



1st RMC

Rajagiri
Management
Conference

OCTOBER
15 & 16
2020

Organised by
Rajagiri Business School in association with
Rajagiri College of Social Sciences and
Victoria University of Wellington

ABOUT THE CONFERENCE

The 1st Rajagiri Management Conference (RMC), to be organized jointly by Rajagiri Business School, Rajagiri College of Social Sciences, Kochi, India and Victoria University of Wellington, New Zealand. RMC will provide an opportunity to academicians, doctoral students, and practitioners to share and exchange ideas in the area of management. Given the new normal, the participants will have the opportunity to present their paper either virtually or in person as per their convenience.

ABOUT Rajagiri Business School, Kochi

Established in the year 2008, Rajagiri Business School (RBS) is part of the Rajagiri Group of Institutions and functions as an autonomous institution. The business school is located in the Rajagiri Valley in Kakkanad, close to the IT hub of Kochi, Infopark and the integrated business township, SmartCity Kochi. The campus, where the managers of tomorrow hone their skills, has been well-planned preserving the natural splendor 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

Victoria University of Wellington, New Zealand

Victoria University of Wellington, New Zealand's prestigious capital city university is a 123-year-old university, currently ranked No. 1 for research intensity in New Zealand. It is the only university to twice top the country's main measure of research excellence and consistently rank among the world's best universities in the QS World Rankings. Its business school, Wellington School of Business and Government, is among just 1 percent of business schools worldwide to hold the 'Triple Crown' of international accreditations including AACSB (both Business and Accounting), EQUIS and AMBA along with other accreditations from industry and professional bodies. As a capital city business school, Wellington School of Business and Government is embedded in the heart of New Zealand's center of digital innovation, entrepreneurship, policymaking, and creativity.



Keynote speakers



Dr. Kamaiah Bandi
(Emeritus Professor),
School of Economics,
University of Hyderabad, India



Dr. K. B. L. Srivastava
Professor,
Dept. of Humanities and Social Sciences,
IIT Kharagpur, India



Dr. Arun Elias
Associate Dean (International and Accreditation),
Wellington School of Business and Government, Victoria
University of Wellington, New Zealand



Dr. Alexandros Flamos
Associate Professor, University of Piraeus (UNIP),
Greece. Editor-in-Chief Energy Sources
Part B: Economics, Planning & Policy.



Dr. Fandy Tjiptono
Senior Lecturer
School of Marketing and International Business, Victoria
University of Wellington, New Zealand.

Opportunity to publish in reputed journals

The Rajagiri Management Conference provides you an opportunity to publish your papers in the special/regular issue of the following journals. Refer each journal's homepage for more details.

1. **Journal of Strategic Marketing** (ABDC-A)
2. **Journal of Risk and Financial Management** (ABDC-B, In consultation with the special issue Editor)
3. **Journal of Public Affairs** (ABDC-B, In consultation with the SE Asia Regional Editor)
4. **International Journal of Emerging Markets** (ABDC -B: In consultation with the senior editor Prof. Aviral Kumar Tiwari and Editor-in-chief)
5. **Arthaniti: Journal of Economic Theory and Practice** (UGC care list, In consultation with the associate editor Prof. Aviral Kumar Tiwari and Editor-in-chief)
6. **Management of Environmental Quality** (ABDC-C, In consultation with the editorial member Prof. Aviral Kumar Tiwari and Editor-in-chief)



Conference Theme and Subthemes

Finance and Economics

- Microeconomics
- Macroeconomics and Monetary Economics
- International Economics
- Economic Development, Innovation, Technological Change, and Growth
- Labor Economics
- Agricultural and Natural Resource Economics
- Environmental and Ecological Economics
- Corporate Finance
- Banking, Insurance and Financial Services
- Asset Pricing
- Derivatives and Risk Management
- Managing Financial Institutions
- International Finance
- Corporate Accounting and Financial Disclosure Practices
- Corporate Governance
- Mergers and Acquisitions
- Market Micro-structure
- Financial Education, Financial Literacy, Financial Inclusion
- Financial Innovations/Engineering
- Sustainable Finance
- Cryptocurrency, Blockchain and Fintech applications in finance

Conference Theme and Subthemes

Marketing Management

- Right time marketing vs real time marketing
- Social Media: Marketing as selling
- Mass customization to personalization
- Way the content goes: "Video"
- Customer experience in the age of AI and Social Media
- Customer as marketer
- Future of AR and VR in marketing
- Marketing strategies for adapting to a globalized world
- Mobile marketing
- Social media marketing
- Celebrity endorsement
- Consumer behavior
- E-business and e-governance marketing
- Religious marketing
- Tourism marketing

Operations Management

- Behavior in Operations Management
- Logistics and Supply Chain Management
- Quality Management
- Operations and Process Management
- Sustainability
- Production Engineering Education
- Global Supply Chain Management
- Disaster Management
- Global operations
- Supply Chain Risk Management
- Healthcare Operations Management and Analytics
- Humanitarian Operations and Crisis Management
- Marketing and Operations Management
- E-business and Operations
- Empirical Modelling and Simulation
- Lean and Agile Operations
- Technology Management in Operations
- Servitization

Conference Theme and Subthemes

Human Resource Management

- Performance management
- Reward Management
- Change management
- Work-life balance, quality of work-life, and employee well-being
- Social capital in organizations
- Human capital management
- Ethical considerations
- Talent acquisition
- HR analytics
- Labor law reforms
- Global HRM

Analytics

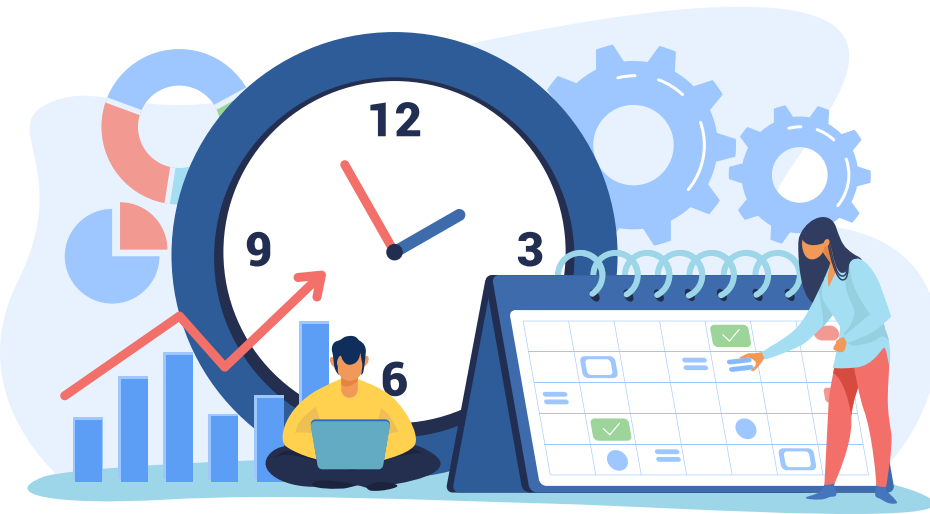
- Augmented Analytics for Business Modelling
- Business Decision Analysis and Methods
- Soft Computing Techniques
- Classical optimization and simulation Techniques
- Data collection, storage, management and mining for marketing applications
- Productive practices in business intelligence
- Intelligence and mobile IT
- Cloud computing, SOA, Web services
- Agent-based systems
- Business-oriented ontologies, topic maps
- Big data analytics and decision-making support

General Management

- Strategy & Structure
- Technology, Innovation & Business Models
- Knowledge & Organizational Learning
- Corporate Social Responsibility
- Governance & Institutions
- Tensions, Paradoxes, and Ambidexterity
- Entrepreneurship

Submission guideline

- The title page should contain: paper title, name(s) of the author(s), affiliation(s), JEL classification codes, and e-mail address of corresponding author.
- The paper must accompany an abstract (strictly between 250 and 300 words) and 5-6 keywords.
- 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 may be submitted in any standard file format, including Word and PDF.
- For paper submission, please send your article to rmc@rajagiri.edu



Submission deadline

The RMC-2020 invites full papers for conference presentations. The deadline for submitting papers is 1st October, 2020. Only full paper submissions would be considered.

Pre conference workshop Research Method and Data Analysis on 13th and 14th October 2020

Day 1

Session 1

9:00-10:30

- Initiation to qualitative research - philosophical grounding and approaches

10:30 - 11:00 (Break)

Session 2

11:00- 01:00

- Overview of qualitative data collection and analysis

01:00 - 02:00 (Break)

Session 3

02:00-03:30

- Introduction to SEM
- Measurement and path model
- Reflective and formative construct

03:30 - 04:00 (Break)

Session 4

04:00-05:30

- Confirmatory factor analysis using AMOS and Smart PLS

Day 2

Session 1

9:00-10:30

- Panel Data
- Fixed and
- Random effects
- Hausman test

10:30 - 11:00 (Break)

Session 2

11:00- 01:00

- Limited dependent variable models
- Logit, Probit, Tobit

01:00 - 02:00 (Break)

Session 3

02:00-03:30

- Dynamic Panel data models
- Instrumental variables
- GMM

03:30 - 04:00 (Break)

Session 4

04:00-05:30

- How to write a publishable manuscript?

Key Dates

Conference Date

15 and 16th October 2020

Submission of Full Papers

1st October 2020

Acceptance of Papers

for the Conference

6th October 2020

Registration fee

Category	Conference	Pre conference workshop	Both
Indian			
Students	Rs 500	Rs 1500	Rs 1500
Academicians	Rs 1000	Rs 2000	Rs 2000
Corporate	Rs 2000	Rs 3000	Rs 4000
Foreign			
Students	50 USD	100 USD	100 USD
Academicians	75 USD	100 USD	150 USD

Note: There is no fee for the participants not presenting any paper.

How to reach the Campus?

Address

Rajagiri Business School
(A CMI Institution)
Rajagiri Valley P.O., Kakkanad,
Kochi- 682039, Kerala, India

The college campus is located 0.5 km from the Seaport Airport Highway, 3 km from the Kakkanad civil station, 13 km from the Earnakulam North Railway station and 27 km from Cochin International Airport. There are frequent domestic flights connecting Cochin to all the major cities including Mumbai, Hyderabad, Delhi, Bangalore and Chennai.



Further information

Contact the conference
conveners:

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Advisory Committee

Rev. Dr. Mathew Vattathara CMI

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Social Sciences

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Finance and economics

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convener

Dr. Shahank Mittal

Assistant Professor

Dr. Sitanshu Sekhar Das

Assistant Professor, Conference
convener

Dr. Garima Sisodia

Assistant Professor

Dr. Esha Saha

Assistant Professor

Keynote Speakers' Bio

Prof. Kamaiah Bandi

(Emeritus Professor), School of Economics,
University of Hyderabad.



Prof. Kamaiah Bandi has over 36 years of teaching and research experience in Economics and mainly worked in the areas of Macroeconomics and Financial Economics. He had completed his Ph.D in Economics from the Indian Institute of Technology, Bombay in the year 1984. He was elected as President of the Indian Econometric Society (TIES) for the tenure 2016-17. He is also appointed as an Independent Director on the Board of Directors of MDL Company, Mumbai. He began his career at the Centre for Economic and Social Studies (CESS), Hyderabad in 1981 as a Research Associate. Later, he joined the School of Economics, University of Hyderabad in 1989 as a Reader and became Professor in 1998 and subsequently it's Dean in 2015 before he superannuated on June 30, 2017. Professor Kamaiah has published extensively – about 150 research papers – in national and international journals. He has been on the editorial boards of the Journal of 'Quantitative Economics' (Springer), 'Microeconomics and Finance in Emerging Market Economies' (Taylor and Francis) and a few other reputed journals. He has also been associated as member of various expert committees and Boards of Studies of several Universities/Institutions in India. During his career, he has successfully guided about 50 Ph.D and an equal number of MPhil dissertations. During his career span he was associated with the Institute for Social and Economic Change (ISEC), Bengaluru from 1998-2000 as RBI Chair Professor, Indira Gandhi Institute of Development Research (IGIDR), Mumbai as Associate Professor from 1988-1989 and the National Institute of Bank Management (NIBM), Mumbai/ Pune from 1983-1988 as Faculty. Currently he is associated with Shri Mata Vaishno Devi University, Jammu-Katra.

Keynote Speakers' Bio

Dr. K.B.L. Srivastava
IIT Kharagpur



Prof. Srivastava is a professor in the area of OB/HR in the Department of Humanities and Social Sciences, a joint faculty in Vinod Gupta School of Management, and associate faculty in Rekhi Centre of the Sciences of Happiness at IIT Kharagpur. He holds a Ph.D. from IIT Kanpur and has 30 years of teaching, research, training, and consultancy experience. He has also served as the president of the National Academy of Psychology, India. He has been a visiting faculty to XLRI, Jamshedpur (2002), and Asian Institute of Technology, Bangkok (2005), and United Nations University, Tokyo (2013), and IIT Bhubaneswar, (2018). He has published over 51 papers in national and international journals and contributed 27 chapters in edited books. He has supervised 18 Ph.D. theses in the area of Human Resource Development, Trust, and Knowledge management, HR Issues in Mergers / Acquisitions, Emotional Intelligence, and Knowledge management.

Dr. Arun Elias
Victoria University of Wellington, New Zealand



Dr Arun Elias is the Associate Dean (International and Accreditation) with Wellington School of Business and Government, Victoria University of Wellington, New Zealand. He has been associated with Victoria University of Wellington for the past 21 years and was the Director of MBA and Post Experience programmes for 7 years. He serves as an AACSB appointed mentor (including Rajagiri Business School) and as an AMBA panel member for business schools seeking international accreditation from different parts of the world. Academically he is a PhD in Management from Victoria University of Wellington and has two Masters degrees, one in Industrial Engineering and Management from IIT Kharagpur and the other in Agricultural Engineering from Allahabad University. He teaches courses like Systems Thinking and Operations Management in the MBA programme and researches in fields like Stakeholder Management and System Dynamics.

Keynote Speakers' Bio

Dr. Alexandros Flamos

University of Piraeus, Greece



Dr. Flamos is Associate Professor at the University of Piraeus (UNIPi) and Editor-in-Chief of the scientific journal *Energy Sources Part B: Economics, Planning & Policy*. He has a Degree on Electrical and Computer Engineering and a PhD in the area of Decision Support Systems applied in energy and environmental policy and planning. He teaches Engineering Economics, Energy Management, Renewable Energy Sources

Utilization & Technoeconomics of Energy Systems at graduate and post graduate level at UNIPi and the National Technical University of Athens (NTUA). He has over 20 years of working experience in the scientific areas of Decision Support Systems (DSS), Energy Management & Planning and their applications for analyzing energy and environmental policy, energy and environmental modeling, security of energy supply and energy pricing competitiveness. He has held the position of scientific coordinator / scientific responsible / senior researcher in more than 30 EC funded projects (FP5, FP6, FP7, H2020, Synergy, IEE, etc.) related to energy systems management, appraisal, planning etc. and as consultant in projects funded by international donors (European Investment Bank, EuropeAid, etc.). He has more than 150 publications in high impact international scientific Journals and international conferences and as invited speaker in major international energy policy cooperation events (MENAREC, Euro-Asia meetings, COPs etc). More specifically, as single author or co-author of more than 70 articles in (peer-review) scientific journals, 7 chapters in scientific books (collection of papers following review), more than 40 announcements in international scientific conferences, more than 20 international policy cooperation events, special editions in energy and climate policy journals, books etc.

Dr. Fandy Tjiptono

Victoria University of Wellington, New Zealand



Dr. Fandy is a Senior Lecturer at the School of Marketing and International Business, Victoria University of Wellington (VUW). He has more than 25 years of marketing teaching experience at both undergraduate and graduate levels at several universities in Indonesia, Malaysia Australia, and New Zealand. His main research interest is consumer behavior and marketing practices in Southeast Asia,

especially in Indonesia. His work has been published in respected journals in marketing including *European Journal of Marketing*, *Journal of Business Ethics*, *Journal of Retailing and Consumer Services*, *Marketing Intelligence and Planning*, *International Journal of Consumer Studies*, *Internet Research*, *Journal of Travel and Tourism Marketing*, and *Asia Pacific Journal of Marketing and Logistics*. He has also published several best-selling marketing and management textbooks and reference books in Bahasa Indonesia; some have been widely adopted and cited in Indonesia. His more than 12 years of consulting experience covers a wide range of industries, such as FMCG, publishing, telecommunication, and banking. During his academic career, he has served in various leadership and administrative roles at the university, faculty and department levels.



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