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**SYMBIOSIS**  
CENTRE FOR MANAGEMENT STUDIES, PUNE

# STUDENTS' RESEARCH CONCLAVE 2.0



**6th December 2024**

**Geopolitics & Global Business Dynamics :**  
Unravelling Complex Interplays, Risks & Opportunities in  
the Modern Era



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**SYMBIOSIS**  
**INTERNATIONAL (DEEMED UNIVERSITY)**

(Established under Section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A++' grade | Awarded Category - I by UGC



## ABOUT OUR UNIVERSITY

Symbiosis International (Deemed University) is a multi-disciplinary university that offers its students and faculty a vibrant learning ecosystem designed around its multicultural and innovative ethos. In 1971, Prof. Dr. S.B. Mujumdar established Symbiosis as a 'home away from home' for African and Asian students, based on the principles of Vedic thought: "World as One Family." Nestled on a beautiful 300-acre campus known as the Symbiosis Knowledge Village, on the outskirts of Pune in Maharashtra, India, the university's name aptly captures the essence of the relationship with international students - a mutually beneficial bond between India and the international student community. Symbiosis is committed to fostering international understanding through the provision of quality education and is adorned with students from numerous countries engaging in various activities. It was granted 'Deemed to be University' status by the Ministry of Human Resource Development in 2002.

# ABOUT SCMS PUNE



Symbiosis Centre for Management Studies, Pune, embarked on its journey in 2004, and what ensued was a path of exploration, exhilaration, and engagement that has propelled us further in our relentless pursuit of perfection. Committed to achieving excellence in teaching, learning, and research from its inception, the institute grooms students into not just leaders but also individuals with a potent vision to create a global impact. SCMS Pune stands as a prominent institution in India within the realm of undergraduate management education. The Institute strives to develop an innovative academic environment through the synergy between faculty, students, and the community.

# SUCCESS STORY: STUDENTS' RESEARCH CONCLAVE 1.0

SCMS Pune, a leading institution in higher education, organized the Students' Research Conclave 2023, showcasing a commitment to fostering innovation through knowledge exploration. The event, held online on 15th December 2023, brought together students, faculty, and researchers from around the world under the dynamic theme of “Interdisciplinary Innovation in Business and Management: Bridging Knowledge Gaps for a Sustainable Future.”

Under the adept guidance of Dr. Adya Sharma, the esteemed Director of SCMS Pune, and a dedicated organizing committee comprising both students and faculty, the conclave received an overwhelming response. A distinguished panel of judges meticulously reviewed numerous submissions, resulting in the selection of 50 outstanding research papers. These papers, representing a global perspective on research and academia, hailed from diverse corners of the world, including countries such as Qatar, Zimbabwe, and Brazil.

The event facilitated a platform for students to exhibit their research skills, providing them with a unique opportunity to engage with a broader audience and contribute to the development of a global academic community. The resounding success of the conclave left attendees with a fresh perspective on research, innovation, and the potential of interdisciplinary collaboration.

# ABOUT RESEARCH CONCLAVE

In today's globalized world, research plays a crucial role in academic development; knowledge-driven growth founded on innovation is indispensable. The fundamental premise of research is the pursuit of knowledge. Engaging in research while studying has a profound impact on student's growth and development. From fostering a problem-solving mindset to unlocking more career opportunities, students will derive multiple benefits from this research.



## **BENEFITS:**

- Fostering critical thinking and analytical skills through hands-on learning
- Defining academic, career, and personal interests
- Enhancing proficiency and insight within a chosen discipline beyond the traditional classroom context
- Developing one-on-one connections and establishing a cohesive network in the respective fields
- Building community with peers, faculty, and organizations
- Encouraging Holistic Development

The process of research confers benefits upon the well-being of both individual researchers and society as a whole. Moreover, the recently enacted Anusandhan National Research Foundation Bill 2023 by the Indian Government aims to furnish a high-level strategic direction for research, innovation, and entrepreneurship across domains. This legislative action is poised to facilitate collaborations among businesses, academia, government agencies, and research institutions. Against this backdrop, SCMS, Pune, is organizing a research conclave encompassing students from diverse disciplines. The conclave, titled "**Geopolitics & Global Business Dynamics: Unravelling Complex Interplays, Risks & Opportunities in the Modern Era,**" serves as a platform for students to showcase their research papers on an international scale. Students are encouraged to collaborate with their mentors or faculty members, with the stipulation that **the primary author of the research paper must be a student.**

# THEME OF THE CONCLAVE

The landscape of global business dynamics and its management is intricately intertwined with geopolitical factors, presenting a multifaceted tapestry of challenges and opportunities across various societal spheres in the modern era. Traditional frameworks are proving insufficient to navigate the ever-increasing complexities of this interplay, necessitating a paradigm shift towards understanding the concept and stepping into the world of **"Geopolitics and Global Business Dynamics."**

This theme underscores the imperative to transcend conventional boundaries and integrate diverse perspectives, methodologies, and experiences to comprehensively address the multifarious challenges inherent in the intersection of geopolitics and global business dynamics. The phrase **"Unravelling Complex Interplays, Risks, and Opportunities in the Modern Era"** assumes paramount importance, emphasizing the synthesis of insights from geopolitics, economics, diplomacy, technology, and sociology to foster a nuanced understanding of the intricate dynamics shaping the global business landscape.

By embracing a trans-disciplinary approach, organizations & authorities can uncover blind spots, mitigate risks, and capitalize on opportunities amidst geopolitical flux, thereby charting a course towards sustainable growth and resilience. The ultimate objective revolving around the theme is to explore the guiding principles, strategies, and practical applications of interdisciplinary innovations in navigating the complex interplays, risks, and opportunities embedded in the convergence of geopolitics and global business dynamics.



### **Track 1: Geopolitics and Global Business Dynamics in Marketing and Brand Management**

1. Cross-Cultural Marketing Strategies
2. Brand Localization and Globalization
3. Geopolitical Influences on Employer Branding
4. Supply Chain Disruptions and Marketing Strategies
5. Ethical Marketing in Global Context

### **Track 2: Geopolitics and Global Business Dynamics in HRM & OB**

1. Global Talent Mobility & HR Strategies
2. Cultural Intelligence
3. Diversity: Building Inclusive Workplaces
4. Talent Acquisition and Retention
5. Remote Work and Geopolitical Dynamics

### **Track 3: Geopolitics and Global Business Dynamics in Finance & Accounting**

1. Geopolitical Risk Management: Strategies for Financial Institutions
2. Implications for Fintech Innovation
3. Sustainable Finance in Geopolitically Charged Environment
4. Cryptocurrency Investment and Trade
5. Analytics for Financial Markets and Investment Strategies
6. Machine Learning in Geopolitical Analysis
7. Tax Reforms and Global Investment

### **Track 4: Geopolitics and Global Business Dynamics in International Business & Economics**

1. Trade Wars and Economic Sanctions
2. Emerging Markets and Investment Opportunities
3. Technology and Innovation in Global Business
4. Global Economic Governance
5. Economic Nationalism V/S Global Cooperation

### **Track 5: Geopolitics and Global Business Dynamics in Entrepreneurship & Sustainability and Environment Management**

1. Climate Change Adaptation & Resilience
2. Renewable Energy Resources
3. Resource Efficiency
4. Ecosystem Management
5. Start-up Ecosystems
6. Cross-Border Entrepreneurship
7. Entrepreneurial Leadership & Management
8. Social Entrepreneurship & Impact Investing





## **Important Dates**

**Full paper submission:**

**30th September 2024**

**Notification for acceptance:**

**15th November 2024**

**Conclave 2.0 Date:**

**6th December 2024**



## **PUBLICATION OPPORTUNITIES**

- Selected papers will receive invitations for presentation and subsequent publication in the Special Issue of the "**Annual Research Journal of SCMS, Pune, 2025.**"
- Papers will be selected for publication solely based on merit.
- Student authors of the paper presentation will receive E-certificates.
- The Best Paper Award will be presented for each track. Nominations for the Best Paper Award will be open exclusively to student authors who present their papers in the conclave. (In the case of multi-author papers, any of the authors can present the same.)

# GUIDELINES FOR SUBMISSION

**MODE OF  
CONCLAVE:  
ONLINE**



**Authors must adhere to the standards and formatting instructions for paper submission.**

1. Submissions must be original and should not have been previously published or presented elsewhere.
2. Full manuscripts are welcome for submission, encompassing Research Articles, Case Studies, and Review Papers.
3. Each manuscript may only be submitted to one track. When submitting your work, kindly choose the most pertinent track.
4. Ensure that each submission is distinct and original.
5. Submissions received after the designated deadline will not be considered for review.
6. Post submission, no requests for revision of track shall be taken into consideration.

# GENERAL GUIDELINES

1. The full paper should have a separate cover page bearing only the title of the paper and author's name(s), designation(s), affiliation along with email address(es).
2. The paper should have an abstract not exceeding a maximum of 150 words.
3. A set of maximum 6 author specified keywords should be provided.
4. The paper should not exceed a maximum of 5000 words and a minimum of 1500 words, including all tables, figures, references, and appendices.
5. The paper should follow Times New Roman 12-point font and double spacing. All pages should be numbered.
6. Manuscripts are to be submitted on the conclave email ID [researchconclave2024@scmspune.ac.in](mailto:researchconclave2024@scmspune.ac.in)
7. Submissions can be in a single PDF or Word file.
8. The paper should follow the APA (American Psychological Association) referencing style.
9. Manuscripts in languages other than English are also welcome. However, if the paper is selected, the presentation should be in English Language.
10. Similarity Index must be within 10%. In cases of plagiarism and unethical practices, the contribution will be rejected without undergoing further review.

# **ORGANIZING COMMITTEE**

## **CONCLAVE CHAIRPERSON:**

**Dr. Adya Sharma, Professor & Director, SCMS, Pune**

## **ORGANIZING COMMITTEE MEMBERS:**

**Dr. Ashutosh Mathur, Assistant Professor, SCMS, Pune**

**Dr. J C Sharmiladevi, Assistant Professor, SCMS, Pune**

**Ms. Arpita Gurbaxani, Assistant Professor, SCMS, Pune**

**For more information, scan the QR Code:**



**In case of any queries, send email on:  
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