



**2ND  
INTERNATIONAL  
MANAGEMENT CONFERENCE**



**NCLAVE  
2023**

(ADVANCED RESEARCH IN BUSINESS MANAGEMENT)

ON

**THEORIZING PRACTICES IN EMERGING  
CONTEXTS –  
PRIORITIES AND CHALLENGE**

**DATE: 22ND AND 23RD SEPTEMBER 2023**

**COLLABORATION PARTNERS:**



**PROGRAM HIGHLIGHTS**

- Research Workshops
- Panel Discussions
- Research Paper Presentations- Faculty
- Research Paper Presentations- Student
- Case Study Presentations

**NSHM Business School**

NSHM Knowledge Campus  
Kolkata Group of Institutions  
124, B.L.Saha Road, Kolkata- 700053

## NSHM KNOWLEDGE CAMPUS KOLKATA GROUP OF INSTITUTIONS

**NSHM Knowledge Campus** is one of Eastern India's leading educational institutes and a pioneer of professional degree courses aligned to industry needs. Founded in 1996, NSHM has been a knowledge hub of global excellence offering quality education and training in varied professional spheres. NSHM is renowned for providing a world-class learning experience through cutting-edge knowledge imparting techniques, lifestyle education, and cross-domain exposure. **NSHM Business School**, under the aegis of NSHM Knowledge Campus Kolkata, is a premier institution engaged in shaping brilliant minds, and devoted to the task of building a pool of next-generation entrepreneurs, managers, and leaders with an unwavering commitment to ethical behavior.

### ABOUT THE CONFERENCE

**NSHM Business School** under the aegis of **NSHM Knowledge Campus, Kolkata Group of Institutions**, is happy to announce the **2nd International Conference**. We are conducting a **two-day International Conference** on "**Theorizing Practices in Emerging Contexts - Priorities and Challenges**". The objective of **NCLAVE 2023** is to present an international platform for cognizing the theoretical - practical variance and the contests and concerns faced in the process of theorizing practices and practicing theories in emergent markets. It aims to connect leading researchers, academicians and practitioners from around the world to exchange and share their experiences and research results and to appreciate research talents alongside motivating research spirit among students, research scholars, academicians.

### NCLAVE 2023 ORGANIZING COMMITTEE

#### CHIEF PATRON:

Mr. Cecil Antony, Chief Mentor and Managing Trustee, NSHM

#### ADVISOR:

Dr. Subir Sen, Principal, NSHM Business School, Kolkata

#### CONVENOR:

Dr. Nilanjana Sinha, Asst. Professor, NSHM Business School, Kolkata

#### JOINT CONVENOR

Prof. Sarit Bhattacharya, Asst. Professor, NSHM Business School, Kolkata

CMA. Bikash Saha, Asst. Professor, NSHM Business School, Kolkata

## THEMES AND SUB-THEMES

### Call for Papers

In the postmodern scenario, which is characterized by complexity, dynamism, mobility, and an unprecedented nature; theorizing the novelty, indeterminacy, and emergent phenomena is imperative. Trends like diversity and fragmentation, differential economic growth rates, political instability, distinct cultural heritage, inherent corruption, and unusual technological diffusion trends, make emergent economies unique and different from that of developed nations. As a result, theories developed and approaches employed in the Western world need substantial adaptations prior to being incorporated into the template of developing economies. This has both theoretical and practical implications for the investigation of problems specific to domains of finance, strategy, human resource, marketing and sustainability in disciplines like business, healthcare, hospitality, sports, etc. The Conference welcomes the structural review, conceptual and empirical research papers, and case studies on the theme of challenges and priorities faced in practicing theory in organizational phenomena and theorizing emerging practices. Academicians and practitioners are encouraged to contribute new ideas, concepts, and applications for discussion at the Conference.

#### Theme

Theorizing Practices In Emerging Contexts – Priorities and Challenges

#### Sub- Theme

- Theorizing Emerging Trends in HR
- Theories and Implementation in Financial Management
- Re-Conceptualizing Marketing
- Strategies for Theorizing from Process Data
- Connecting Practice Research with the process of Theorizing
- Innovation and Entrepreneurship in Emerging Markets
- Assessing viability of ESG in practice

### Program Schedule

Day - 0		Day - 1	
9.30 am	Networking Tea and Registration	9.30 am	Networking Tea and Registration
10.30 am	Research Confab-Session I	10.00 am	Address by Key –Note Speaker
11.30 am	Research Workshop-Session II	11.00 am	Panel Discussion[Session-I] Paper Presentation -Track II
1.30 pm	Lunch	1.00 pm	Lunch
2.00 pm	Research Workshop-Session III	2.00 pm	Panel Discussion [Session-II] Paper Presentation -Track III
4.00 pm	Tea Break	3.30 pm	Panel Discussion [Session-III] Paper Presentation -Track IV
4.15 pm	Paper Presentation-Track I	5.00 pm	Award Announcement and Valedictory Session

## REGISTRATION & PAYMENT DETAILS

Registration link:



Participants are requested to click the registration link, fill in the needed particulars and pay the fees online (only after receiving the mail of paper acceptance). The details for NEFT/RTGS transfer are-

Bank Name: AXIS BANK LTD. Tollygunge Branch, Kolkata  
Account Number: 913010045390139  
Account Type: Savings Account  
Account Holder Name: H C G Charitable Trust  
IFSC Code: UTIB00000045

In case of RTGS/NEFT transfer, also email to [nclave2023@nshm.com](mailto:nclave2023@nshm.com) the following particulars:

- Name and Designation of the Participant
- Bank Name
- UTR Number
- Date of Transfer
- Amount of transfer

### REGISTRATION DETAILS

The author (s) of the accepted papers are expected to register for the conference by paying the registration fee. The Registration dates are:

**Registration Start Date: 30th June 2023**

**Registration End Date: 30th August 2023**

In case a paper has multiple authors, a certificate would be issued only to those authors who register for the conference.

**The registration fees for Corporates: Rs. 1500/-**

**Academicians/ Research Scholars: Rs. 1000/-**

**Students: Rs. 500/-**

Amount paid towards registration will neither be refundable nor transferable. The Registration includes:

- Eligibility to attend the Conference.
- Eligibility to Present Paper
- Eligible for Best Paper Award
- Participation or Paper Presentation Certificate
- Conference Kit
- High Tea and Lunch

## PAPER SUBMISSION GUIDELINES

All works of the authors should be original and should not have been previously published or under review with any other academic publication.

- Authors have to submit an extended abstract (maximum 1500 words) with Keywords (3-5 words)
- All submissions must mention one authors as the corresponding author with contact details including e-mail address
- The full paper submission must contain the following -
  - (1) Title of the paper, names of all authors, including contact details of the corresponding author
  - (2) Abstract, keywords
  - (3) Introduction followed by Literature Review, Model / Hypotheses Development, Method Section, Results, Discussion and Implications, and Limitations of the Study.
  - (4) The tables and figures must be provided after the reference section. The tables and figures must be titled, and numbered. Submit tables as editable text and not as image. Ensure that the artwork files are in acceptable format (JPG or PDF) and with correct resolution.
  - (5) References should follow APA style (7th edition)
- The paper should be submitted in the format of MS Word (.doc or .docx) document. The document must be in a single-space format using Times New Roman 12-point font size.
- Papers would be shortlisted based on a double blind review process. Each paper will be evaluated by a panel of three reviewers (internal and external). Papers received after the given deadline, will not be accepted unless the deadline is extended.
- The full paper should not exceed 8000 words excluding the abstract and references.

## **SUBMISSION DEADLINE**

- Manuscript Submission Deadline: **30th June 2023**
- First review shared with Authors: **31st July 2023**
- Final manuscripts due from Authors: **30th August 2023**
- Conference: **22nd- 23rd September 2023**

## **AWARDS & PUBLICATION OPPORTUNITIES**

### **PRIZE MONEY - BEST PAPER AWARD:**

The prize money for the shortlisted best paper award is -

- Faculty Research      Rs. 10,000/-
- Student Research      Rs. 5000/-

### **PUBLICATION OPPORTUNITIES**

- Extended abstracts of all accepted papers (and registered and presented in the Conference) will be published as part of the Conference Proceedings (with ISBN number).
- The presented papers will be considered for review and publication at the NSHM Journal of Management Research and Applications (ISSN 0975-2501).
- Selected best paper will be considered for review and publication in UGC Care listed journal "The Management Accountant" (ISSN 0972-3528) (subject to fulfillment of the review process).
- In addition, among the presented Conference papers, the top three papers shortlisted by the Review Board, may be considered with an accelerated review for possible publication in a foreign-listed journal, if the manuscript is successful in the journal's review process.

### **CONTACT DETAILS**

For more information, please contact or email:

#### **DR. NILANJANA SINHA**

Assistant Professor, NSHM Business School, Kolkata

Mob: 9051283174

Email id: nilanjana.sinha@nshm.com

#### **PROF. SARIT BHATTACHARYA**

Assistant Professor, NSHM Business School, Kolkata,

Mob: 9748578661

Email id: sarit.bhattacharya@nshm.com

#### **CMA. BIKASH SAHA**

Assistant Professor, NSHM Business School, Kolkata,

Mob: 9123982916

Email id: bikash.saha@nshm.com

## CONFERENCE SPEAKERS

### Key-Note Speaker

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**Dr. Ranjan Das**

Founder Chairman and Chief Mentor - The Strategy Academy, And Ex-Professor, IIM Calcutta

### Industry Panel Members

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**Subhrangshu Sanyal**

CEO, IIM Calcutta Innovation Park



**TVS Shenoy**

Chief Commercial Officer  
Long Products at Tata Steel Ltd



**Mr. Arijit Roy**

Managing Director - Business Advisory, Alliantgroup India Talent , Ex-President of The Institute of Internal Auditors India - Calcutta Chapter



**Rahul Bose**

Business Consultant  
and Ex-IBM Corporation



**Dr. Arijit Banerjee**

Executive Director  
Ramaesis RPL



**Subhashis Dutt**

Business Head  
Mohendra Lal Dutt



**Mr. Neelanjan Biswas**

Consulting Lead  
Atos BeNeLux

## CONFERENCE SPEAKERS

### Academic Panel Members



**Prof. Suman Mukerjee**  
Director General  
The Bhawanipur Education Society

**Prof. Sarmistha Bandyopadhyay**  
Professor,  
University of Calcutta



**CMA (Dr.) Debaprosanna Nandy**  
Senior Director –Advanced Studies  
The Institute of Cost Accountants of India

**Prof. Parijat Upadhyay**  
Associate Professor  
IIM (Shillong)



**Prof. Jayanta Kumar Seal**  
Professor, Indian Institute of Foreign Trade  
Kolkata

**Prof. Paromita Goswami**  
Associate Professor  
Shiv Nadar University, Greater Noida, UP



**Dr. Mridula Mishra**  
Director  
Ipsos Research Private Limited, Haryana, UP

## SPEAKERS FOR RESEARCH WORKSHOP



**Prof. Rameshwar Dubey**, Professor,  
Montpellier Business School, France

**Prof. Surajit Bag**  
Associate Professor,  
EMLV Paris, Courbevoie,  
France



**Prof. Kalyan Sengupta**  
Professor,  
International Management Institute,  
Kolkata