



SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES, PUNE

# STUDENT'S RESEARCH CONCLAVE

**15th December 2023**

Interdisciplinary Innovation in Business  
and Management: **Bridging Knowledge  
Gaps for a Sustainable Future**



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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 community.





# 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 students' 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 **"Interdisciplinary Innovation in Business and Management: Bridging Knowledge Gaps for a Sustainable Future,"** 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.**

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# THEME OF THE CONCLAVE

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The field of business and management is undergoing a significant shift in today's rapidly changing and interconnected global economy. Traditional information silos are proving inadequate to address the intricate web of challenges confronting businesses and industries as these challenges become increasingly sophisticated and diverse. The concept of "Interdisciplinary Innovation in Business and Management" emerges as a beacon of progress and a catalyst for change within this dynamic framework.


Interdisciplinary innovation involves surmounting the barriers that have traditionally constrained business and management processes, and integrating a multitude of perspectives, approaches, and experiences from other sectors. This approach acknowledges that the problems we encounter, whether related to social well-being, ethical decision-making, technological disruption, or environmental sustainability, are often intricate and interrelated. Hence, adopting a comprehensive and collaborative approach is imperative, not only for comprehending these issues, but also for formulating and implementing effective solutions that contribute to a sustainable future.

The phrase "**bridging knowledge gaps**" has fundamental relevance in this context. It represents the vital work of integrating knowledge from several fields, including economics, psychology, environmental science, technology, and sociology. By doing this, we may reveal blind spots, get over cognitive constraints, and promote a thorough comprehension of the complex mechanics underlying the current business landscape.

To pave the way toward a sustainable future is the ultimate objective of transdisciplinary innovation in business and management. In this perspective, sustainability includes social equality, economic viability, and environmental care. Organizations may create novel strategies that not only improve their own performance but also have a beneficial impact on the larger ecosystem in which they operate by combining information, tactics, and best practices from several sectors.

In this investigation of multidisciplinary innovation in business and management, we look into the guiding ideas, practices, and practical implementations of this paradigm-shifting strategy.

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### **Track 1: Sustainable Development and New Dimensions in Entrepreneurship & Business Ethics**

1. Corporate Governance & CSR
2. Human values in the current scenario
3. Management ethics for 2030
4. Social responsibility in International Business
5. Sustainability practices in today's environment

### **Track 2: Sustainable Development and New Dimensions in Finance & Accounting**

1. Crypto Currency and Block Chain
2. Engineering & Analytics Global Taxation Practices
3. Financial Innovation
4. Fintech
5. Sustainable Financial Performance & Global Accounting Practices
6. Sustainable/Green Investing Innovative Economic Strategies for Financial Inclusion
7. Sustainable Micro-Finance & Rural Development

### **Track 3: Sustainable Development and New Dimensions in HRM & OB**

1. Artificial Intelligence in HR
2. Employee Engagement
3. Employee Retention in a Dynamic Environment
4. Diversity & Inclusion (Gender diversity, Transgender, LGBT, etc.)
5. Sustainable Green HRM practices
6. Sustainable Talent management and acquisition of Organizational Culture
7. Work-life Balance and Stress Management

### **Track 4: Sustainable Development and New Business Models in Marketing**

1. E-Commerce Marketing & Digital Platforms
2. Green Marketing & Consumerism
3. Marketing Analytics, Business Intelligence & Automation
4. Rural Consumers & Marketing Strategies
5. Social & Digital Media Marketing
6. Tourism & Sports Marketing

### **Track 5: Sustainable Development and Socio-economic aspects**

1. Agricultural sustainability
2. Effective Industrial Policy to Achieve the SDGs
3. Emissions goals by 2030
4. Human capital development
5. Platform Economy
6. Urban Development



## Important Dates:

**Full paper submission:**

**30th October 2023**

**Notification for acceptance:**

**30th November 2023**

**Conclave Date:**

**15th December 2023**



## PUBLICATION OPPORTUNITIES

- Selected papers will receive invitations for review and subsequent publication in the Special Issue of the "**Annual Research Journal of SCMS, Pune, 2024.**"
- Papers will be selected for publication solely based on merit.
- All authors of the paper presentation will receive E-certificates.
- The Best Paper Award will be presented for each Track. Nomination for the Best Paper Award will be open exclusively to authors who present their papers either in person or online mode. (In the case of multi-author papers, any of the authors can present the same.)

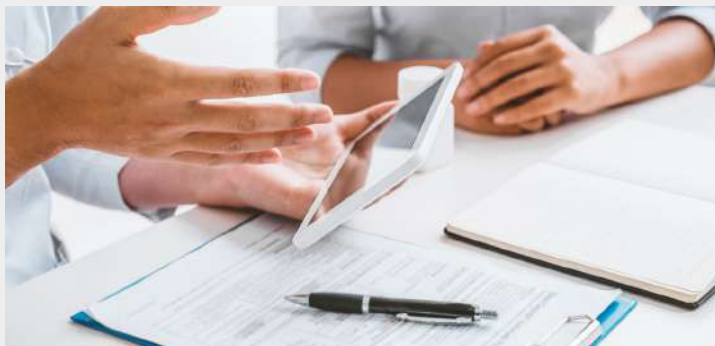


## Mode of Conclave: Hybrid

# GUIDELINES FOR SUBMISSION:

**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 e-mail 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 minimum 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 **[researchconclave2023@scmspune.ac.in](mailto:researchconclave2023@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

Dr. Jalpa Thakkar, Assistant Professor, SCMS, Pune

Ms. Arpita Gurbaxani, Assistant Professor, SCMS, Pune

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



Incase of any queries, send email on:  
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