



### 3<sup>rd</sup> International Conference on

## Innovative Research Practices in Social Sciences (IRPSS-2023)

**November 16, 17, 18, 2023**

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

#### Conference Chair



**Prof. Philip Kotler**  
Kellogg School of Management  
USA

#### Inaugural Address



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



**Prof. Subhadip Roy**  
IIM-Ahmedabad, India



**Prof. Sunil Sahadev,**  
Sheffield Hallam University,  
UK.



**Deepali. Naair**  
CMO-IBM, India & South Asia



**Makarand Kulkarni**  
Associate Director –Sanofi,  
India

**In Association with**



### IC-IRPSS-2023

International Conference on Innovative Research Practices in Social Sciences (IRPSS-2023) 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-2023 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.

### Conference Workshops

- The doctoral colloquium on November 16, 2023 on Hands-on Workshop (PLS-SEM)
- Doctoral Colloquium on exploring the use of Mendeley
- Meet the Editors

### The Conference Theme

IRPSS-2023 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, Sustainable Legal Practices.

## G. Business Analytics

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)
- Proceedings Publication Springer (SCOPUS)
- Best Research Paper Award INR ₹ 20,000/-
- Internationally Reputed Keynote speakers

### Publication Scope

#### 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

- "Sustainable Research Practices in Social Sciences" to be published by Taylor & Francis (Routledge publication) under the series **Contemporary Management Practices**.  
<https://iemirpss.org/publication-guidelines/>

#### Proceedings Publication

- Proceedings Publication Springer (SCOPUS)

#### 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, Chancellor, University of Engineering & Management Kolkata

#### Patron

- Prof. (Dr.) Satyajit Chakrabarti, Director, IEM, Kolkata

#### Advisor

- Prof. (Dr.) Mohuya Chakrabarty, Principal, Institute of Engineering & Management-Kolkata, India

#### 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

- Dr. Anuja Pandey, Professor, All India Management Association, New Delhi

#### Conference Convener(s)

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

#### Conference Co-convener(s)

- Dr. Soumik Gangopadhyay, Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata
- Dr. Saikat Chakrabarti, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata
- Dr. Bidushi Jana, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

### Jt. Convener(s)

- Prof. Dibyendu Chattaraj, Assistant Professor & Assistant Head, Department of Business Administration, Institute of Engineering & Management, Kolkata
- Prof. Ajanta Ghosh, Assistant Professor & Assistant Head,, Department of Business Administration, Institute of Engineering & Management, Kolkata

### Advisory Committee:

- Prof. Nandan Sengupta, Cambridge Marketing College, UK
- Prof.(Dr.) Sangeeta Sahney, Professor, Vinod Gupta School of Management, IIT-Kharagpur, Kolkata, India
- Prof. (Dr.) Isita Lahiri, Professor & Head, Department of Business Administration, University of Kalyani, India
- Prof.(Dr.) Tanmoy Dasgupta, Professor, Department of Business Administration, University of Burdwan, India
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- Dr Monomita Nandy, Professor -Finance Brunel University, UK
- CMA Biswarup Basu, President Institute of Cost Accountants of India
- Professor Kavita Sharma, Professor of Marketing, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi
- Deepali Naair, Chief Marketing Officer, IBM, India & South Asia.
- Dr. Oyenu Michael, Veritas University, Abuja, Nigeria.
- Prof. (Dr.) Anuja Pandey, Professor-AIMA & Head-India Case Research Centre, All India Management Association, New Delhi
- Dr. Avinash K Shrivastava, Associate Professor-Management Information System Analytics and Quantitative Techniques, IMI-Kolkata, India.
- Prof.(Dr.) Rabindra Nath Bhattacharya, Honorary Adjunct Professor (Economics), School of Oceanographic Study, Jadavpur University, Kolkata, India
- Prof. (Dr.) Isita Lahiri, Professor & Head, Department of Business Administration, University of Kalyani, India
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- Kanad Chatterjee, CIO – HCL Corporation and Shiv Nadar Foundation, India
- Dr. Sajal Das. Associate Professor, University of Calcutta, India

### Organizing Committee Members:

- Prof. Arkaprava Chakrabarty, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

- Prof. Sreeparna Guha, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata
- Prof. Suchana Roy, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata
- Prof. Arindam Roy, Assistant Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata
- Prof. Debarati Ghosh, Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata

### 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	3000 /-	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	2500 /-	50 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)

## 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 05, 2023
Notification of Full Paper Acceptance	November 09, 2023

Final registration Deadline	On or before November 13, 2023
Submission of Final Version of Paper	November 15, 2023
Conference Date and Time Zone (IST)	November 16, 17 & 18, 2023

### 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 Manuscript should have **APA-7<sup>th</sup> Edition (For more details, please visit [https://iemirpss.org/wp-content/uploads/2021/11/APA-style-of-referencing\\_7th\\_-Edn.pdf](https://iemirpss.org/wp-content/uploads/2021/11/APA-style-of-referencing_7th_-Edn.pdf))**

- **Word Limit:** Please try to restrict your paper **within 8000 words**

**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

### Best Paper Award

20, 000/-

### Paper Submission

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

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

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

### Contact

#### Conference Convener(s)

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