



**MDI**  
MURSHIDABAD

**Management  
Development  
Institute**

# International Conference on Business Research and Innovation (ICBRI)

---



26<sup>th</sup> - 27<sup>th</sup> February, 2021





## About ICBRI 2021

The objective of ICBRI 2021 is to present an international platform for showcasing recent research related to the areas of Business Research and Innovation. The conference intends to assemble leading researchers, academic scientists and practitioners from around the world to exchange and share their experiences and research results, to appreciate research talents and for motivating research spirit among students, research scholars, academicians.

The scope of the Conference covers the domains of Finance, Marketing, Operations & Information Systems

Management, Business Innovation, Entrepreneurship, Organizational Behavior and Human Resource Management. This Conference provides a potent platform for researchers, practitioners, and educators to share research and innovation, as well as to deliberate on recent challenges, and trends. Along with submissions in each domain area, we also encourage cross-domain submissions cutting across subject-areas. The conference will consist of presentations including refereed papers, invited sessions and panel discussions.

# Call for Papers

We invite submissions of full length papers that focus on research, development and application in the aforesaid areas.

## Track - Finance

- Financial Markets • Derivatives and Risk Management • Fintech • Corporate Finance • International Finance
- Behavioral Finance • Microfinance • Banking and Financial Institutions • Asset Pricing • Green Finance

## Track - Marketing

- Digital-Marketing • Rural Marketing • Marketing Intelligence • Marketing Analytics • Branding
- Sales and Distribution Management • Retailing • Services Marketing • Product Management

## Track - Operations Management

- Inventory Management • Demand Planning and Forecasting Techniques • Capacity and Production Planning
- Logistics Management • Supply Chain Management • Transportation and Network Models • Quality Control and Management • Project Management • Operations Strategy • Service Operations Management

## Track - Information Systems Management

- Computer Science • Machine learning/AI • Computer human interaction • Deep learning • Information security
- Cloud computing • Soft computing and intelligent systems • Blockchain Technology • IoT/Sensor Networks
- Data Science • Intelligent data mining • Knowledge discovery • Visualization of Big Data • Social Media and Big Data analysis • Models and approaches of Data Science • Big Data trends and challenges • Educational Technology • Collaborative and cooperative education • Smart learning and education • AI applications in education practice • Massive learning online course • Curricula and courseware design • Innovation and reform in education • Online teaching and learning technologies • Augmented reality and virtual reality

## Track-Business Innovation

- Business Development • Business Process Management (BPM) • Business Intelligence(BI) • Business Information Systems • Sustainable Development • Sustainable Innovation • Innovation in services, logistics and supply-chain management • Innovation, Business and Technology

## Track-Entrepreneurship

- New venture formation • Policies to enhance entrepreneurship and innovation • Regional and global dynamics of entrepreneurship and innovation • New product development, new process development and service design
- Patents, licensing, and intellectual property • Business model innovation (e.g., operations, marketing, or network innovation) • Innovation and technology transfer

## Track-Organizational Behaviour and Human Resource Management

- Workplace Diversity & Organizational Creativity • Compensation and Competitiveness • Performance Evaluation and its Impact • Work Culture and Employee Engagement • Leadership and Talent Management

*Note: The above list is indicative. Papers conforming to the overall theme of the conference but not mentioned in topics above are also welcome.*

# Paper Submission Guidelines

## Paper Submission Guidelines

- Full paper should be original, unpublished and should not exceed 6000 words.
- Abstract should be limited to 250 words.
- The document must be in double space format using 12 point font size.
- The submission should contain: The title, name(s) of the author(s), affiliation(s), JEL classification codes, and e-mail address of each author.
- APA style for referencing should be followed.
- PDF submissions are preferred.

## Review Process

- All manuscripts are subject to review and are expected to meet standards of academic excellence. Manuscripts will be reviewed by peer-reviewers, whose identities will remain anonymous to the authors.

- Based on the reviewer's comments, the organizing committee will take one of the following decisions:
  - ♦ Accept without revisions
  - ♦ Accept with minor revision
  - ♦ Accept with major revision
  - ♦ Non acceptance
- Full Paper Submission deadline: 20th February 2021
- Registration: 20th February 2021
- Conference: 26th - 27th February 2021
- In view of the ongoing Pandemic situation, the Conference will be hosted in Virtual (Online) Mode.
- The submission Web page for ICBRI 2021 is, <https://easychair.org/conferences/?conf=icbri2021>

## Publishing for full papers

Selected papers will be published in an edited book published by a reputed publisher. All other accepted papers will be published in the Proceedings of the Conference.

## Registration Details

Download the registration form and send it with the payment receipt once you got the paper acceptance mail.

## Bank Details

A/c Name – Management Development  
Institute Murshidabad  
Bank – State Bank of India  
A/c No. – 33987582978  
IFSC – SBIN0012355

## Registration Fee

Type of delegate	Indian (INR) *(Including SAARC Countries)	Foreign (USD)*
Corporate	1,000	15
Academics	500	10
Research Scholar/ Students	250	5

\* +18% GST extra

Download the registration form and send it with the payment receipt once you get the abstract/paper acceptance mail.

## Mode of the Conference

The conference will be conducted in online mode.

# Organizing Committee

## Patron

Prof.(Dr.) Atmanand  
Director, MDI Murshidabad, India

## Organizing Committee:

Dr. Debasis Chanda  
Conference Chair

Dr. Amrita Sengupta  
Conference Chair

Dr. Debaditya Mohanti  
Conference Chair

# Keynote Speakers



## Dr. Pradip Bose

**Dr. Pradip Bose** is a distinguished research staff member and manager of the Efficient and Resilient Systems Department at the IBM T. J. Watson Research Center, New York as well as an adjunct professor at Columbia University. Pradip earned his B.Tech (Hons.) degree in Electronics & Electrical Communication Engineering from the Indian Institute of Technology, Kharagpur, India; and, his M.S. and Ph.D degrees in Electrical & Computer Engineering from the University of Illinois at Urbana-Champaign. Pradip has been involved in the design and presilicon modeling of virtually all IBM POWER-series microprocessors, since the pioneering POWER1 (RS/6000) machine, which started as the Cheetah (and subsequently America) superscalar RISC project at IBM Research. Previously, he was the lead performance engineer for POWER3, a high-end processor development project, at IBM Austin and served as a visiting associate professor at the Indian Statistical Institute, where he worked on practical applications of knowledge-based (AI) systems. His current research interests are in high-performance computers, artificial intelligence, power- and reliability-aware microprocessor architectures, accelerator architectures, presilicon modeling, and validation. Pradip is the author or coauthor of over 100 publications (including several book chapters). He is a member of IBM's Academy of Technology and has held the honorary title of IBM Master Inventor. He's an IEEE fellow and a member of the IBM Academy of Technology and was the editor-in-chief of IEEE Micro from 2003 to 2006 and the chair of ACM SIGMICRO from 2011 to 2017. He's received 25 Invention Plateau Awards and several Research Accomplishments and Outstanding Innovation Awards from IBM.



## V.G.Venkatesh, Ph.D., CSCP (APICS)

Associate Professor, EM Normandie Business School, France.

Senior Associate (LATAM), NextPort – South America.

Dr.V.G.Venkatesh is a corporate practitioner and an academic specializing in Global Supply Chain Management and Logistics.

He is a Certified Supply Chain Professional (CSCP) from APICS SCC -USA and has nearly two decades of experience in global corporate practices in different geographies such as Honduras (Central America), Sri Lanka, Hong Kong, and Bangladesh, as well as in academia. His background is supported by a Masters in Manufacturing Management from BITS-Pilani, and PhD (in global sourcing) from Waikato University, New Zealand.

He is the national scholarship holder (MHRD, India), and a recipient of prestigious International Fellowship from the University of Waikato, New Zealand. His specialization lies in Global supply chain management, strategic procurement and distribution. At present, he is the Associate Professor with EM Normandie Business School (QS/FT ranked Business School) in France and Senior Associate (Latin America) with NextPort, a leading port advisory council of South America.

He has widely travelled and delivered lectures in globally reputable universities such as University of Massachusetts (Boston), LaSabana University (Colombia), Centrum Catholica (Peru), Sichuan University (China), Auckland University of Technology (New Zealand). He had delivered sessions to the participants from global corporate houses such as General Electric, Procter and Gamble, Arrow (NZ), Linfox (Australia) and many more. His publications appear in A and A\* category journals of management and acts as an anonymous reviewer to funding bodies in the area of supply chain management and global management.



## Dr. Sarbari Gupta

Dr. Gupta is the President and CEO of Electrosoft Services Inc., Washington and is responsible for establishing corporate strategy and vision, shaping corporate culture and cultivating business relationships to enable Electrosoft to thrive. Founded in 2001, Reston-based Electrosoft Services Inc. has grown its revenue from just over \$6 million in 2016 to more than \$12.5 million last year. With a focus on cybersecurity, software and IT, the company's client base includes the U.S. Army and Navy, and it also serves commercial clients. She also serves as the focal point for assuring quality and customer satisfaction. Her extensive background spans software development and professional services serving both public and private sectors. Dr. Gupta has a broad base of knowledge and experience in the areas of cybersecurity, risk management, privacy and cryptographic solutions. She has authored numerous technical papers/presentations in refereed conferences/journals and chapters in cybersecurity books. She holds four patents in areas of cryptography. She has co-authored several NIST Special Publications in the areas of Electronic Authentication, Security Configuration Management and Mobile Credentials. She received M.S. and Ph.D. degrees in Electrical Engineering from the University of Maryland, College Park and a B.Tech. degree in Electronics and Electrical Communication Engineering from the Indian Institute of Technology, Kharagpur. She holds CISSP and CISA certifications.



## Dr. Ajay Bandi

Dr. Ajay Bandi holds a Ph.D. in computer science and an M.S. in computer science, both from Mississippi State University. He also holds an M.S. in applied computer science from Northwest Missouri State University. At this point in time, he works as an associate professor at Northwest Missouri State University's School of Computer Science and Information Systems. Dr. Bandi's expertise in the field of computer science has afforded him with a wealth of knowledge and a robust skillset appropriate for the teaching of both undergraduate and graduate computer science material. He researches big data streaming, edge computing, software architecture, code decay, and cloud storage systems. He published peer-reviewed research articles in both journals and international conferences. Among the many indicators of Dr. Bandi's success is his experience conducting peer reviews for esteemed scientific journals. He is a member of Sigma Xi, Association of Computing Machinery (ACM), Special Interest Group of Computer Science Education (SIGCSE).