

3rd Rajagiri Management Conference

*Sustainable Development Goals
in the
post-pandemic world*



Organized jointly by
Rajagiri Business School,
Rajagiri College of Social Sciences (Autonomous) Kochi, India. &
College of Business, Hospitality and Tourism Studies,
Fiji National University

22-23 April 2022



About the Conference

As opposed to the traditionalist management view, which highlighted the difficulties in achieving the conflicting goals of “economic benefit” versus “environmental benefits”, the revisionist management view proposes that both can be achieved together, in fact the triple target of “people, profit and planet” are complimentary to each other in the long run. The need of the hour is to align these goal at individual, corporate, country and supranational level. A combination of well-planned environmental friendly policies by regulators and adoption of environmental friendly practices by corporates and individuals or households is the only hope to provide a habitable ecosystem for the next generations.

The COVID-19 pandemic brought the world to a standstill with the travel restrictions and lockdowns imposed by governments worldwide to curb the spread of the deadly virus. The only positive impact of the pandemic is perhaps the drop (although severely insufficient) in pollution across the world with improved air and water quality, clean beaches and environmental noise reduction. As the world restart their economic engines to reach the pre-pandemic levels of productivity, we need to pause and design a greener route this time to ensure a stronger, resilient and sustainable post-pandemic world. As COP26 summit reaffirms the common commitment of the parties across the world to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change, we Rajagiri Business School, Rajagiri College of Social Sciences and College of Business, Hospitality and Tourism Studies, Fiji National University dedicate this conference to the theme of the greening the recovery from the pandemic through development of sustainable policies and adoption of sustainable practices.



Publication Possibilities:

The conference provides you an opportunity to publish your papers in the special/regular issue of the following journals. Although the selection of the paper for conference do not ensure acceptance for the journals. To increase the chances of publication, submit the papers matching the scope of the journals. Refer each journal's homepage for more details.

1. Sustainability (Scopus Q1, WoS SCIE | SSCI)
2. Journal of Public Affairs (ABDC-B, Scopus Q2)
3. Journal of Risk and Financial Management (ABDC-B , WoS ESCI)
4. Arthaniti: Journal of Economic Theory and Practice (UGC CARE)
5. Energies (Scopus Q1 , WoS SCIE)
6. Environmental Quality Management (Scopus Q3)
7. Journal of Sustainable Finance and Investment (Scopus Q1 , WoS ESCI)
8. Rajagiri Management Journal (UGC CARE)

Triple-category submissions:

The conference has three categories of submissions;

1. Research papers from academia
2. Case Studies and practice papers from industry
3. Research proposal from doctoral students

Hybrid-mode of participation:

The conference allows the participants to choose between the two modes

1. Online paper presentation
2. Paper presentation in person

Pre-Conference Workshop:

The conference also comes with a pre-conference workshop on research methods and data analysis on 20th and 21st April 2022.



About

RAJAGIRI BUSINESS SCHOOL

Established in the year 2008, Rajagiri Business School (RBS) is part of the Rajagiri Group of Institutions and functions as an autonomous institution that offers PGDM and FPM degrees in management. The business school is located in the Rajagiri Valley in Kakkanad, close to the IT hub of Kochi, Infopark and the integrated business township, Smart City Kochi. The campus, where the managers of tomorrow hone their skills, has been well-planned preserving the natural splendour of the environment to allow for academic development in communion with nature. RBS was established as a result of the indefatigable industry and foresight of a congregation of priests known as Carmelites of Mary Immaculate (CMI), who focuses on high-quality education with a global outlook. The School is nationally and internationally accredited with a diverse faculty mix committed to high-quality teaching and research. Partnerships have been established with reputed management institutions across the globe.





About

RAJAGIRI COLLEGE OF SOCIAL SCIENCES

Rajagiri College of Social Sciences (RCSS) is the eldest child of Rajagiri Vidyapeedam (Rajagiri group of educational institutions). It is located on two picturesque campuses the Hill Campus at Kalamassery and the Valley campus at Kakkanad in Kochi. Rajagiri College of Social Sciences was established as a result of the indefatigable industry and foresight of the CMI (Carmelites of Mary Immaculate). RCSS has successfully established and maintained the apt ambience for learning and the highest level of academic performance by providing state-of-the-art infrastructure and facilities in these institutions. International partnerships have been established with reputed Management and Social Work institutions across the globe. This allows the College, the faculty and the students to stay abreast of the constant changes occurring as Rajagiri College of Social Sciences is becoming truly global, with its graduates being placed and working around the world. The College then started under the University of Madras, later came under the University of Kerala and after 1986 affiliated to MG University, Kottayam. Over the years the College started expanding its horizon to the Management studies, Computer Science, Library and Information Science, Behavioral Science and Commerce. The MBA and MCA Programmes are approved by All India Council for Technical Education (AICTE). The college is presently offering 16 Programmes (Graduate, Postgraduate, Postgraduate Diploma and PhD) under 7 Departments.





About THE COLLEGE OF BUSINESS HOSPITALITY AND TOURISM STUDIES, FIJI NATIONAL UNIVERSITY

The College of Business, Hospitality and Tourism Studies (CBHTS) is the Business School of Fiji National University (FNU), playing an important role in the socio-economic affairs of Fiji and the region. Fiji National University is a proud dual sector university and CBHTS its dual sector business school, committed to both higher education and TVET (Technical and Vocational Education and Training).

To excel as a dual sector institution, CBHTS is structured into four schools – (i) School of Accounting and Law, (ii) School of Economics and Customs, (iii) School of Hospitality and Tourism Studies, and (iv) School of Management. The University has campuses and centres at 40 locations throughout Fiji, running a total of approximately 300 different courses and programmes with a staff complement of 2000 and a student enrolment of around 26,000. As a new and dynamic institution, yet one with an illustrious history within its component parts, FNU and CBHTS are daily developing, innovating and expanding to provide Fiji and the region with its education and training needs.

CBHTS is committed to sustainable development and recognises the criticality of sustainable development goals. Based in a Pacific Island nation, CBHTS comprehends the adverse impacts of climate change, both locally and globally. Therefore, CBHTS is proud to associate with a conference themed on sustainable development goals in a post-pandemic world, organised by the Rajagiri Business School.





Keynote Speakers

Prof. Arun Elias

Dean College of Business,
Hospitality and Tourism Studies
Fiji National University



Professor Arun Elias is the new Dean of the College of Business, Hospitality and Tourism Studies (CBHTS), Fiji National University (FNU), Fiji.

Prior to joining FNU, Prof Elias was associated with Victoria University of Wellington, New Zealand for the past 22 years. There he held the position of Associate Dean (International and Accreditation) with the Wellington School of Business and Government from 2017. Previously he also held positions like the Director of MBA and Post-experience programmes, Director of Postgraduate programmes in Management, and Associate Professor in Management at Victoria University of Wellington's Business School.

In addition to a PhD in Management from Victoria University of Wellington, Prof Elias holds two Master's degrees, in Industrial Engineering and Management from IIT Kharagpur and in Agricultural Engineering from Allahabad University. He has to his credit around 100 research publications. He also serves as an AACSB mentor and an AMBA panel member for business schools seeking international accreditation.



Keynote Speakers

Prof. Ronald De Marco
Pro Vice-Chancellor
Research and Innovation at Fiji
National University



After a career as a professional scientist involving a distinguished scholarly record as well as research, leadership and management roles, Roland successfully transitioned to University Executive Leadership as Associate Deputy Vice-Chancellor Research at Curtin University in Western Australia from 2010 to 2011, Deputy Vice-Chancellor Research and Innovation at University of the Sunshine Coast in Queensland Australia from 2011 to 2021, and Pro Vice-Chancellor Research and Innovation at Fiji National University from September 2021.

Roland has a distinctive career profile for an academic leader with his first job, after PhD graduation in 1990, involving appointment as a Research Scientist/Research Manager at the Commonwealth Scientific and Industrial Research Organisation in Australia. As a leader and manager of a team working closely with a major industrial partner, he was quickly immersed in leadership and management of staff, projects and external partners, and he quickly learned of his aptitude and passion for leading and influencing others. Early in his career at Curtin University, he was appointed as Head of Chemistry in 2001. This experience provided him with a platform for academic leadership, which has been an all-pervading aspect of his work in all his academic endeavours since 2001.

Roland has an enthusiastic, inclusive and supportive leadership style, and he is committed to achieving a staff consensus with an emphasis on taking one's colleagues on the journey of development and implementation of shared visions, missions and plans.

Dr. Pat Obi
White Lodging Professor of Finance,
Purdue University Northwest,
USA, Hammond, Indiana



Dr. Pat Obi is an endowed professor at Purdue University Northwest with the title, White Lodging Professor of Finance. He received his Ph.D. in Finance and Econometrics from the University of Mississippi and is a Certified Hotel Industry Analyst (CHIA). Currently, he is the Director of the Executive MBA program at Purdue University Northwest where he also teaches Corporate Finance, Financial Derivatives, and Business Analytics. In addition to serving on the board of local organizations in the Chicago area, Obi also consults for businesses and local governments in the United States on matters relating to valuation, financial planning, and financial performance. He conducts regular financial workshops at community centres and businesses, especially those in the hospitality industry. At various periods beginning 1995, he has served as a visiting scholar at a number of overseas universities. These include Vytautas Magnus University (Lithuania), Vilnius Technical University (Lithuania), Klaipeda University (Lithuania), Vaal University of Technology (South Africa), North West University (South Africa), Kyung Hee University (South Korea), Khon Kaen University (Thailand), Ghana Institute of Management and Public Administration (Ghana), Kwame Nkrumah University of Science and Technology (Ghana), and ICFAI Business School-Hyderabad(India). Obi is the recipient of the first Faculty Lecturer Award (2010) and the Outstanding Faculty Scholar Award (2015) at Purdue University Northwest. Teaching recognitions at Purdue Northwest include Teacher-of-the-Year (2000) and a number of teaching excellence awards from the Executive MBA program. Research awards have come from the Academy of Finance, Institute for Global Business and Finance, Association for Global Business, and Applied Business Research. Obi has numerous scholarly publications and is on the editorial boards of several academic journals. He is the author of Basics of Business Finance, a Lithuanian language college textbook; and We Must Change the Way We Live, a general purpose book on financial education, published by Archway Publishing.



Themes and subthemes of the conference

Sustainable Finance and Accounting

- Sustainability Reporting and Standards
- Sustainable finance - the roles and impacts of different financial services actors and institutions
- Sustainable Micro -Finance and Rural Development
- Social and human rights dimensions of sustainable finance
- Innovative Economic Strategies for Financial Inclusion
- Sustainable Financial Performance and Accounting Practices
- Sustainable investment in and by emerging market actors
- Green Taxation
- Green Finance / Green Investments
- Green Accounting and Auditing
- Financial Innovation, Engineering and Analytics
- CryptoCurrency and Block Chain
- Digital Banking Practices and E-wallet
- Corporate Social Responsibility and Finance

Sustainable Marketing Practices

- Customer Experience, Engagement and Relationship Management
- Marketing Analytics, Business Intelligence and Automation
- Brands Development in Digital Marketing Age
- Retail Marketing and Shoppers' Experience
- Social and Digital Media Marketing
- Green Marketing and Consumerism
- Sustainable Tourism and Sports Marketing
- E-Commerce Marketing and Digital Platforms
- Emojis and Non-Verbal Marketing Communication
- Rural Consumers and Marketing Strategies
- Consumer oriented marketing
- Customer value marketing
- Innovative marketing
- Societal marketing
- Sense of mission marketing

Sustainable HR and OB

- Employee Retention in Dynamic Environment
- Sustainable Retention Strategies in Dynamic Environment
- Sustainable Green HRM practices
- Role of Foreign Assignments in Social Innovation
- Sustainable Talent Management and Acquisition
- Organizational Culture and Employee Engagement
- Diversity and Inclusion
- Corporate Social Responsibility and HR
- Work-life Balance and Stress Management
- HR-Analytics for Sustainable Business
- Spirituality and Religious Practices in Sustainable Work Culture
- Artificial Intelligence in HR





Themes and subthemes of the conference

Sustainable IT, Operations and SCM

- Green Manufacturing
- Sustainable Supply Chain management and Reverse Logistics
- Scheduling Problems in Manufacturing and service organizations
- Quantity Control and Six Sigma Management
- Eco design and Green manufacturing
- Behavioural Operation Management and Industry 4.0
- Smart City and Urban Planning
- Robotics and Artificial Intelligence
- New Product and Service Management

Strategy for Sustainability

- Global Sustainability
- Smart cities
- Tensions, Paradoxes, and Ambidexterity
- Entrepreneurship
- Tourism/Hospitality
- Environmental Communication
- Communication for sustainability
- Green-ness incentives
- Green-ness education and motivation
- Sustainable strategic management

Analytics for Sustainability

- Big data for Societal and environmental sustainability
- Big data and sustainability reporting
- Text analytics and open innovation
- Big data analytics and Sustainable Innovation
- Big data analytics and Sustainability challenges
- Social media analytics and growth of sustainability
- Deep learning for sustainability projects and environmental sustainability
- Big data and AI for cybersecurity
- Artificial Intelligence and sustainable healthcare
- Artificial Intelligence and Green Finance
- Artificial Intelligence and the future of the accounting profession
- Artificial Intelligence and Machine Learning in Finance

Pre-Conference Workshop:

The conference also comes with a pre-conference work shop on research methods and data analysis on 20th-21st April 2022

Submission Guidelines

All papers must be original and not simultaneously submitted to another journal or conference. All papers should be submitted through EasyChair. <https://easychair.org/conferences/?conf=3rd-rmc> to submit. Please note you need to have an EasyChair account to upload your paper. (If you don't have an account <https://easychair.org/account/signup> to create one). Please select the appropriate category a) Research Paper b) Case Studies or Practice Papers c) Research Proposals while submitting the paper.

- The title page should contain paper title, name(s) of the author(s), affiliation(s), and contact details (e-mail ID & phone number) of corresponding author. The authors should clearly mention whether they are full time faculty members or research scholars or practitioners in their affiliation.

Category 1- Research Paper: The full paper must accompany an abstract (strictly between 250 and 300 words), JEL Classification, and 5-6 keywords along with purpose of the research, motivation, methodology, main results, and practical implications

Category 2- Case Studies or Practice Papers: Case Studies/ White Papers /Practice papers may include business context, analytical problem, proposed solution & insights.

Category 3- Research Proposals: Papers are invited from those scholars who are in their initial stages of PhD. Research scholars who have completed their course work and have made progress in research proposal are expected to participate. Participants in this track are not expected to present any estimation results and are requested to follow the following structure for paper submission:

Introduction, Extensive literature survey, Research gaps, Objectives, Proposed hypothesis, Proposed Methodology, Expected contribution to the literature.

- The main document should be double-spaced, with one inch margins on all sides, and all pages should be numbered consecutively.
- Text should appear in 12-point Times New Roman or Arial.
- Papers must be submitted in PDF file format.
- All the submissions received as per the guidelines will be double-blind reviewed.

Registration link:

<https://forms.gle/YsTDC8zfwr6vsavA8>

There are **no registration charges** for the doctoral students presenting papers under the category, "Research Proposal".

Important Dates

Start of submission

10th February, 2022

Deadline for Submissions

31st March, 2022

Pre-Conference Workshop

20th-21st April 2022

Conference Date

22nd-23rd April, 2022

Registration Fees

Category	Conference	Pre Conference Workshop	Both
Indian:			
Students	Rs 1500	Rs 2000	Rs 2500
Academicians	Rs 2000	Rs 2500	Rs 3500
Corporate	Rs 3000	Rs 3000	Rs 4500
International:			
Students	100 USD	50 USD	100 USD
Academicians / Corporate	150 USD	100 USD	200 USD



Advisory Committee

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