

INTERNATIONAL CONFERENCE ON **EMERGING TRENDS IN BUSINESS & MANAGEMENT**

11th - 12th Nov, 2021

Virtual Conference



ORGANISED BY

**FAROOK INSTITUTE OF MANAGEMENT STUDIES
FAROOK COLLEGE, KERALA, INDIA**

IN ASSOCIATION WITH

**SAXION UNIVERSITY OF
APPLIED SCIENCES, THE NETHERLANDS**



**FAROOK INSTITUTE OF
MANAGEMENT STUDIES**
(Promoted by Farook College - Estd in 1948)
Approved by AICTE & Affiliated to the University of Calicut



"The shift to lifelong learning is absolutely essential. As the pace of technological change quickens, we need to be sure that employees are keeping up with the right skills to thrive in the Fourth Industrial Revolution. That applies to both technical and soft skills. There will be changes in both areas."

- Zvika Krieger

Head of Technology Policy and Partnerships Center for the Fourth Industrial Revolution World Economic Forum

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FAROOK INSTITUTE OF MANAGEMENT STUDIES



Farook Institute of Management Studies (FIMS) the stalwart in the field of business education in Kerala is promoted by Farook College, Kozhikode. It is a pioneer in the higher education scenario of North Kerala since 1948. The contribution of Farook College in the educational renaissance of Malabar is unparalleled. This campus has etched and moulded some of the best talents in the fields of Literature, Politics, Civil Service, Science & Technology, Medicine, and Media of national and international acclaim. FIMS has inherited this proud legacy and offers the best in management studies with a motto of creating management professionals with a global outlook.

This new age business school caters to the challenging requirements of a competitive employment market, home and abroad. Central to the credo of FIMS is the concept of grooming in value-based business practices, along with a competitive edge in the globally integrated job market in India. FIMS has the track record of leaving a mark in all management fests, other competitions and at out-bound training venues. Our alumni have earned enviable reputation in various sectors, making the campus recruitment process a win-win proposition.

FIMS is one among the few B-Schools in Kerala, to have been awarded four star out of five in the National Level B-School Ranking conducted by Career Connect. Higher Education Review Magazine ranked FIMS as the seventh best B-School in Kerala. In the same survey FIMS received 30th rank in South India & 88th rank in National Level. FIMS has been selected as the fourth best B-School in Kerala in the B-School Survey conducted by Business Standard. Business Today Magazine ranked FIMS as fourth best private B-School in Kerala. (Ranking for the year 2017-2018)

SAXION UNIVERSITY OF APPLIED SCIENCES



Saxion University of Applied Sciences is one of the largest institutions of higher education in the Netherlands, with close to 27,000 students (and still growing!).

Saxion University has a rich history - its roots can be traced back to 1875. A merger of two educational institutions, the Hogeschool Enschede and Hogeschool IJsselnd, paved the way for Saxion University in its present form in 1998.

This merger enabled Saxion to build further on its strong position in Dutch higher education and since then Saxion University has come to be recognised as an important centre of expertise at a regional, national and international level.

The world is getting smarter. Every day we see products, services and solutions that were not there yesterday. Saxion believes that people should be central in this process. That is why we prepare our students in various ways for their future role in this dynamic society.

About The Conference



OVERVIEW OF THE CONFERENCE THEME

Contemporary management research is a vital factor for meeting the challenges faced by any organization for their perpetual entity. Organizational competitiveness can be achieved through strengthening the strategic policies designed and implemented, and empowering the workforce. There are remarkable changes occurring in day-to-day business, due to the advancement of technology, economical, political, social, cultural and the recent developments caused due to Covid Pandemic, and many more. It is imperative that business organizations scan and update these developments in the concerned field to enhance their competitive advantage. We are living in a genuinely innovative era. Life would not be the same as it is today without technological innovations. Global markets are constantly changing. More and more companies are now expanding their businesses on international platforms to earn increased revenue. Today, business trends worldwide revolve around the use of the latest technology, analyzing consumer behaviour, and Omni channel communication and marketing.

It would not be wrong to say that business and management is not as easy as it might seem to many, considering the uncertainties of the global business market specially hit hard by the ongoing pandemic conditions. This international conference on “Emerging Trends in Business & Management” is designed to be an incredible opportunity for interacting with experts from across the various functional disciplines around the world, becoming an important destination that is rich in content, insights and innovation. With the objective of offering an immersing experience, the FIMS- Saxion Conference has been designed in such a way that it would address all the complexities that affect the business and various functional areas of management and suggest right solutions for a better way of practising business and management. The Conference is designed with a blend of Paper presentations and technical sessions handled by eminent speakers from International Universities, Indian Institute of Management (IIM) and other leading Management Institutes of India.

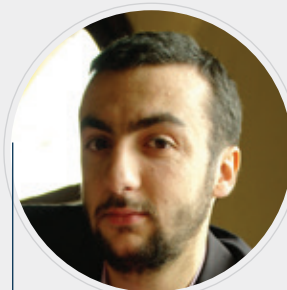
One of the major goals of the FIMS- Saxion International Conference is to create a friendly and approachable learning environment, whereby its members (including senior worldwide scholars, faculty members, doctorate students, researchers and business practitioners) will benefit from a high level interaction stimulating international business fraternity.

Technical Sessions Speakers



DR. TIMBER HAAKER

Professor, Business Model Research Group, Saxion University of Applied Sciences, The Netherlands



DR. MIHAI TICHINDELEAN

Faculty of Economics, Lucian Blaga University of Sibiu, Romania.



DR. MOHAMED MALIKI MOHAMED RAPIEE

Director, International Youth Centre (IYC), Malaysia



PROF. THIERRY TARTARIN

Doctoral Researcher, Business Model Research Group, Saxion University of Applied Sciences, The Netherlands



PROF. CHHAY LIN

Doctoral Researcher, Blockchain Research Group, Saxion University of Applied Sciences, The Netherlands



DR. SAJI GOPINATH

Vice Chancellor, Kerala University of Digital Sciences Former Professor, IIM Kozhikode (IIMK)



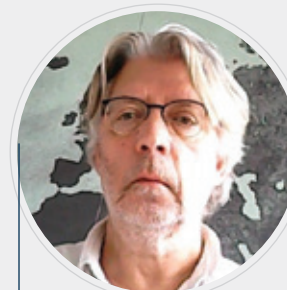
PROF. ANANDAKUTTAN B UNNITHAN

Dean-Faculty Administration & Development Marketing Management, IIM, Kozhikode, India



PROF. SURYA PRAKASH PATI

Associate Professor / Chairperson (MDP) Organizational Behaviour and Human Resources, IIM, Kozhikode, India



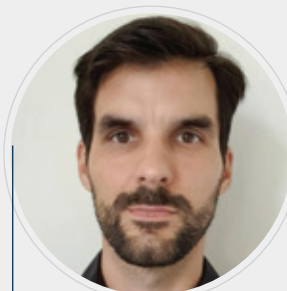
DR. HARRIE VAN BOMMEL

Program Manager of the Saxion Fieldlab Circular Innovations, Saxion University of Applied Sciences, The Netherlands



PROF. NYCIL GEORGE

Assistant Professor, Strategic Management, IIM, Kozhikode, India



DR. JOS THALEN

Associate Lector, School of Industrial Design, Saxion University of Applied Sciences, The Netherlands



DR. JEROEN LINSSEN

Associate Lector, School of creative technology, Saxion University of Applied Sciences, The Netherlands

Conference Themes



Call for Research Papers

Original research papers/case studies related to major functional areas of management and business are invited from academics, researchers and corporate professionals. Research areas could also be explored in the following sub themes.

Themes in General Management

- International Trade: issues and challenges during pandemic
- Digital Business Models
- Sustainable Business Models
- Circular Business & Innovations
- Environmental and Ecological Economics
- Labour Economics
- Agricultural and Natural Resource Economics
- Economic development, Innovation, Technological changes and growth
- Micro Economics
- Forensic Economics
- Second wave of pandemic and Indian Economy
- Contributions of different sectors to India's GDP for the FY 2020-21
- Core Competence and Strategic Management
- Total Quality Management
- Innovations in Logistics and Supply-chain Management
- Cross-cultural Management and Innovation
- Current Strategic Management Issues
- Contemporary Issues in Managing Change
- Current Challenges in Managing Teams
- Motivation of Employees and Current Issues in Motivation
- Contemporary Views of Leadership
- Leadership Issues in 21st century
- Managing Operations Using Value Chain
- Knowledge & Organizational Learning
- Industry 4.0
- Corporate Social Responsibility
- Entrepreneurship Challenges in Post Covid era
- Artificial Intelligence
- Neural networks & Fuzzy Logic
- Cloud Computing
- Quantum Computing
- Contemporary Issues in Quality Control
- Current Issues in Managing Operations
- Technology's Role in Operation Management
- Lean Logistics
- Robotics and Automation in Logistics
- Predictive Supply Chain Analytics
- Agile Supply Chains
- Supply Chain Digitization
- Sustainable Supply Chain Management
- Block chain in Business Management
- Internet of Things in Business
- Drones and Applications for Business

Themes in Financial Management

- Impact of Crypto currency & Non fungible tokens in financial interactions- a Global Perspective
- Risk Management by Corporate during the last two years & Post pandemic period projections.
- The growing relevance of ESG funds for sustainable investments.
- Derivatives Securities - Pricing and Modeling
- Exotic & Complex derivatives in Global Derivatives market- Pros & cons.
- Forex management – Impact of Currency Futures in Currency Derivatives market.
- International trade issues & challenges during the pandemic period.
- Privatization in transition economies - Pros & Cons
- International Trade Flows and Exchange rate Volatility of INR.
- Amalgamations , Absorptions & Mergers in the banking sector and its impact in the Money Market
- Corporate Mega mergers & Amalgamations and International Trade benefits in FDI & FII
- Arbitrage - free pricing and equilibrium - in Derivative Commodity Markets- Pros & cons.
- Corporate Governance – Myths & facts in reports & practices
- Financial Engineering & Financial Modeling in Money market & Capital Market.
- Working capital issues of Petty business units during the pandemic period.
- Agri- Finance & Moratorium on loan repayment – during pandemic period.
- Fin-tech, Bank- Smart cards & Plastic money Transactions & Online money transfers using Gpay, Paytm etc - Security issues & challenges
- Forensic economics- Recent developments.
- Developments in IFRS & GAAP reporting and Accounting Standards
- Developments in Behavioral Finance
- Public finance - Transitions in financial sectors
- Infrastructure funding in education sectors and educational outcomes.
- Islamic Finance and Economic Growth - present trends.
- The effects of policy uncertainty on stock prices
- Indian Microfinance Industry - recent developments
- Financial crises – Impact & Lessons in global economies.
- Economic and financial issues among SMSE are during the pandemic period.
- Contemporary issues in Bank financial management.
- Developments & Innovations in Capital Market Intermediaries-Merchant Banking, Insurance, Pension Fund, Credit Rating, Venture Capital

Themes in Marketing Management

- Digital Marketing
- Business-to-Business Marketing
- Service Marketing
- Consumer Behavior
- International Marketing
- Brand Management
- Market Segmentation, Targeting and Positioning
- Green Marketing
- Blue Ocean Strategies
- Financial Product Marketing
- Social Cause Marketing
- Rural Marketing
- E-Advertisement Strategies
- Integrated Marketing Information System
- Social Media Marketing Communication
- Managing Cultural and Sub-cultural Diversity in Markets
- Societal Marketing
- Right time marketing vs real time marketing
- Tourism marketing
- Mass customization to personalization
- Way the content goes: "Video"
- Customer experience in the age of AI
- Customer as marketer
- Future of AR and VR in marketing
- Religious marketing
- Mobile marketing
- E-business and e-governance marketing
- Celebrity endorsement
- Consumer shopping behavior during the pandemic Covid19
- Trends of Consumer spending
- Integrated marketing communication strategy
- Innovative advertisement trends
- Media management
- Consumer behavior analytics
- Changing trends in sales and channel management- Covid perspective
- Sales analytics
- Channel management analytics
- Branding in the virtual world
- Sustainable marketing during pandemic
- Cause marketing during pandemic
- Retail marketing mix
- Industrial marketing
- Influencer Marketing
- Customer Relationship Management
- Direct Marketing
- Viral Marketing

Themes in Human Resource Management

- Human Resource Accounting & Human Resource Audit
- Stress Management
- Training and Development
- HRM & Corporate Ethics
- Strategic Human Resource Planning /Strategic Staffing
- Leadership, with Focus on Self-leadership
- Self-sustaining Excellent HR Systems
- HR Practices in India
- Employee Engagement
- Managing and retaining talented employees
- Performance management
- Reward Management
- Change management
- Work-life balance, quality of work-life, and employee well-being
- Social capital in organizations
- Human capital management
- Talent acquisition
- Labor law reforms
- Global HRM
- Reverse Mentoring for Agile Leadership
- HR Analytics
- Virtual Reality & HR
- Workplace diversity
- Work From Home during Covid-19 and Future of WFH

IMPORTANT GUIDELINES FOR SUBMISSION OF RESEARCH PAPERS

- Abstracts, not exceeding 250 words, should reach FIMS (fimsaxionconference@gmail.com) by the due date (11 - 09 - 2021). Authors must clearly indicate the functional area mentioned above in which their papers could be considered.
- It should include the title, author's name, mailing address, telephone numbers and email address.
- The paper should be based on original work not yet published, not exceeding 5000 words or 13 pages.
- The full paper should be submitted by the due date (01 - 10 - 2021).
- All papers should be in English and neatly typed in MS Word with Times new roman font style, 12 font size and 1.5 line space.
- Papers should not have more than two authors, "Each author must register separately for the conference. The lead author will send the paper on behalf of his/her colleague."
- The registration for the conference can be made by providing the name of the author and co-author if any, address, e-mail ID, telephone number, title of the paper, payment particulars, etc.
- Authors of the accepted papers for presentation will be notified by email.
- The use of e-mail (fimsconference2021@gmail.com) is encouraged for all further correspondence including acceptance letter, invitation, etc.

PUBLICATION OF RESEARCH PAPERS

- The conference proceedings (the eligible papers presented in the conference) will be published as an Edited volume with ISBN through an internationally trusted publisher.

Registration Details

Faculty Members	₹ 500
Research Scholars	₹ 300
PG Students	₹ 200

The fee can be paid in the form of Cash/ Crossed DD drawn in favour of Farook Institute of Management Studies payable at Farook College.

**Payment also can be made
(Through Bank, NEFT, RTGS, IMPS, BHIM, Paytm, Gpay)**

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Important Dates

11-09-2021	Deadline for abstract submission
01-10-2021	Deadline for full paper submission
01-11-2021	Notification of acceptance of full paper
11/12-11-2021	Conference days

Organizing Committee

ADVISORY BOARD

Dr. Hans Vossensteyn

Director Research & Graduate School, Saxion University of Applied Sciences.

Dr. Saji Gopinath

Vice Chancellor, Kerala University of Digital Sciences, Former Professor, IIM Kozhikode (IIMK)

Prof. Joffi Thomas

Associate Professor, IIM-Kozhikode, Kerala

Dr. M. Nasser

Pro-Vice Chancellor, University of Calicut Kozhikode, Kerala.

PATRONS

Mr. P K Ahammed

Chairman, Farook Institute of Management Studies, Farook College Kozhikode, Kerala

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Dr. K M Nazeer

Principal, Farook College, Kozhikode, Kerala

ORGANIZING CHAIRS

Dr. Saji Kuriakose

Director, Farook Institute of Management Studies, Farook College, Kozhikode, Kerala

Mrs. Ngoc Ngo

Senior Manager Strategic Partnerships, Saxion University of Applied Sciences, The Netherlands

ORGANIZING CO-CHAIRS

Dr. Ahamed Riaz

Deputy Director, Farook Institute of Management Studies, Farook College, Kozhikode, Kerala

Mr. Thierry Tartarin

Doctoral researcher, Business Models Research Group, Saxion school of Finance & Accounting, Saxion University of Applied Sciences, The Netherlands

ACADEMIC BOARD

Dr. Timber Haaker (Chair Academic Board)

Professor, Saxion school of Finance & Accounting, Saxion University of Applied Sciences, The Netherlands

Dr. Arun Velayudhan

Assistant Professor Farook Institute of Management Studies, Farook College, Kozhikode, Kerala

Prof. Sujata Shankaran

Associate Professor, Farook Institute of Management Studies, Farook College, Kozhikode, Kerala

Prof. C A Rajesh Janardhanan

Associate Professor, Farook Institute of Management Studies, Farook College, Kozhikode, Kerala

PROGRAMME COORDINATOR

Dr. Joseph P V

Associate Professor, Farook Institute of Management Studies, Farook College, Kozhikode, Kerala



Address for correspondence:

Dr. Joseph P.V.

Associate Professor

Farook Institute of Management Studies

Ph : +91 8289818090

Email : fimsaxionconference@gmail.com



Farook Institute of Management Studies
Farook College Campus, Calicut-673 632, Kerala.
Tel / Fax: +91 495 2440 658 / 2440 648

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