

**International Conference  
on  
Research and Business Sustainability  
December 16-17, 2017**

**Organized  
by**



Department of Management Studies  
Indian Institute of Technology Roorkee  
Roorkee, Uttarakhand, INDIA  
Website: [www.iitr.ac.in](http://www.iitr.ac.in)

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Sheffield Business School  
Sheffield Hallam University  
United Kingdom  
&



**WAIKATO  
MANAGEMENT SCHOOL**  
TE RAUPAPA

Waikato Management School  
New Zealand

**Conference Venue**

Greater Noida Extension Center, IIT Roorkee,  
Knowledge Park II, Greater Noida, Uttar Pradesh,  
India.

Website: [www.iitr.ac.in/icrbs17/](http://www.iitr.ac.in/icrbs17/)

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**Convener**

Dr. Kaushik Pandya, Sheffield Business School,  
United Kingdom

**The Department of Management Studies IIT Roorkee** was established in 1998. The Department runs an MBA and PhD programs. It imparts high quality education in management science. The department offers a comprehensive 2 year residential MBA program to enable its students to face the challenges of the corporate world by reflecting the needs of present-day dynamic business and economic scenario. The department offers dual specialization in functional areas: Marketing, Finance, Information Technology, Operations, and Human Resource Management. In addition, the Department has facilities for Doctoral research for aspiring and meritorious students both under full time and part time modes.

**Sheffield Business School UK** is Britain's largest modern business school. It is large in size, deep in expertise and far-reaching the employers and work with commitment to expand each and every student's horizons. It consists of three academic departments: Finance, Accounting and Business Systems Management, Service Sector Management  
It is Britain's largest modern business school:

- for student popularity, with more than 7,000 students
- for the breadth and choice of our subjects and our range of expertise
- for numbers of employers working with us and hosting our students
- for our global reach, active in more than 30 international markets, with a third of our students drawn from more than 100 countries around the globe

**Waikato Management School, New Zealand**, is the business school of choice, respected nationally and internationally for its influential practice, relevant research, quality teaching and commitment to excellence. The School is a member of an elite group of business schools that have Triple Crown Accreditation; an international benchmark of excellence in business education. We're accredited by the world's oldest assessor of business education, AACSB International (the US-based Association to Advance Collegiate Schools of Business), EQUIS (European Quality Improvement System), and AMBA (The Association of MBAs). Only 1% of the

world's 14,000 business schools have met the strict standards of all three accreditation bodies. The School is ranked in the world's top 150 universities for Accounting and Finance, and in the top 250 for Economics and Business & Management Studies. We also rank 24<sup>th</sup> in the world for Hospitality and Leisure Management (QS World University Subject Rankings 2017).

**For Whom:** Conference will provide a platform to academicians, researchers, business leaders and Government officials to discuss research on various topics on sustainable business practices.

**Paper Category:** Empirical, Conceptual, Research-in-Progress and Case studies.

**Programme:** It will include panel discussions, symposia, and idea sharing through informal conversations.

**Call for Papers:** Original papers are invited on following subthemes (but are not limited to):

**Subthemes:**

- Marketing
- HRM & OB
- Accounting and Finance
- Operations and supply chain management
- Information and Communication Technology
- General Management (TQM, ISO 9000, ISO 14000, CSR, Spirituality)
- Entrepreneurship and innovation
- Sustainable management practices
- Role of industry and Government in Sustainability.
- Special session on Principles of Responsible Management

**Highlights of the conference:**

**Keynote speakers**



Dr Paresha N Sinha is a Senior Lecturer in International Management at Waikato Management School. She obtained her Ph.D. in Management from the Victoria University of Wellington. She is senior editor of International Journal of Emerging Markets and board member of Journal of Global Operations and Strategic Sourcing.



Dr Asad Mohsin is an Associate Professor of Marketing at Waikato Management School. His academic qualifications include: Ph.D; MBA; and Diploma in Hotel Management. He is regional editor of International Journal of Contemporary Hospitality Management and associate editor of Journal of Hospitality and Tourism Management.



Dr Geeta Duppati is a Senior Lecturer in the Department of Finance, University of Waikato. Her current research interests are primarily concerned with corporate governance, Asset Pricing, Corporate Social Responsibility, Foreign investment and Mergers and Acquisitions.



Dr Juliet Roper is a Professor of Management Communication at Waikato Management School. Her research interests includes communicating sustainability. She is associate editor of Sustainability Accounting, Management and Policy Journal and editorial board member of Public Relations Inquiry, Journal of Public Affairs, Business Strategy and Environment and various other journals.



Dr Kaushik V Pandya is a Professor of Business Operations and Systems at Sheffield Business School. He has been undertaking research and lecturing for over years years. In terms of research he undertakes research in the value adding operations and management of business processes, to gain competitive advantage, in any industrial sector in global environment.



Dr Lucian Tipi is a Professor and subject group leader for Business, Operations and Systems at Sheffield Business School. His research interests are focused in the areas of Project Management, Operations, Information Systems, Electronic Crime and Education. He has worked on a broad range of commercial projects, particularly in IT and IS.



Dr. Hari Sharma is a Professor of Finance and Chair of the Department of Accounting and Finance. Dr. Sharma is an experienced professional with a unique combination of more than 25 years of academic and professional experience in the area of Quantitative Finance including designing of Accounting and Management Information Systems for senior management reporting.

**Best Paper Awards:**

There will be five best paper awards each for five different areas including, Finance, Marketing, Operations & IT, HRM & OB and General Management.

**Special Sessions:**

There will be special sessions by keynote speakers on 'The Art of Paper Writing' and 'How to do Research in Management'.

**Important Dates:**

<b>Last date of abstract submission</b>	<b>October 20<sup>th</sup>, 2017</b>
<b>Notification of acceptance of the Abstract</b>	<b>November 30<sup>th</sup>, 2017</b>
<b>Last date for submission of selected papers</b>	<b>November 30<sup>th</sup>, 2017</b>
<b>Payment of registration fee</b>	<b>November 30<sup>th</sup>, 2017</b>
<b>Conference dates</b>	<b>December 16<sup>th</sup>-17<sup>th</sup>, 2017</b>

**Registration Fee:** Registration fee is Rs. 5000/- (Five thousand only) for Indian participants and USD 300/- (Three hundred US dollars only) for foreign participants. The registration fee includes registration kit, breakfast, lunch and dinner on December 16 and 17, 2017 (**only for one Author**) and **does not include** accommodation/room charges.

**The mode of registration fee payment would be informed separately.**

**Submission Process:** Abstract and paper may be submitted to:

<https://easychair.org/conferences/?conf=icrbs17>

### Guidelines for Author

**Length:** Full papers should not exceed 2500 words (including references).

**Title of paper** should be brief.

**Abstract** not more than 150 words, should have the Purpose, Design/Methodology/Approach, Findings, Managerial Implications, Scope for future work / Limitations. It should also include up to **five key words**.

**Headings** should be short and clearly defined. The paper should have an introduction, literature review, objectives/research gaps, methodology, limitations/scope for future work, conclusion.

**Format** of the paper should have a cover page with the title, author's name, complete address, telephone number, fax number, and email id. In case of co-authors, these details should also be provided for each co-author. Correspondence will be sent to the first author unless otherwise requested.

The second page should contain the title and an abstract of 150 words. It should also include up to five key words about the paper. The second page should not include the author's name. The paper should begin from the third page.

**Margins:** 2.5 cm. or 1 inch

**Font:** Times New Roman, 12 point

**Spacing:** 1.5

**References:** Citation to other publications must be in standard style. That is shown within the text as the author's name followed by a comma and year of publication, all in round brackets, e.g. (Volberda, 1997). At the end of the paper a reference list in alphabetical order must be given as follows:

For books: Surname, initials, (year), title, publisher, place of publication.

E.g. Mckenzie J. (1996), Paradox: The New Strategic Dimension, McGraw-Hill, Berkshire.

For journals: surname, initials, (year), journal, volume (number), pages.

E.g. Volberda H.W. (1997), Building Flexible Organization for Fast Moving Markets, Long Range Planning, 30 (2), 169-183

**Publication Opportunities:** Our eminent advisory committee will review the communicated papers and shortlisted outstanding papers will stand a chance for publication in journals—*International Journal of Emerging Markets, International Journal of Development Issues, World Journal of Entrepreneurship, Management and Sustainable Development (Emerald Insight)* for a Special Issue after Peer Review process.



**Access the journal online:**

<http://www.emeraldgrouppublishing.com/jjoem.htm>



**Conference Proceeding:** All accepted papers will be published in the Proceedings of the conference on CD.

**Certificate** will be issued for presenting the paper/attending the conference.

**Papers in absentia will also be accepted.**

**Accommodation** to a limited number of participants on a first come first serve basis would be provided depending on availability of rooms at Greater Noida Extension Center, IIT Roorkee. The accommodation will be provided on single (Rs. 1120) / twin sharing (Rs. 560) basis.

**For any query please contact:**

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