

## Information Technology and Services

- Big Data Applications, Challenges and Opportunities
- Artificial Intelligence, Data Science, Machine Learning
- Data-Driven Analytics and Business Management
- Green Projects and Green Technologies
- Industry 4.0 Technologies
- Applying New ICT Tools for Business
- Cloud Computing and Algorithms
- Big Data Analytics and Algorithms
- Applications of Block Chain Technologies
- Applications of AI for Better Business Sustainability
- Augmented Reality (AR) and Virtual Reality (VR)
- Applications of Meta-Heuristics
- Enterprise Resource Planning (ERP)
- Software Quality Management
- Educational Technologies and E-Learning
- Role of ICT in Education
- Blended Learning
- Technological Challenges in Implementing NEP 2020
- Learning Management System (LMS)
- Innovative Teaching Methods and Practices
- Role of Technology-Pedagogy & Curriculum Development
- Emerging Issues and Challenges in E-Learning

## Operations Management

- Fostering Innovations in Operations Management
- Optimization Techniques
- Flexibility inclusive and Sustainable Industrialization
- Business Continuity, Planning and Professional Practices
- Contactless Manufacturing, Storage, Handling, Delivery
- Supply Chain Risk Management
- Services Operations Management
- Sustainable Operations Management
- Supply Chain Management in Digital Era
- New Technology Absorption
- Project Management
- Robotics Process Automation
- Software Quality Engineering
- Lean Six Sigma
- Total Productive Maintenance
- Total Quality Management (TQM)
- Zero Defect/Zero Effect
- Facility Location Decision
- Circular Economy
- Business Process Re-Engineering (BPR)
- Logistics and Warehouse Management
- Emerging Practices in Tracking and Tracing

## Guidelines for Submission of Manuscript

- Authors are requested to submit the abstract/Full paper in MS-word format at [icrbsnabm2023@abbs.edu.in](mailto:icrbsnabm2023@abbs.edu.in)
- The manuscript should be in MS-word format. Manuscript must be 1.5 line spaced, with 1-inch margins with "Times New Roman, font size 12, black.
- On the First Page of the paper (Cover page), please provide full names (First, middle and last names) and full addresses (Institute's address along with designation and correspondence address) along with the email address of the author(s). The author's name or affiliations should not appear anywhere else in the body of the manuscript to facilitate the blind peer-review process.
- The actual paper should commence from the second page. The manuscript contains the title followed by the abstract, keywords, and the main paper. The paper should have an introduction, literature review, objectives, research gaps, methodology, limitations/scope for future work, and conclusion.
- The abstract, followed by relevant keywords should not be more than 300 words and should adequately describe the work and highlight its significance. The abstract should only include text. Avoid the use of abbreviations and references in the abstract.
- The manuscript should not be more than 5000 words including tables, figures, and an appendix given at the end. Headings and subheadings must be short and not numbered. The primary heading should be in the capitalized form (upper case), and boldface. The sub-headings should be in title-case capitalization (first letter of each word in the capital) and in bold. The table should be numbered consecutively. The title of the table should be placed above the table. The source should be indicated at the bottom.
- Figures/ diagrams/ graphs should be numbered consecutively. Wherever necessary, the source should be indicated at the bottom. The figures should also be given relevant titles. Figures, diagrams, and pictures should have good quality images preferably in JPEG Format.
- References should be included at the end of the paper and arranged in alphabetical order. The references must follow the style guide of the American Psychological Association (APA).
- A declaration should be provided from the corresponding author along with the paper stating Abstracts that the work is an original one and does not violate Copyright.

## Who Can Participate

Students, Academicians, Research Scholars, Entrepreneurs, Industry Participants, and Business Practitioners across different domains and disciplines from all over the world.

## 13th International Conference on

### Redefining Business Strategies: New Age Business Models (ICRBSNABM'23)

Date : 05.01.2023 - 06.01.2023

Venue: B.M.R. Auditorium, ABBS Campus,  
Bengaluru, Karnataka, India



Organised  
By  
Department of MBA



## Acharya Bangalore B School (ABBS)

(Affiliated to Bangalore University)

(Recognized by UGC (2F) (12B), AICTE, Govt. of Karnataka)

Andrahalli Main Road, Off Magadi Road, Lingadeerahalli,  
Bengaluru, Karnataka, India.

[www.abbs.edu.in](http://www.abbs.edu.in)



## Acharya Bangalore B School (ABBS)

Acharya Bangalore B School (ABBS) is one of the premier educational institutions in Bengaluru, Karnataka, run by Samagra Sikshana Smithi Trust. ABBS through its decade-long journey in Management Education has now stood as one of the most sought-after management institutes in India. MBA is the Flagship Program of the B-School. ABBS also offers graduate and postgraduate programs in Science, Commerce, Management, and Arts. The growing importance of ABBS in the educational scenario in Bengaluru is solidified by the fact that it attracts students from across the country and the globe. Its emphasis on quality education and holistic development is proven by its repeat accreditations. ABBS has accreditation from NAAC-'A' grade (Second Cycle in 2017). The Management Department of ABBS has international accreditation from IACBE, USA. The MBA Program of the institute has NBA accreditation in the second cycle.

### Theme of the Conference

The need to develop sustainable, flexible, and profitable business models is more urgent today than ever before. Business Model Innovation gained a lot of attention and interest, especially in 2020, with the arrival of the coronavirus pandemic, throwing many businesses out of gear. In the COVID world, digital transformation has emerged as a priority for many organizations, putting business models up for accelerated innovation. With customer preferences and demographics changing tremendously, companies are forced to move out of the comfort of traditional business models and push the envelope to offer something more valuable to the consumer. Business Organizations are looking to restructure their business models to stay relevant and show resilience. Of the diverse reasons for this update, one sticks out is ensuring that a real value is delivered to the end consumer. A Successful Business Model offers resilience by adapting to changing market conditions and business needs. The agile business model is here to stay, especially in the hyper-connected world.

### Objectives of the Conference

In the current global competitive context, the objective of this Two day's International Conference on "Redefining Business Strategies: A New Age Business Models" (ICRBSNABM'22) is to provide an international platform for the academicians, researchers, industry participants, business practitioners, and students to share their research findings, knowledge and experiences with the global domain experts.

### Sub - Themes of the Conference

The conference will focus on the contemporary issues, challenges, and emerging trends in this global business environment. The conference will have both conceptual and empirical papers in the following areas:

### Marketing Management

- Innovations in Marketing
- Business to Consumer (B2C) Marketing
- Business to Business (B2B) Marketing
- Product and Brand Management
- Integrated Marketing Communication Strategies
- Customer Relationship Management (CRM)
- Marketing Analytics
- Blue Ocean Strategy
- Strategic Management in E-Commerce Enterprise
- Digital Marketing
- Marketing and Social Media
- Retailing Issues, Opportunities and Challenges
- Global Branding Issues
- Different Approaches and Models of Industry Analysis
- International Marketing
- Consumer Research

### Human Resource Management

- Strategic HRM
- Global HRM - Issues and Challenges
- Cultural Diversity and Human Capital
- Organizational Development and Change Management
- Crisis Leadership
- Organizational Resiliency
- Developing Strategic Leadership Capabilities
- Contemporary Leadership Management
- Employee Engagement Strategies
- Talent Management - Engaging and Retaining Gen Y
- Industrial Relations and Legal HRM
- Contemporary Issues in Industrial Relations
- Latest Developments in Performance Management
- Managing Emotional Intelligence in the Workplace
- Emerging Trends in Learning and Development
- HR Analytics and Strategic Role of Technology in HRD
- Cross-Cultural Management and Negotiations

### Publication Opportunities

- The conference offers 3 publication opportunities.
- All the papers accepted for the conference, post completion of the due registration process, will be published as **Conference Proceedings with ISBN: No:** in it.
- Selected few research papers would be considered for publishing in the Institute's refereed journal - **AMBER ABBS Management Business and Entrepreneurship Review** indexed in J-Gate, i-scholar after a double-blind review process with free of cost.
- If Authors would like to publish their research articles in the **UGC CARE Approved or Scopus / WoS/ABDC Journals**, then they need to contact the conference convener.

### Finance and Economics Management

- Indian Financial System in New Economic Scenario
- Financial Markets - Challenges and Opportunities
- COVID-19 Impact on Economic Activities
- Digital Innovations in Business and Economy
- Mutual Funds, Insurance and Other Financial Services
- Banking, Micro-Financing and Financial Inclusions
- Sustainable Finance and Practices
- Crypto Currency and Fintech
- Financial Literacy and Behavioral Finance
- Innovative Solutions for Financial Security
- Looking Beyond Profits : Redefining Business Boundaries
- Global Laundering
- Corporate Restructuring
- Intellectual Capital
- Financial Engineering
- Behavioral, Welfare and Development Economics

### Innovation and Entrepreneurship

- Managing Disruptive Innovation
- Innovation and Product Design
- Technological Innovation Process
- Innovation in Management Processes
- New Venture Creation and Startup Management
- Creativity, Innovation and Entrepreneurship
- Customer Centric Strategy through Innovation
- Social Innovation and Social Entrepreneurship
- Green Innovation and Entrepreneurship
- Entrepreneurship Training and Development
- Entrepreneurship and MSME's
- Technology Entrepreneurship
- Surrogate Entrepreneurship
- Cyber Entrepreneurship
- Strategy for building Entrepreneurial Communities
- Role of Government in Promoting Entrepreneurship
- Agripreneurs

### Registration Details

Authors can start submitting the abstracts and complete the registration process in order to avail the early bird registration benefits. All the authors have to do the registration individually to present the paper at the international conference and receive the conference certificate.

**\*Absentia Option is available for all the individual participants provided wherein, such author needs to complete the registration process with a nominal cost of ₹500 at the earliest.** Only registered authors would be receiving the conference certificate.

## Conference Organizing Committee Members

### Chief Patrons

**Dr.B.Vijay Pal Reddy**

Chairman,  
Acharya Bangalore B School (ABBS),  
Bengaluru, Karnataka, India.

**Smt. B.Poornima Reddy**

Managing Director,  
Acharya Bangalore B School (ABBS),  
Bengaluru, Karnataka, India.

**Shri. Ajitesh Basani,**

Executive Director,  
Acharya Bangalore B School (ABBS),  
Bengaluru, Karnataka, India.

### Advisory Committee Members

**Dr. H.R.Venkatesha,**

Director,  
Acharya Bangalore B School (ABBS),  
Bengaluru, Karnataka, India.

**Dr.D.M.Mahishi,**

Director-IQAC,  
Acharya Bangalore B School(ABBS),  
Bengaluru, Karnataka, India.

**Dr. Madhumita Chatterji,**

Director,  
ABBS School of Management,  
Bengaluru, Karnataka, India.

**Dr. Vijaya Bhaskar,**

Principal,  
Acharya Bangalore B School(ABBS),  
Bengaluru, Karnataka, India.

### Conference Convener

**Dr.V.P.Sriram**

Professor,  
Department of MBA,  
Acharya Bangalore B School(ABBS),  
Bengaluru, Karnataka, India.

## Participants Registration Fee Details

Participants Category	Early Bird Registration Before 30.09.2022	Normal Registration on or before 30.12.2022
Student (UG/PG)	₹1000	₹1500
Research Scholar	₹1000	₹1500
Academician	₹1500	₹2000
Industrial Practitioner	₹2000	₹2500
International Participant (Listener - Virtual Mode)	\$25	\$75
International Participant (Presenter - Virtual Mode)	\$50	\$100

\*The fee is inclusive of the Conference kit, Lunch & Snacks, Conference Proceedings, and Certificate of Participation or Presentation.

### Registration Fees Payment Procedure

**Payment Method** - Payments can be made Through Electronic Fund Transfer (EFT) using either of the following account numbers. Overseas participants are requested to make payment only through EFT vide INR (Indian Rupees). **(Both Indian/ International Participants)**

- **Bank Name:** South Indian Bank., **Branch:** Indiranagar, **Location:** Bangalore
- **S/B Account Number:** 0399053000015083  
**IFSC CODE:** SIBL0000399

Participants Scan QR Code Option is available in the Conference Registration Form

## Important Dates To Remember

### International Conference Important Dates and Deadlines

Abstract Submission Starts	25.07.2022
Notification of Acceptance-Abstract	12.09.2022
Deadline for Full Paper Submission	30.11.2022
Last Date for Registration	30.12.2022
Conference Dates	05.01.2023 06.01.2023

### Registration Form - Link

\*Participants are requested to do the formal registration through the given link : <http://forms.gle/c7KwsobnxDC1aexT7>

### For Further Details Contact and Queries

**Dr.V.P.Sriram,**  
Conference Convener/ Professor,  
Department of MBA  
Mobile: No: +91-9823535445 / E-mail:  
icrbsnabm2023@abbs.edu.in

**Dr.H.S.Shalini,**  
Conference Secretary/ Associate Professor,  
Department of MBA  
Mobile: No: +91-6361615843  
E-mail: icrbsnabm2023@abbs.edu.in

**Dr.Arul Senthil,**  
Conference Secretary/ Assistant Professor,  
Department of MBA  
Mobile: No: +91-9445406577  
E-mail: icrbsnabm2023@abbs.edu.in