

to occupy positions in Alcatel, Coca-Cola, FEMSA, and HSBC. He also engages in consultancy activities for marketing and consumer analytics for market research agencies in the United States and Mexico.

Dr. Reyes-Mercado has focused a prolific research track on the adoption and diffusion of innovations. Many of his papers, included in Scopus-ranked journals, explain the interaction among drivers that lead to higher uptake of new products in the realms of renewable energy, fitness technology, and virtual reality. Another research line of Dr. Reyes-Mercado refers to developing insights in the field of entrepreneurial marketing. In collaboration with The Failure Institute, an international organization focused on assessing entrepreneurship failure, he developed research aimed at understanding how organizational and personal flexibilities and rigidities lead to the development of resiliency in young entrepreneurs. Having a keen interest in developing business case studies from the emerging economies standpoint, he recently co-edited the book "Reverse Entrepreneurship in Latin America: Internationalization from Emerging Markets to Developed Economies". A visiting professor at the Institute of Public Enterprise (Republic of India), and the University of Saint Francis of Quito, Ecuador; Dr. Reyes-Mercado is currently working on a 3-year Mexican Government-funded research project aimed at assessing how innovations can be diffused in society at a faster pace through the use of demand-side policies.



Submission Guidelines

Abstracts and Full Papers are to be submitted as an MS Word document only conforming to the following guidelines:

- ❖ Word Limit
 - Abstracts : 250-300 Words
 - Full Paper : 3,000-5,000 Words
- ❖ Font : Times New Roman
- ❖ Font size : 12
- ❖ Endnote Font size : 10
- ❖ Text alignment : Justified
- ❖ Line spacing : 1.5
- ❖ Citation : APA style
- ❖ Plagiarized submissions will be subject to disqualification.
- ❖ The organising committee reserves the right to disqualify any paper not related to the theme of the conference or not adhering to the submission guidelines.
- ❖ Selected papers will be published in the form of a book with an ISBN.



Best Paper Award

The best paper selected by a panel of experts at the conference will be eligible for the **Best Paper Award** of ₹10,000 and a citation.



Guidelines For The Participants

- ❖ Registration is mandatory upon confirmation of the abstract.
- ❖ Only registered participants will be allowed to take part in the conference.
- ❖ Presenters can participate in the conference online or offline.
- ❖ Paper presenters (authors and co-authors) need to register individually after the acceptance of the abstract with payment of the registration fees as applicable.
- ❖ There will be no change in the paper as well as the name(s) of authors/co-authors once a paper is accepted.
- ❖ Submission of a full paper is mandatory to be considered for the best paper award.
- ❖ All Submissions (Abstract/Full Paper) shall be made through **EasyChair** only.



Important Links

Conference : <https://www.cimp.ac.in/icppm>
 Registration : <https://www.cimp.ac.in/icppm/register>
 Submissions : <https://easychair.org/conferences/?conf=icppm2023>



Registration Fees

Academicians and Industry Professionals : ₹1,500
 Research Scholars, Post-Graduate Students and others : ₹1,000
 Participants (Non-Presenters) : ₹500
 Overseas Paper Presenters/Participants : \$50
Registration Fees may be paid online during the registration process.



Important Timeline

Abstract Submission Closes : February 28, 2023
 Full Paper Submission Closes : March 6, 2023
 Registration Closes : March 6, 2023



Contact Us

Conference Secretariat
 Email : icppm@cimp.ac.in, cpp@cimp.ac.in
 Telephone : +91 612 2366004, 2366015, 2366021

CALL FOR PAPERS

International Conference on Public Policy and Management (ICPPM 2023)

APRIL 03, 2023
(HYBRID MODE)



Organised by

Centre for Public Policy

Chandragupt Institute of Management Patna (CIMP)



Mithapur Institutional Area, Patna- 800001
 Republic of India

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About The Conference

International Conference on Public Policy and Management 2023 (Code: ICPPM 2023) is being organized by the Centre for Public Policy, Chandragupt Institute of Management Patna at its sprawling campus in Patna. The objective of the conference is to bring together various stakeholders of public policy viz., the executive, legislature, bureaucracy, judiciary, academicians, researchers, policy advocacy agencies, NGOs, industry, and all concerned from India and abroad to share their knowledge-expertise-experience on various dimensions of Public Policy to spur contemporary research and policy interventions for enhanced effectiveness, applicability and governance. The conference aims to provide a common platform for the exchange of the latest advancements, creative views and insights on recent trends and challenges in the domain of public policy.



Concept Note

Public Policy is a set of guiding principles or a proposed course of action, often unwritten, upon which the laws concerning the public and the society at large are based, enacted, implemented, evaluated, and analyzed. It is a set of decisions and concomitant actions to pursue certain goals and objectives related to societal welfare and thus necessitating a close-knit interactive relationship at different levels between the various stakeholders--- the executive, legislature, bureaucracy, judiciary, academia, policy/advocacy agencies, interest groups, quasi-governmental organizations (QGOs), non-governmental organizations (NGOs), industry, the private and the ‘third’ sectors.

Since time immemorial India has been the “Vishwa Guru” and concomitantly commanded the global locus of control across various dimensions of human development— science, technology, astronomy, cosmology, culture, economy, spirituality, governance, social welfare, and the like. The Indian economy was the world’s largest and the most productive until the British subjugation. After its independence, the largest democracy in the world embarked on the ambitious task of resurrecting its glorious past and emerged as one of the fastest-growing economies. India strongly believes that in the 21st century, an India deprived of gainful opportunities necessary for the flourishing of a young and emergent India will prove to be an impediment to the development of human capital and preservation of global security. During the later years of the last decade and through the years of this decade, India has witnessed a radical policy metamorphosis across various dimensions; be it political, socio-economic, scientific, internal security, defence, or otherwise; and emerged as a geopolitical and economic giant. However, the key to sustaining the growth momentum and realizing its full potential lies in reaping and leveraging the rich demographic dividend of the country.

The mnemonics of the digital era indicate that an exemplary Public Policy mechanism must be user-centric, evidence-based, and data-driven based on the existing data, evidence, rational analysis, and

must leverage emerging technologies like Artificial Intelligence (AI), Big Data, and Data Analytics to gain new insights, crystallize problems and their effective solutions and make informed public policy interventions contributing to societal development.

It is in this context the 1st International Conference on Public Policy and Management (ICPPM) 2023 is being organized by the **Centre for Public Policy (CPP)**, Chandragupt Institute of Management Patna (CIMP) on 03rd April 2023. The reflections from this conference are expected to ultimately lead to a more informed, responsible, and inclusive public policy intervention ecosystem which may help unfathom the hitherto unexplored larger landscapes of the public policy vis-à-vis the existing myopic prospects-perspectives propelling a fast-tracked, inclusive, and sustainable societal development.



Conference Theme

Research papers are invited on various aspects of Public Policy under the following tracks/themes, *but not limited to*:

❖ Governance and Public Policy

- Government and Governance
- Corporate Governance
- Ethics in Business
- Law and Ease of Doing Business
- Internal Security
- Financial Inclusion
- Inclusive Growth

❖ Technology and Public Policy

- Digital Revolution
- Artificial Intelligence
- Big Data
- Nano Technology
- Cyber Security
- Forensics

❖ Society and Public Policy

- Cultural Ethos
- Gender Neutrality
- Food Security
- Healthcare
- Education
- Urban Mobility
- Socio-Economic Development (SED)
- Sustainable Development

❖ Environment and Public Policy

- Environmental, Social and Governance (ESG)
- Socially Responsible Investing (SRI)
- Green Energy
- Climate Change
- Global Warming
- Hydrography
- Maritime Security



About The Institute

Chandragupt Institute of Management Patna was inaugurated in 2008 by *His Excellency* the then Vice-President of India, Md. Hamid Ansari, as the dream project of the *Hon’ble* Chief Minister of Bihar, Shri Nitish Kumar to resurrect the ancient educational glory of Bihar. It is an autonomous institute of excellence in management education, consulting and research set up by the Government of Bihar on the lines of Indian Institutes of Management (IIMs). CIMP offers a full-time AICTE Approved, NBA-accredited and AIU-recognized Post-Graduate Diploma in Management (PGDM) programme; a full-time AICTE Approved Post-Graduate Diploma in Innovation, Entrepreneurship and Venture Development (PGDM-IEV) programme; a full-time AICTE-approved Fellow (Doctoral) Programme in Management (FPM) and a part-time Executive Fellow (Doctoral) Programme in Management (EFPM) for working professionals. Apart from this, CIMP also provides short-term Training Programmes, Research and Consulting services to various departments, agencies and bodies of the government and the corporate.

CIMP is among the **Top-125 B-schools** in the **National Institutional Ranking Framework (NIRF) India Rankings 2022**. CIMP also stands 29th in the **National Cluster Rank 2021** in overall MBA ranking in the **Indian Institutional Ranking Framework (IIRF)**.



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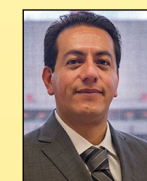
Member
Prof. (Dr.) Ranjit Tiwari



Member
Prof. (Dr.) Mamta Singh



Keynote Speaker



Dr. Pável Reyes-Mercado: Dr. Pável Reyes-Mercado is a Professor of Marketing at the School of Business and Economics, Anahuac University, Mexico. A Doctorate in Managerial Science from EGADE Business School, Mexico; he has an educational background in Electronics Engineering and later MBA, which led him