

Conf.	Date	Theme
XI	Feb 13, 2016	"Entrepreneurship in the 21st Century: Navigating Future Paths in Business, Social and Green Technologies".
XII	Feb 4, 2017	"Leveraging Big Data Analytics For Global Business Excellence".
XIII	Feb 10, 2018	"Business 2025: Driving Growth through Strategic Innovation, Entrepreneurship and Digitisation".
XIV	Feb 23, 2019	"Business Sustainability in the 21st Century: Managing People, Planet and Profit".
XV	Feb 15, 2020	Revisiting HR in the Digital Era: Impact of Critical Shifts in Technology, Operations and Culture

About JIMS

Jagannath International Management School (JIMS) Kalkaji, New Delhi, functions under the aegis of Jagannath Gupta Memorial Educational Society, a non-profit registered organization, which has been imparting high-quality professional education since 1993. Our campus at Kalkaji has over time developed into a reputed centre of excellence for conduct of research and consultancy services for the private and public sector organizations. Our sustained focus on improving the quality of our academic deliverables has resulted in accreditation of our institute by National Assessment and Accreditation Council (NAAC) and National Board of Accreditation (NBA). Both our Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management - International Business (PGDM- IB) Programs have been approved as equivalent to Master of Business Administration (MBA) degree of an Indian University by the Association of Indian Universities (AIU). The institute has also been awarded the ISO 9001:2015 international quality certification.

JIMS, Kalkaji has been honoured with the following coveted rankings/awards:

- B-School Excellence award from ASSOCHAM for "Best Institute –Industry Interface".
- Ranked 27th Best B School in India by TOI.
- Ranked A+++ by Business India
- Ranked Top B School of Super Excellence in India by CSR-GHRDC
- 39th Best B School in India (NHRDN Survey)

About PHDCCI

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex organization working at the grass-root level and with strong national and international linkages. PHD Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research based policy advocacy role, positively impacts the economic growth and development of the nation. PHD Chamber is more than an organisation of the business community, as it lives by the chosen motto "Skilling India for Global Competitiveness" and contributes significantly to socioeconomic development and capacity building in several fields.

About AMDISA

AMDISA - Association of Management Development Institutions in South Asia - is a SAARC recognised Body. It is a network of Management Education and Management Development Institutions in South Asia. It has 256 members from the SAARC region. AMDISA launched the global benchmark quality assurance and accreditation system for Business Schools – SAQS. SAQS is the quality assurance scheme run by AMDISA as a service to the management education profession worldwide. SAQS emerged in an EFMD – AMDISA cooperation through a European Union funded Asia- Link project in 2003-04 and it is inspired by EFMD's EQUIS criteria guidelines. AMDISA publishes a Newsletter three times a year and the South Asian Journal of Management quarterly.

Communication and Contact

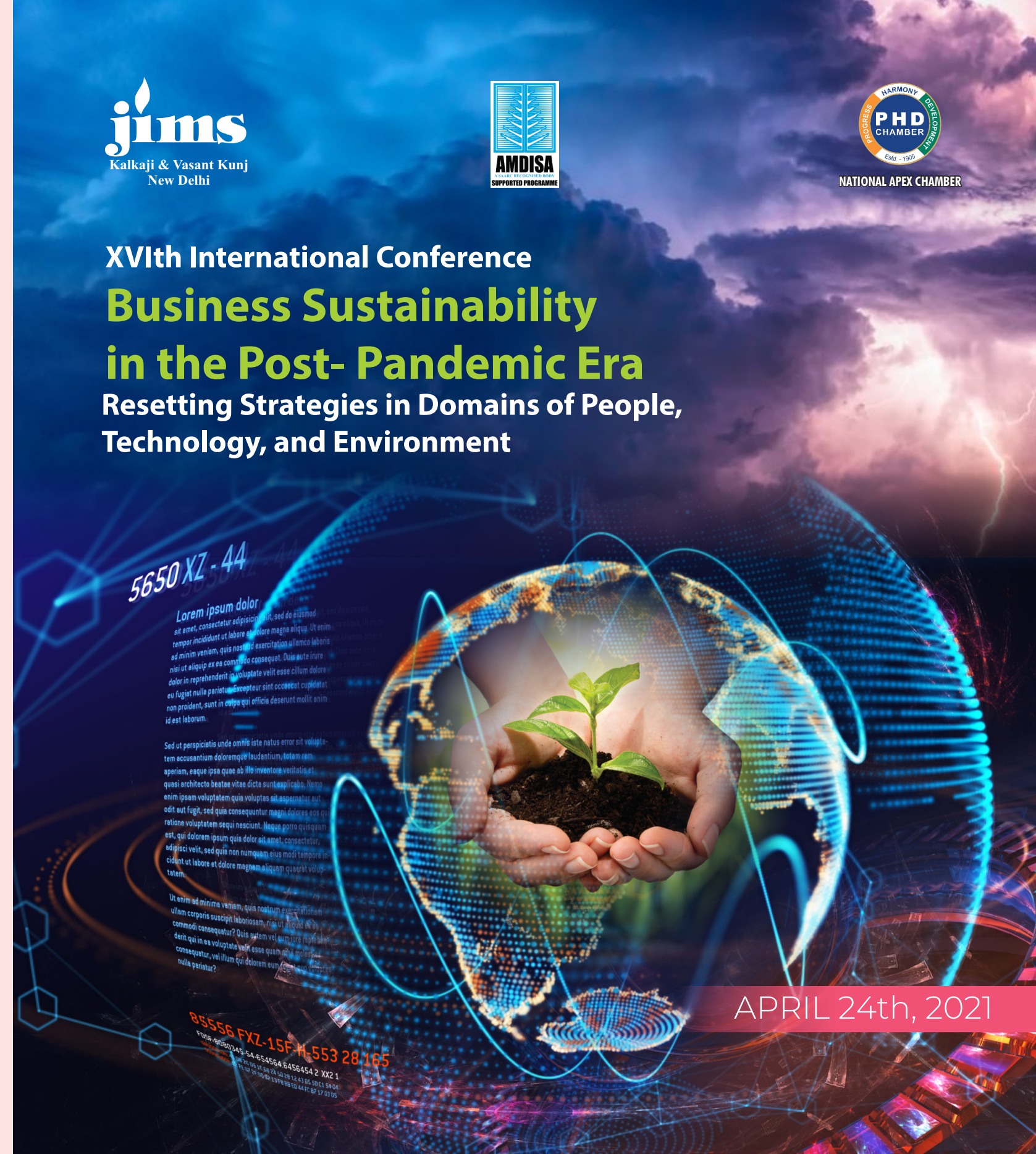
Communication may be addressed to Conference Chairperson Dr. (Cdr.) Satish Seth, Advisor to Chairman, JIMS at advisor@jagannath.org, Conference Director Dr. Ashok Sharma, Director at director.kj@jagannath.org.

Registration Fees

Category	Indian Residents	Foreign Nationals (USD)
Research Scholars	INR 1000/-	\$ 100
Academician	INR 1500/-	\$ 110
Corporate Nominee	INR 2000/-	\$ 120
Delegates	INR 1500/-	



XVth International Conference Business Sustainability in the Post- Pandemic Era Resetting Strategies in Domains of People, Technology, and Environment



APRIL 24th, 2021



Jagannath International Management School

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XVIth International Conference

Jagannath International Management School(JIMS), Kalkaji, New Delhi is organizing its XVIth International Conference in collaboration with the PHD Chamber of Commerce and Industry(PHDCCI) and the Association of Management Development Institutions of South Asia(AMDISA) on Sat, 24th April, 2021 at LakshmiPat Singhania Auditorium, PHD House, New Delhi - 110016.

Overview

Business Sustainability is often defined as managing the triple bottom line – a process by which companies manage their financial, social and environmental impacts. Prior to Covid 19 sustainability strategies largely centered around environmental issues relating to pollution, climate change etc. However, faced with the current human health crisis sustainability has now got conjoined with personal safety as well. In other words People and Planet have got inextricably linked.

The JIMS-PHDCCI Business Sustainability Conference is designed to bring to the fore ideas and thought leadership on shaping the coming decade by incorporating learning from Covid-19 and reflecting on our past actions. The Summit will build on conversations around how technology and innovative methods can enable actions and change in the next decade. Rapid advancements in technology and global connectivity are all around us. Technology can transform sectors rapidly to increase productivity with lower emissions and waste. Innovative approaches are required by businesses and governments to deal with the crisis and harness the use of technology and align it with environmental and societal needs.

The IBM Institute of Business Value has in a recent research report revealed that business leaders' top priorities are shifting dramatically as they plan for an uncertain future. The report suggests that the post-pandemic landscape will focus on digital transformation, the future of work, transparency, and sustainability. Hence a COVID 19 recovery plan will inevitably include investments in technologies such as AI, BOT, Blockchain and Cloud. Leaders also opine that the secret to business success lies in our human resources. Hence for sustainable growth business competencies will essentially center around workforce training, reskilling/upskilling, and customer experience management. Some of the top business skills which employees will need post-Covid are agility, critical thinking, complex problem-solving, managing people and stress, emotional intelligence, high cognitive flexibility and creativity and innovation.

In conclusion it needs to be emphasized that whilst Covid-19 continues to pose a fundamental challenge to our economy and society, however, going ahead business leaders will need to formulate strategies with a significant degree of resilience and ingenuity. In order to survive and flourish the new environment will need to be skillfully navigated through three critical approaches:

- Align business strategy to meet ESG performance thresholds.
- Lead, engage and enable the workforce in new ways with inspirational leadership.
- Apply AI, automation, and other exponential technologies to make workflows more intelligent.
- Improve operational scalability and flexibility.

Objectives

The Conference aims to fulfill the following key objectives:

- Create a platform for thought leaders to exchange knowledge and perspectives on the impact of the Covid -19 on business sustainability strategies of Indian and Global organizations.
- Develop understanding of the role of emerging technologies in leveraging business growth and sustainability.
- Disseminate, share and stimulate research in sustainability development models relating to business, society and environment.

Sub-Themes

- Business Strategies for Sustainability (ESG) - Economic, Societal and Governance.
- Digital Transformation
- Green Marketing and Responsible Consumerism
- Business and CSR
- Business Skills for Post –Covid Era
- Cross Cultural Competence
- Sustainability and Industry 4.0
- Sustainable Supply Chain Management
- HR Strategies Post- Covid
- Leadership in Crisis Management
- Entrepreneurship and Sustainable Development.
- Circular Economy



Organising Committee

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Mr. Sanjay Aggarwal
President, PHD Chamber
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Target Participants

The Seminar is intended for Academicians, Industry Managers and Research Scholars seeking to enhance their knowledge and understanding of the impact of Covid 19 on business strategies of organizations and the need for resetting and aligning these to UN's sustainability goals.

Research Paper Presentation Competition

The Research Paper Presentation Competition would be held in the afternoon session of the Conference. All submitted research paper will be blind peer reviewed. The selected papers will be published in Web of Science/Scopus indexed journals.

The Best Paper will be awarded each prize of Rs.10,000/- and the second Best Paper Rs. 5000/-. Winners will be awarded trophies also.

Research Paper Tracks

The Research Papers will be presented simultaneously in 3 tracks: HR, Marketing and Finance . We invite high quality papers on the Conference main and sub-themes from academicians, research scholars and industry practitioners. Original papers theoretical, applied or empirical, are most welcome.

In view of the severe disruption experienced during the pandemic the primary focus of business organizations is to review and reset their strategies to survive and grow going ahead. Hence research covering sustainable strategies, new technological tools, innovation practices and future skills in areas of HR, Marketing and Finance and which capture the trends and tempo of the times would be most appeal.

Past International Conferences

The institute has organized fifteen International Conferences in the past, with participation from industry and academia in India and abroad: The past nine conferences were held in partnership with the PHD Chamber of Commerce and Industry (PHDCCI), New Delhi. Details of last five Conferences are as follows: