Tamil Nadu, India

THE DEPARTMENT OF ACCOUNTING AND FINANCE Organizes

A Two Day Virtual International Conference

On

INNOVATIVE BUSINESS PRACTICES AND SUSTAINABILITY IN VUCA WORLD - 2021

8th & 9th November 2021



ABOUT THE COLLEGE

Dwaraka Doss Goverdhan Doss Vaishnav College, a linguistic minority institution was established in the year 1964 by the Rajasthanis and Gujaratis settled in Chennai, for the cause of higher education. With a sole purpose of the imparting knowledge and value-based education, the college saw its grand day on 30 June 1964 with one course of B.Sc. Mathematics and with Shri. Totadri lyengar (teacher of Dr. APJ Abdul Kalaam) as its first Principal. Dwaraka Doss Goverdhan Doss Vaishnav College has been a haven for generations of enthusiastic learners for more than five decades. The college was founded on the principles of Vaishnavism, with the sole purpose of imparting value-based quality education and empowering the youth. It has seen a phenomenal growth in its infrastructure, its constantly restructured and revamped curriculum to cater to the specific needs of the student's community. Outstanding performance of the students in academics and extension activities has enabled the college to emerge as one of the premier institutions of higher learning. The curriculum is reviewed and updated periodically, in keeping with the changes in the diverse disciplines of arts, commerce, science and technology. An interdisciplinary, multi-disciplinary approach in designing the course work is adopted to ensure industry - academia collaboration. The college has entered into collaborations with many reputed institutions. The vision of the college is to impart value-based quality academia, empower students with wisdom, instil rich Indian traditions and culture, to invoke the self and ensure holistic development by broadening their vision towards nation building, harmony and universal brotherhood

ABOUT THE DEPARTMENT

The Department of Accounting & Finance was started in the year 2015 with the aim of imparting broader financial knowledge to students. With the emergence and growth of the financial sector in India as well as globally, the need to specialize in specific domains relating to accounting and finance has increased manifold. The department offers Outcome Based Education (OBE) through a wide range of subjects like taxation, corporate finance, banking, financial management, investment management & accounting papers like financial, corporate, management and cost accounting, to equip the students with knowledge and competence and enable them to compete in the global economy. The department also encourages its students to organize and take part in various extra-curricular activities within and outside college. The department has its exclusive students' forum "LucAFama" which was formed with an aim to interact with various experts and academicians and also broaden the exposure and knowledge of the students to the financial world. The forum conducts guest lectures, workshops, academic oriented events and seminars in the area of finance and accounting to nurture the talents and skills of our students and motivate and encourage them to take up roles to develop their capabilities and prepare them for the rapidly changing world. Our vision is to provide students with an excellent career-oriented and comprehensive academic programme in commerce by integrating education with ethical, humanistic and social learning for enabling them to contribute in a better way to our country's progress.

ABOUT THE CONFERENCE

The world we live in today is extremely dynamic and drives for positive change constantly. Unfortunately, this dynamism of the world as we know today has also led it to becoming the 'VUCA' world, short for Volatile, Uncertain, Complex and Ambiguous, all of which may sound similar but caters to different sets of problems and hurdles which a business or an economy might face. From the point of view of a business, stability and sustainability in a VUCA world is by no means an easy feat to achieve. With government regulations changing constantly and customer tastes and preferences also evolving rapidly, there is a constant need for adaptation and innovation which results in businesses discarding previous extensively used products. Unforeseeable circumstances form a major aspect of the VUCA world, which drives a business to change, innovate and sustain its resources. In a world that is increasingly being shaped by a positive push for inclusivity and ending prejudice and discrimination, businesses find themselves in hot water for issues that were minuscule or extremely normalised in the past century. With a growing percentage of the population being concerned about issues like climate change, labour exploitation, helping small businesses and an overall critical view of the exploitative nature of capitalism, it is not wrong to assume that businesses are heading towards a more sustainable form of operation leading to innovation. The virtual international conference aims to promote, encourage and bring together researchers and academicians to share knowledge, deliberate as well as recommend over multiple issues and current trends concerning innovative business practices and sustainability of organizations in this VUCA world



SUGGESTIVE SUB-THEMES

We cordially invite researchers, academicians and Post Graduate students to submit their papers with reference to the broad theme of the conference, addressing their paper to one of the following conference sub-themes:

TRACK I: FINANCE TRACK II: MARKETING

TRACK III: HUMAN RESOURCE TRACK IV: INNOVATION & ENTREPRENEURSH



Impact of Disinvestment & consolidation Managing bad assets/NPAs in VUCA Impact of COVID-19 on the financial performance of companies Financial, social and environmental reporting

Financial markets- growth and opportunities Financial analytics and forecasting Financial Literacy & Behavioural Finance **Financial Distress and Crisis** Management Innovation in Banking Cryptocurrencies Sustainable Issues in Banking

Financial Challenges in VUCA World Risk Management **Cashless Economy & Digitalization**

TRACK II MARKETING

Product Innovations Disruptive & Innovative Marketing Virtualized Customer Care Green Marketing Developing Agile Marketing E-Retail Management Service Innovation Social Media Marketing Innovation in Marketing Communication

Marketing Challenges in the VUCA world Advertising & Digital Marketing Sustainable Practices in Marketing MNCs & Rural Markets Artificial Intelligence in Marketing Market Positioning in a VUCA environment Neuro Marketing Market Analysis using Big Data

TRACK III HUMAN RESOURCE

Digitalization in HR HR Analytics Technology and Innovations in HR Knowledge Management Cloud Recruitment Talent Management and Employee Relations Impact of AI on HR Change Management and Managing Human Capital Employee Experience & Engagement Ethics, Values, Trust and Conflict Resolution Leadership and new normal Boundary less organization - Challenges and Opportunities HRM Policies and Practices

TRACK IV INNOVATION AND ENTREPRENEURSHIP

Disruptive Innovations Entrepreneurial Practices in the VUCA World Academic entrepreneurship Entrepreneurial Learning and Teaching in Higher Education Research-based spin-offs New venture creation Start-up management Technological innovation process Creativity, innovation and entrepreneurship Green Innovation and Entrepreneurship Knowledge-based Innovation Technology entrepreneurship Strategy for Building Entrepreneurial Communities Radical innovations Cyber entrepreneurship Green entrepreneurship Entrepreneurship sustainability

Social innovation and social entrepreneurship

Opportunities for tribal entrepreneurship development

SUBMISSION GUIDELINES

The abstract and full paper has to be submitted as per given guidelines to the following email id: aficvucaworld2021@gmail.com

Guidelines for Abstract Submission

Selection of papers for presentation and discussion will be based on the abstract submitted. The abstract of 300 -400 words must include the purpose, methodology, major findings of the research and the keywords. It should follow the guidelines given below.

Title: 14 point font Times New Roman

Title Page: Title, Author(s), Affiliation(s), Contact Details. \rightarrow Length and reference: 300 – 400 Words; Font Style: Times New Roman **Font Size: 12 >** Line Spacing: 1.5. > Margin 1 inch all sides, Single column

All Papers must be submitted in MS Word only.

Guidelines for full Paper Submission

Title Page: The Title page of Manuscript must include the title of the theme, names of authors including the corresponding author, institutional affiliations, Keywords (Maximum 5), phone numbers & email IDs of corresponding authors.

Title: 14 point Times New Roman

Font Style: Times New Roman, Font Size: 12, Line Spacing: 1.5, Margin of one inch all around.

- Maximum paper length: 6000 words or 15 pages (including title page, abstract main text, figures, tables, graphs and references etc.)
- Referencing: APA style.
- All tables, charts and graphs should be given on separate sheets with title.
- > The Paper must not have been published or accepted for publication elsewhere and an undertaking to this effect should appear in the cover letter/ email.
- Plagiarized work would lead to disqualification
- All Submitted work should mandatorily have similarity index below 20%

Guidelines For Presentation

5 minutes for presentation.

1 minute for question and answer session. All presentations must be done using MS Power Point Publication

Selected papers will be published in UGC CARE LIST GROUP -I listed journal based on their terms & conditions. The publication cost i.e. Article Processing Fee (if any) will be borne by the author(s) in addition to the Registration Fee. All full paper submissions will be peer-reviewed by experts from relevant subject areas and evaluated based on originality, technical and/or research depth, accuracy and relevance to conference theme and topics. The accepted papers will be printed in the form of an edited journal with ISSN No.

Registration Link https://forms.gle/6nCRBGn3Y1WkNeM78





Best Paper Award

High-quality research papers would be given the best paper award in each of the four tracks i.e. Finance, Marketing, Human Resource and Innovation & Entrepreneurship.

Target Audience/Participants

Academicians, ResearchScholars, Post Graduate Students, Professionals, Industry Delegates

Registration & Payment Details

Authors are requested to adhere to the following registration and payment formalities. Registration is mandatory for all participants (Deadline: 20th October 2021). In case of multiple authors each author must pay registration fees separately

Categories	Registration Amount Indian	Registration Amount Other than Indian
Academicians	INR 500	10 USD
Industry Representatives	INR 1000	20 USD
Research Scholars	INR 500	10 USD



Mode of Payment

The registration fee is inclusive of all bank charges and must be paid by NEFT/ Google Pay in favour of D G Vaishnav College, payable at Chennai

D.G Vaishnav College Account Name Karur Vysya Bank Bank Name Arumbakkam, Chennai, Tamil Nadu Branch KVBL0001289 IFSC Code 1289155000056879 Account Number



All research papers and subsequent correspondence should be mailed to E-mail id: aficvucaworld2021@gmail.com For futher information, interested participants may also contact: Ms. D. Narmadha 8754110432 / 7904760794 Dr. D. Jayaprakash - 9884993261 Ms. V. Radhalakshmi - 8939315413

International Advisory Committee

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THE DEPARTMENT OF ACCOUNTING AND FINANCE Cordially Invites You For A Two Day Virtual International Conference On 8th & 9th November 2021 on the theme

INNOVATIVE BUSINESS PRACTICES AND SUSTAINABILITY IN THE VUCA WORLD -2021

Chief Patron



Shri Ashok Kumar Mundhra Secretary

Patron & Convenor





Organizing Secretary

Capt. Dr. S. Santhosh Baboo Dr. H Principal Head o Member - Syndicate, University of Madras

Dr. Kavitha Menon Head of the Department

Joint Organizing Secretary



Dr. D Jayaprakash Assistant Professor



Chief Guest

Dr. R. Rangarajan Dean - i/c College Development Council Professor and Head Department of Commerce, University of Madras, Chennai-600005

KEYNOTE SPEAKERS



Dr Leigh-Anne Paul Dachapalli HOD: Department of People Management and Development Tshwane University of Technology Pretoria Campus,South Africa



Prof. Dr. Kosga Yagappa Raj Professor in Commerce Putra International College Malaysia – Trine University, USA



Dr. Rohini Bhatt Assistant Professor School of Business, AURO University, Surat - 394510, Gujarat, India



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Dr Ankur Goel Associate Professor DIMS, Dewan VSGI, Meerut, UttarPradesh, India



Dr. Prabha Deena Research Head & Professor St. Xavier's College, Bangalore, India

ORGANIZING COMMITTEE

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Assistant Professor Assistant Professor

KEY DEADLINES

Abstract Submission Deadline Full Paper Submission Deadline **Confirmation of Acceptance of Full Paper** Last Date of Registration **Conference Dates**

20th October 2021 25th October 2021 2nd November 2021 20th October 2021 8th & 9th November 2021

NOTE: It must be noted that in-absentia presentations shall not be accepted. Atleast one registered author (in case of multiple authors) must present their paper in the conference to be eligible for acceptance.