



## Submission Guidelines:

- ❖ Abstracts and full papers are to be submitted in the .docx format (MS Word), stating the relevant track, conforming to the following guidelines:

### Word Limit:

Abstract: 250 – 300

Full Paper: 3,000 – 5,000

Font: Times New Roman

Font Size (Text): 12

Font Size (End Notes): 10

Line Spacing: 1.5

Text Alignment: Justified

Citation: APA Style

- ❖ Only full papers submitted shall be considered for the Best Paper Award.
- ❖ All submissions must be made through EasyChair only.
- ❖ Submission Link:  
<https://easychair.org/conferences/?conf=wmc2023>
- ❖ Accepted full papers will be published in the form of a book with an ISBN.



## Registration:

- ❖ In case of multiple authors of a paper submitted, at least one author must register for the conference.
- ❖ **Registration Fees:**

Academics / Industry Executives	: ₹1,500/-
Research Scholars / PG Students	: ₹1,000/-
Participants (Non-Presenters)	: ₹500/-
Overseas Paper Presenters/Participants	: \$ 50
- ❖ Registration Link: <https://www.cimp.ac.in/wmc/register>



## About CIMP:



Chandragupt Institute of Management Patna was inaugurated in 2008 by Md. Hamid Ansari, the then Vice President of India, as the dream project of Shri Nitish Kumar, the *Hon'ble* Chief Minister of Bihar, to resurrect the ancient educational glory of Bihar. It is an autonomous institute in management education, set up by the Government of Bihar on the lines of the Indian Institutes of Management (IIMs). CIMP offers a full-time, AICTE-approved, NBA-accredited, AIU-recognised Post-Graduate Diploma in Management (PGDM); a full-time, AICTE-approved Post-Graduate Diploma in Management – Innovation, Entrepreneurship, and Venture Development (PGDM-IEV); a full-time, AICTE-approved Fellow (Doctoral) Programme in Management (FPM); and a part-time Executive Fellow (Doctoral) Programme in Management for working professionals. Further, CIMP is actively engaged in research, consulting, and training, offering its services to the government and the industry. CIMP is among the top 125 B-Schools in the National Institutional Ranking Framework (NIRF) India Rankings 2022.



## Contact Us:

### Conference Secretariat:

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Conference Link: <https://www.cimp.ac.in/wmc>

## CALL FOR PAPERS

## WORLD MANAGEMENT CONFERENCE (WMC 2023)

SEPTEMBER 21-22, 2023  
(ONLINE)



Organised by

Chandragupt Institute of Management Patna (CIMP)



Mithapur Institutional Area, Patna-800001

Republic of India

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## About The Conference:

The inaugural World Management Conference (WMC) will be held on Sep. 21-22 (Thursday-Friday), 2023 in the historic city of Patna, India.

The conference aims to bring together academics, research scholars, executives, entrepreneurs, and policymakers from academia, industry, government, and social and non-profit sectors for a confluence of minds and exchange of ideas on the pressing business issues of the day that have consequences for all stakeholders.



## Conference Theme:

The conference aims to focus deliberations on the theme of sustainability. Sustainability is the ability to maintain or support a process continuously over time. World Commission on Environment and Development, created by the United Nations in 1983, then headed by former Norwegian prime minister Gro Harlem Brundtland, in its report, defined sustainable development as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." Corporate sustainability refers to an approach to conducting business that creates sustainable, long-term shareholder-, employee-, consumer-, and societal value by pursuing responsible environmental, social, and economic (or governance) strategies. The concept emerged as a component of corporate ethics in response to public concerns of long-term damage caused by a focus on short-term profits. This view encourages businesses to balance long-term benefits with immediate returns, and the goal of pursuing inclusive and environmentally sound objectives.

Short-termism is – and has been – an unfortunate and undeniable fact, in both businesses and government. Businesses are too focused on chasing short-term (*read* quarterly) results to be able to see the big, long-term picture, plan for the same, and have the forbearance to follow through their plans. Political dispensations running governments are busy trying to carve out their *identities* by undoing, to the extent possible, the plans and actions of their predecessors from opposing camps. This has the effect of creating uncertainty for businesses, which

in turn further cripples the latter's ability to plan and act long-term. There are several ways in which businesses can adopt sustainable business practices: limiting emissions; sourcing materials and products from fair-trade organizations; switching to renewable energy, and reducing overall energy consumption in operations; innovations in packaging such as lighter and environment-friendly packaging materials; promoting recycling of waste, electronic waste in particular, by setting up necessary systems and creating widespread awareness among consumers, channel partners, and the society at large; and so on.

The focus of the conference therefore is to turn the spotlight on corporate sustainability and the requisite long-term thinking and consciousness of the needs of all stakeholders, with a view to collating and disseminating latest research and perspectives far and wide. We invite original, unpublished research work across all disciplines of management that uses qualitative, quantitative, or mixed-method approaches in the form of research papers and case studies. The presentations and deliberations shall be organized into the following tracks: marketing (MKT); banking, finance and insurance (BFI); production and operations management (POM); human resource management (HRM); economics, environment and public policy (EEP); innovation, technology, and analytics (ITA); and entrepreneurship, business models, and strategies (EBS).



## Organizing Committee:



**Patron**  
**Prof. (Dr.) Rana Singh**  
Director, CIMP



**Chairperson**  
**Prof. (Dr.) G K Murthy K.**



**Convener**  
**Prof. (Dr.) Ranjit Tiwari**



**Member**  
**Prof. (Dr.) Ankit Sharma**



**Member**  
**Prof. Kalyan Pd. Agrawal**



**Member**  
**Prof. (Dr.) Mamta Singh**



**Member**  
**Prof. (Dr.) Sibananda Senapati**



**Member**  
**Prof. (Dr.) Sudeep Rohit**



## Keynote Speaker:



**Gail E. Tverberg, FCAS, MS:** Ms. Tverberg's background is as an actuary, making financial forecasts for the insurance industry. In 2015, she began investigating how the limits of a finite world might affect the financial system, oil companies, and the power industry. She came to the conclusion that the limits we are reaching are "affordability limits," rather than the common view of "running out." She believes that energy of any kind, to be useful, must be inexpensive to produce; otherwise, its use will lead to recession and a shrinking economy. Ms. Tverberg explains her research findings on OurFiniteWorld.com. She also speaks at conferences and writes some academic papers. She is Director of Energy Economics for the Space Solar Power Institute, and occasionally does consulting work. In 2015, she taught a course on Energy Economics at Petroleum University, Beijing.

Ms. Tverberg has an MS in Mathematics from the University of Illinois, Chicago. She is a Fellow of the Casualty Actuarial Society and a Member of the American Academy of Actuaries. Until 2007, she worked for Towers Perrin (now Willis Towers Watson).



## Best Paper Award:

The best paper selected by a panel of experts at the conference will be eligible for a cash prize of ₹10,000/-.



## Important Dates:

Abstract Submission Deadline	: July 17, 2023
Notification of Acceptance	: July 10, 2023
Registration Opens	: July 10, 2023
Full Paper Submission Deadline	: August 18, 2023
Registration Closes	: August 31, 2023