



International Conference
on

**Innovative Research Practices in Social
Sciences (IRPSS-2021)**

December 10, 11, 12, 2021

Organized by
**Department of Business Administration
Institute of Engineering & Management**

Keynote Speakers



Prof. David Aaker
Berkeley's Haas School
of Business (UC)



Prof. Jochen Wirtz
National University of Singapore



Prof. Subhadip Roy
IIM-Ahmedabad



Prof. Sandip Anand
XIM-Bhubaneswar

In Association with



IC-IRPSS-2021

International Conference on Innovative Research Practices in Social Sciences (IRPSS-2021) provides unique opportunities to academicians, researchers and scholars from different disciplines of business, economics, management and social sciences to construct and disseminate ideas through innovative practices. This conference will integrate the thoughts of academicians and researchers worldwide to provide possible solutions through business research in the backdrop of changing socio-economic business dimension. Innovative research practices have become increasingly popular in the last few decades. IRPSS-2021 will focus on salient issues related to innovative and creative research practices in the social sciences. This conference will meticulously foster concepts and techniques that competent researchers employ to ensure creativity in the social sciences research process. All scholars interested in studying the implementation of innovative practices in transforming socio-economic dimensions may find this conference discussion to be a useful tool.

Institute of Engineering & Management

The IEM group is an acclaimed educational group amongst the industry-centered academic training organization of today. IEM has set sublime standards in addressing the technical and managerial resource shortage in the new era of dynamic globalization. The IEM group has risen to fame for its strong foundation in teaching and R&D in multifaceted areas. It aims to serve the future generation as well as the Nation through its commitment towards self-sufficiency and unmatched excellence.

Pre-conference Workshop

All registered participants will get an opportunity to attend the **Workshop on Structural Equation Modelling using AMOS** on December 10, 2021.

Resource Person:

Dr. S. Srinivasan,
Vinod Gupta School of Management, IIT-Kharagpur

The Conference Theme

IRPSS-2021 will focus on salient issues related to innovative and creative research practices in the social sciences. This conference will meticulously foster concepts and techniques that competent researchers employ to ensure creativity in the social sciences research process.

Sub-themes of the conference

A. Marketing

Branding and Brand Management, Content Marketing, Social Media Marketing, Consumer Decision Making, Marketing Analytics, place branding, luxury branding and consumer behaviour, Assessing Marketing Performance, New Product Development, Marketing Strategy, Integrated Marketing communications, Marketing Innovation and Planning, Delivering Customer Value, Relationship Marketing, Services Management in Developing Countries, Marketing Strategies for Services, Strategic Market Management, Marketing Effectiveness, Customer Relationship Management, Sales Management, Advertisement, Brand Management, Retailing, Global Marketing, Contemporary Issues in Marketing, and all other related topics.

B. Finance & Accounting

Financial Innovation, Engineering & Analytics. Financial economics & financial engineering. Innovative Economic Strategies for Financial Inclusion. Financial Markets and Derivatives. Pandemic effects on financial markets, derivatives market, financial institutions and intermediaries, foreign exchange market. Behavioural Accounting and Finance. Investment banking in a global pandemic. Risk management and internal control. Stagflation & financial contagion during covid-19. Liquidity risk and market liquidity in equity and debt markets. Social accounting. Technological progress and banking. Advance Taxation & its Implication. Credit risk modelling and management. Best Practices in Corporate Governance. Sustainable innovations and new business models during pandemic. Stock market volatility and trends in Asian market in the new normal. Portfolio management during crisis. Microfinance & SME finance. Energy finance & Behavioral finance during pandemic.

C. Human Resource Management

Cross-cultural Management, Diversity & inclusion, unlocking global potential, Talent Assessment Tools and Strategies, Performance Management Systems, Organizational Change Management, Organizational Behavior/Industrial Psychology, Organization Development, Training & Development, Strategic Human Resource Management, Industrial Relations, Social Security, Labor Welfare, Compensation Management, Sustainable HRM Practices, Challenges in labour market, Future of work in organizations.

D. Economics

Comparative Economics, Budget Deficits & Public Debt, Economic Growth, Employment and Unemployment, Human Capital, Income Distribution, Inflation, Energy Economics, Fiscal Policy, Rural-Urban Development, Tourism Economics, Environmental Economics, Inequalities, Poverty, Contemporary Issues in Economics, and all other related topics.

E. Entrepreneurship, Social Issues & Public Policies

Innovation, Entrepreneurship and Management, Social entrepreneurship, the role of entrepreneurship in the economic diversification and development process, New business creation process, incubators, and accelerators, Creation and management of family business, Entrepreneurship in and design of innovations for low income or emerging markets, Venture capital, angel investing, and entrepreneurial finance Contemporary Issues in, Social innovation and entrepreneurship, Policies of Economic, Political, Social and Financial Inclusion, women and marginalized communities, Policy approach towards state owned/controlled organizations including banks, PSUs, universities, institutions of higher learning, Management of Non-Governmental Organizations and the changing policy ecosystems. Management of co-operatives

and farmers' producer organizations and the changing policy regulatory ecosystem etc.

F. General Management

Innovation Policy and Management, Knowledge Management, Change Management, Communications Management, Business Leadership, Family Businesses, Ethics in Business Role of Government and Corporate Governance, Corporate Governance for Small and Medium Enterprises (SME) sector, Corporate Governance in Public Sector Enterprises, CSR and Different Stakeholders, Sustainable development (use of green technologies, social responsibility), Contemporary trends in Innovation patterns in sustainable tourism. Decision Analysis, Information Mgmt., Dark tourism, Hospitality management, Design thinking, Bottom of the Pyramid, Big data analysis

Uniqueness of this Conference

- Taylor & Francis Routledge Publication (Edited Book)
- Free Pre-conference workshop conducted by Professor of IIT-Kharagpur on Structural Equation Modelling using AMOS
- Best Research Paper Award INR ₹ 20,000/-
- Internationally Reputed Keynote speaker
- Edited Book to be released during the inaugural session of the Conference

Publication

Accepted papers will be published in an edited book in Hard Copy format entitled

"Social Science Research: Sustainable Practices"

by

Taylor & Francis Routledge Publication

About the Book

Innovative research, practices have become increasingly popular in the last few decades. In this book, we will include several salient issues on which chapters in the book on Innovative research practices in social sciences can be revealed. We will bring readers through a number of innovative and creative practices that researchers in the field of social sciences have adopted in their research process. This book will methodically include ideas & practices that competent researchers use to practice in order to ensure the creativity in the research process of the social sciences. Each chapter in the book will highlight the different unique and innovative practices in different functional areas of social sciences. This book will again be a handy-tool to all researchers in explaining the application of innovative practices in changing socio-economic dimension.

Conference Committee

Chief Patrons

Prof. Dr. Satyajit Chakrabarti, President, IEM-UEM Group

Program Chair

Dr. Satyajit Chakrabarti, Director, IEM, Kolkata

Program Co-Chair

Prof. Nandan Sengupta, Professor, Cambridge Marketing College, UK

Conference Convener(s)

Dr. Rabin Mazumder, Head & Professor-Economics Area, Department of Management, Institute of Engineering & Management-Kolkata

&

Dr. Dipak Saha, Professor-Marketing Area, Department of Management, Institute of Engineering & Management-Kolkata

Jt. Convener(s)

- Prof.(Dr.) Soumik Gangopadhyay, Professor, Department of Management, Institute of Engineering & Management
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- Dr. Saikat Chakrabarti, Assistant Professor, Department of Management, Institute of Engineering & Management

- Prof. Soumik Das, Assistant Professor & Officer-Training & Placement, Department of Management, Institute of Engineering & Management

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- Prof. Subrata Basak, Institute of Engineering & Management
- Prof. Ajanta Ghosh, Assistant Professor, Department of Management, Institute of Engineering & Management
- Prof. Soumik Das, Officer-Training & Placement, Department of Management, Institute of Engineering & Management
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- Prof. Suchana Roy, Assistant Professor, Department of Management, Institute of Engineering & Management
- Dr. Bidushi Jana, Associate Professor, Department of Management, Institute of Engineering & Management

Paper Submission

Please upload the soft Copy of your full paper and fill up the required information at the following link <http://www.iemirpss.org/>
In case of any difficulties, you may submit your paper at irpss.conference@iemcal.com

Best Paper Award

₹ 20,000/-

Registration Fees:

Code	Description	Fee (₹)	
A	Basic Registration Fee		
Category of Registration		Indian Participants	International Participants
A1	Student (P.G/ U.G)	300 /-	50 USD
A2	Research Scholar	500 /-	50 USD
A3	Academics	1000 /-	50 USD
A4	Corporate delegates	1200 /-	50 USD
B	Registration fee for co-author	No Separate Registration Fee is Applicable for Coauthor(s)	
C	Publication Fee Edited Book "Social Science Research: Sustainable Practices" by Taylor & Francis Routledge Publication (Printed book version) Author(s) need to pay publication fee once your paper is accepted)	5000 /- *	100 USD *
D	In Absentia Fee (Poster Presentation) with Edited Book Publication Scope "Social Science Research: Sustainable Practices" by Taylor & Francis Routledge Publication (Printed book version)	5000 /- *	100 USD *
E	Any additional copy of Edited Book	1500/-	75 USD

Note:

1. No Separate Registration required for co-authors (for individual certification)
2. Payment to be made on the basis of code(s) selected (students & research scholars need to submit a copy of institute ID card/ University registration card as proof)

- * 3. No separate publication fee will be charged individually.

₹ 5000/- or (USD 100) is applicable per paper only. If one paper contains 3 authors, then the fee is ₹ 5000/- or (USD 100) only.

Mode of Payment

For Indian National

Bank Name	IDBI Bank Ltd
Branch Name	Salt Lake, Sector V, Kolkata - 700091
Account Name	"Institute of Engineering & Management Trust"
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OR

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IFSC Code	IOBA0001642
Swift Code	IOBAINBB893
Branch Code	1642

*****No Spot Registration through cash submission facility will be available.

Important Dates:

Submission & Registration	Date
Last Date for Full Paper Submission	August 30, 2021
Notification for 1 st Draft with Changes	September 15, 2021
Full Paper Submission with correction	September 30, 2021
Notification of Full Paper Acceptance	October 7, 2021
Final registration	October 17, 2021
Conference Date and Time Zone (IST)	December 10, 11 & 12 , 2021

Call for Papers

Papers are invited from academicians, practitioners, research scholars and students on the afore-mentioned themes/sub-themes. The following are the guidelines to the participants:

- **Paper title:** 20 pt. Times New Roman, Bold, Centered, Upper and Lower Case.
- **Author listing:** 14 pt. Times New Roman, Bold Centered, Upper and Lower Case; Department, University or Institution or Company and City, Email-id.
- **Full Paper:** Manuscripts should contain original research work of author/s, which have not been published elsewhere in any form nor sent for publication elsewhere. Manuscript should have Manuscript should have **Chicago citation & referencing style (For more details, please visit conference website)**
- **Word Limit:** Please try to restrict your paper within 3000 words
- Author(s) interested to present their papers "In-Absentia" mode are requested to send the ppt presentation of their paper along with the full paper.

Evaluation & Acceptance Criterion

- Potential value/Impact of research
- Relevance to conference theme
- Originality
- Clarity,
- Length (Limited to 3000 words only)
- Plagiarism free

Best Paper Award

One best paper shall be awarded best on the following criterion.

- Potential value/Impact of research
- Relevance to conference theme
- Originality
- Clarity

Contact

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