



**NSHM Business School
organises
2nd
INTERNATIONAL
MANAGEMENT CONFERENCE**



**NCLAVE
2023**

ON

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

22nd-23rd September, 2023

COLLABORATION PARTNERS*:



PROGRAM HIGHLIGHTS

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

NSHM Knowledge Campus
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 institute 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, NSHM Knowledge Campus

ADVISOR:

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

CONVENOR:

Dr. Nilanjana Sinha, Associate 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- Themes

- 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
10.00 am	Inaugural Address	10.00 am	Address by Key –Note Speaker
10.15 am	Address by Key-Note Speaker	11.00 am	Panel Discussion[Session-I] Paper Presentation -Track II
11.15 am	Research Confab - Session I	1.00 pm	Lunch
12.00 pm	Research Workshop – Session II	1.45 pm	Panel Discussion [Session-II] Paper Presentation -Track III
1.30 pm	Lunch	4.00 pm	Panel Discussion [Session-III] Paper Presentation -Track IV
2.30 pm	Research Workshop – Session III	5.30 pm	Award Announcement and Valedictory Session
4.30 pm	Tea Break		
4.35 pm	Paper Presentation Track –I (Case Study/Student Paper Track)		

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:	UTIB0000045

In case of RTGS/NEFT transfer, also email to 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: 15th August 2023

Registration End Date: 15th September 2023

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

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 a full paper (along with extended abstract) within 30th July 2023. The submission guidelines are:**

- Authors have to submit an **extended abstract (maximum 1500 words)** with Keywords (3-5 words)
- All submissions must mention one of the 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 / Hypothesis Development, Research Method, Results and Discussion, 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 (one internal and two 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.
- **For motivating student participation, the word count for the student track research paper/ case study submission has been relaxed to 3000-3500 words.**
- **All research paper / case study submission must be made to the following email id: ndave2023@nshm.com**

SUBMISSION DEADLINE

- Manuscript Submission Deadline: **30th July 2023**
- First review shared with Authors: **15th August 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 (+ 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 in 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

Associate 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

Day - 0



Prof. Ramendra Singh
Professor of Marketing,
IIM Calcutta

Day - 1



Dr. Ranjan Das
Founder Chairman and Chief Mentor
The Strategy Academy,
And Ex-Professor, IIM Calcutta

Industry Panel Members



Dr. Subhrangshu Sanyal
CEO, IIM Calcutta Innovation Park

Mr. TVS Shenoy
Chief Commercial Officer
Long Products, Tata Steel Ltd, Kolkata



Mr. Rahul Bose
Business Consultant and Ex-IBM Corporation
Kolkata

Dr. Mridula Mishra
Director
Ipsos Research Private Limited, Haryana



Mr. Neelanjan Biswas
Consulting Lead
Atos BeNeLux, Amsterdam, Netherland

Dr. Arijit Banerjee
Executive Director
Ramaesis RPL, Kolkata



Mr. Subhashis Dutt
Business Head
Mohendra Dutt & Sons, Kolkata

Mr. Avelo Roy
Managing Director & Startup Mentor,
Kolkata Ventures



CONFERENCE SPEAKERS

Academic Panel Members



Prof. Suman Mukerjee
Director General
The Bhawanipur Education Society

Prof. Sharmistha Bandyopadhyay
Professor
University of Calcutta



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

Prof. Parijat Upadhyay
Associate Professor
IIM (Shillong)



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

Prof. Paromita Goswami
Professor of Marketing and Social Innovation
Shiv Nadar Institute of Eminence
(Deemed to be University)
Greater Noida, 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