



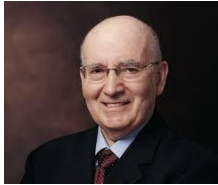
2nd International Conference
on

Innovative Research Practices in Social Sciences (IRPSS-2022)

December 09, 10, 11, 2022

Organized by
Department of Business Administration
Institute of Engineering & Management

Inaugural Address



Prof. Philip Kotler
Kellogg School of Management
USA

Valedictory Address



Prof. Justin Paul
University of Puerto Rico,
USA & University of
Reading, UK

Keynote Speakers



Prof. Subhadip Roy
IIM-Ahmedabad CMO-IBM, India & South Asia



Deepali. Naair
CMO-IBM, India & South Asia

In Association with

Department of Management & Marketing and Centre for
Management Studies, West Bengal State University,
ICRC-All India Management Association
Academy of Indian Marketing



IC-IRPSS-2022

International Conference on Innovative Research Practices in Social Sciences (IRPSS-2022) 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-2022 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.

Doctoral Colloquium

The doctoral colloquium will be organized on December 09, 2022 to provide research scholar a unique opportunity to interact and discuss their work with global leading academician & industry experts in the field of management and social sciences.

The Conference Theme

IRPSS-2022 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

Behavioural Finance, Corporate sustainability, Social Banking and Microfinance, Financial Inclusion and literacy, Impact of Covid 2019 on Financial Sector, Digital Banking, Crypto currencies, IFRS, Financial Reporting Practices: contemporary changes, Forensic Accounting, Corporate Governance and Audit, Corporate Social Responsibility and all other related topics.

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

Green energy, Green Economy, Green Business and Green Computing, Digital platforms for Growth, Sustainable Agriculture and Food Security, Agri-Business, Rural Credit, Rural Entrepreneurship and Inclusive Growth, Sustainable Business, Renewable Energy for sustainability, Climate Change and Challenges of Sustainability, Health Economics, Labour Economics, Financial Economics,

Behavioural Economics, Shadow Economy, Circular Economy, Crypto currency, Poverty, Inequality and Unemployment, Self Help Groups and Women Empowerment, Make in India, Skill India, Digital India, Smart Cities Initiatives 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

G. Health care Management

Hospital Operations Management, Health Economics, Biomedical Waste Management, Medical Records Management, Health Care Marketing, Time Management

H. Information Technology & Data Science

Big Data, Block chain, Artificial Intelligence, Data Mining and Analytics, Machine Learning E-Commerce Scenarios, Electronic Business Model and Method applications, Marketing Analytics, HR Analytics, Financial Analytics, Business Analytics.

Uniqueness of this Conference

- Journal Publication (Emerald Publishing/Sage Publishing)
- Taylor & Francis Routledge Publication (Edited Book)
- Springer Nature Publication (Edited Book)
- Best Research Paper Award INR ₹ 20,000/-
- Internationally Reputed Keynote speaker

Publication

Journal Publication

- International Journal of Emerging Markets (Emerald Publishing)
<https://www.emeraldgrouppublishing.com/journal/ijoem#journal-description>
- FIIB Business Review (Sage Publishing)
<https://journals.sagepub.com/aims-scope/FIB>
- South Asian Journal of Marketing (Emerald Publishing)
<https://www.emeraldgrouppublishing.com/journal/sajm#aims-and-scope>

Edited book Publication

- "Resurgence and Sustainable Development of The Asian Market in the New Normal: Issues and Challenges" to be published by Springer Nature
<https://docs.google.com/document/d/1aroyLUhMOsD2cMy3sev1L2hcREBt/edit>
- "Management Challenges & Practices in a Turbulent Time" to be published by Taylor & Francis (Routledge publication) under the series Contemporary Management Practices.
<https://iemirpss.org/publication-guidelines/>

- THE MARKETING PERSPECTIVES ON PHYGITALISATION to be published by APPLE ACADEMIC PRESS (Co-publishing with CRC Press Taylor & Francis Group)

About Publication

Innovative research, practices have become increasingly popular in the last few decades. Several salient issues on Innovative research practices in social sciences can be revealed. These initiatives bring readers through a number of innovative and creative research practices that researchers in the field of social sciences have adopted in their research process. This process 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 work will highlight the different unique and innovative practices in different functional areas of social sciences. This methodical research work will again be a handy-tool to all researchers in explaining the application of innovative practices in changing socio-economic dimension.

Conference Committee

Chief Patron

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

Patron

- Prof.(Dr.) Satyajit Chakrabarti, Director, IEM, Kolkata
- Prof.(Dr.) Mahua Das, Hon'ble Vice Chancellor, West Bengal State University, West Bengal

Conference Chair

- Prof. Philip Kotler, S.C. Johnson & Son Distinguished Professor Kellogg School of Management at Northwestern University, USA

Conference Co-Chair

- Prof. Nandan Sengupta, Anglia Ruskin University, UK

Honorary Chair

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- Dr. Anirban Sarkar, Professor & Head, Department of Management & Marketing & Director, Centre for Management Studies, West Bengal State University, West Bengal

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

Conference Co-convener(s)

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- Dr. Saikat Chakrabarti, Associate Professor, Department of Business Administration, Institute of Engineering & Management

Jt. Convener(s)

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

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- Prof.(Dr.) Ashutosh Muduli, Professor-Human Resource Management, Pandit Deendayal Petroleum University, India
- Dr. Soumya Guha Deb, Associate Professor, Indian Institute of Management, Sambalpur, India
- Dr. Sajal Das. Associate Professor, University of Calcutta, India

Organizing Committee Members:

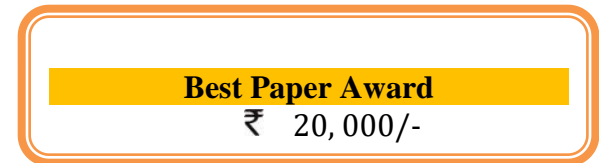
- Prof. Subrata Basak, Institute of Engineering & Management
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- Dr. Bidushi Jana, Associate Professor, Department of Business Administration, Institute of Engineering & Management
- Prof. Arindam Roy, Assistant Professor, Department of Business Administration, Institute of Engineering & Management

Paper Submission

Please visit the following link for more information on Paper submission, Journal Publication & Edited Book Publication <http://www.iemirps.org/>

In case of any difficulties, you may submit your paper at <https://iemirps.org/conference-paper-submission/>

Note: Each submission must follow the guidelines of the respective journals & Edited Book.



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	1000/-	50 USD
A3	Academicians	2500 /-	50 USD
A4	Corporate delegates	2500 /-	50 USD
B	Registration fee for co-author	No Separate Registration Fee is Applicable for Coauthor(s)	
C	Publication Fee	NIL	NIL
D	In Absentia Fee	NIL	NIL

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)

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”
Account Number	184104000054214
MICR Code	700259009
IFSC Code	IBKL0000184

OR

For Foreign National

Bank Name	Indian Overseas Bank
Branch Name	GN- 34/2, Salt Lake Electronics Complex, Sector -V, Kolkata - 700091
Account Name	Institute of Engineering & Management Trust
Account Number	164201000000488
MICR Code	700200049
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	November 15, 2022
Notification for 1 st Draft with Changes	November 20, 2022
Full Paper Submission with correction	November 25, 2022
Notification of Full Paper Acceptance	On or before November 25, 2022
Final registration	On or before November 30s, 2022
Conference Date and Time Zone (IST)	December 09, 10 & 11 , 2022

(IRPSS-2021) Accomplishments

All accepted papers are added in different edited books under the series **Contemporary Management Practices**.

- Perspectives in Finance & Digital Transformation in Business
- Perspectives in Marketing, innovation & Strategy
- Perspectives in Sustainable Management Practices
- Perspectives in Human Resources

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:** 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 **APA-7th Edition (For more details, please visit https://iemirpss.org/wp-content/uploads/2021/11/APA-style-of-referencing_7th_-Edn.pdf)**

- **Word Limit:** Please try to restrict your paper **within 5000 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.

Note: Each submission must follow the guidelines of the respective journals & Edited Book

Evaluation & Acceptance Criterion

- Potential value/Impact of research
- Relevance to conference theme
- Originality
- Clarity,
- Length (Limited to 5000 words only)
- Plagiarism free

Best Paper Award Selection

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

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

Contact

Conference Convener(s)

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Conference alerts:
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