



# VJIM

AN INNOVATION DRIVEN B-SCHOOL

*IMPACT OF CURRENT EVENTS  
ON THE FUTURE OF BUSINESS*



**AICTE SPONSORED  
AMDISA SUPPORTED  
2<sup>ND</sup> INTERNATIONAL  
CONFERENCE**

**2-4 JANUARY  
2020**

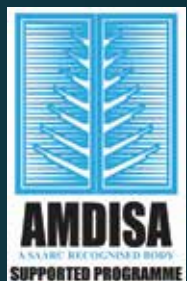


Venue:

**Vignana Jyothi Institute of Management**

Pragathi Nagar, Hyderabad- 500090

Telangana, India



The US-China trade war, BREXIT, US sponsoring of India as a NATO ally, the Chinese crash, and technology disruption, are leading to a changing global landscape that is impacting businesses and nations. The impact is felt in cultural, social, business, political and technological spheres. As people, businesses and nations are impacted, the imperative to understand, temper and manage these forces is taking center stage. Identifying the path forward has become the primary focus for all businesses and nations, both big and small.

Technology has transformed the work environment. Artificial Intelligence and other technologies are rapidly rearranging our concept of work, and even threatening to radically change or reorient certain job functions. We are now witnessing a call for smart capabilities powered by Machine Learning (ML) and Artificial Intelligence (AI). As AI is entering new markets or adding new products to existing markets, marketers are testing which of these technologies enable faster and less expensive time-to-market strategies. Not only do marketers need to keep up with the incredible pace of product development, they also need a cheaper way to access riskier markets to justify the investment. Added to this, marketers need to learn how these technologies will provide global customers with the most possible personalized experience.

We have also seen an increasing integration among global financial markets. Financial markets have greater efficiency and growth. Yet, despite favourable growth indicators and policy interventions, experts also warn about a few scenarios that might negatively impact the world business, specifically the financial markets. To identify the path forward has become the primary focus for all businesses and nations, big and small alike. At this juncture is the concept and ideology of globalisation still relevant?

Against this backdrop, a three-day international conference is planned to provide a forum to showcase relevant research. The conference will be held at Vignana Jyothi Institute of Management (VJIM) campus, Hyderabad, India, between January 2-4, 2020. We welcome original theoretical and empirical papers on related topics, including the following:

- AI and Decision Support Systems
- Big Data Analytics
- Changes in Marketing Approaches
- Corporate Governance and Policy Changes
- Dealing with Shortening Product Lifecycles
- Derivatives and Risk Management Strategies
- Digital Technologies and Enablers
- Dynamic Regulatory Frameworks
- E-Commerce Driven Distribution Disruptions / Opportunities / Challenges
- Financial Markets Integration and Volatility Spillover

- Globalisation Redefined
- HR, Finance and Marketing Analytics
- Impact of Automation
- Impact of Deep Learning and Machine Learning on Business
- Impact on Corporate Finance
- Imperative for Eco-Friendly Businesses
- Mergers and Acquisitions
- Opening Up of Newer Markets
- Opportunities with Digital Finance
- Preparing Talent for Change
- Reskilling the Workforce
- Sectoral Experiences (Banking, Insurance, Automobiles, Retail, Pharma etc )
- Stock Exchange Governance and Regulations
- Tapping GenZ and Ageing Segments
- Technology Driven Customization of Products/ Services
- Technology Management
- Trends in International Trade
- Workplace Automation

## ABOUT VJIM

Vignana Jyothi Institute of Management, a 26-year old B-School, is one of India's leading autonomous institutes offering a PGDM program. VJIM believes in strong industry interface, with our numerous National Conferences seeing participation from eminent practitioners and academicians.

## ABOUT AMDISA

The Association of Management Development Institutions in South Asia (AMDISA) is an international not for profit association. The mission of AMDISA is to "Promote management excellence in South Asia by networking management development institutions and facilitating their partnership with corporate enterprises and public agencies in the region."

## ABOUT HYDERABAD

Situated in South India, Hyderabad is a vibrant city famed for its 400 years rich heritage as also its standing as a modern IT hub. It is home to several National and International research and academic institutions, besides having a thriving incubation hub for tech start-ups.

Properly connected to global cities with its highly rated International airport, the city boasts of architectural tourist and shopping attractions. At an average altitude of 542 metres (1,778 ft), much of Hyderabad is situated on hilly terrain around artificial lakes, including Hussain Sagar, predating the city's founding north of the city center.

## PAPER SUBMISSION

The authors can submit manuscripts to the email id: [conference@vjim.edu.in](mailto:conference@vjim.edu.in). Academicians, practitioners and research scholars are invited to submit an abstract not exceeding 200 words. Each author is allowed a maximum of two submissions.

Top 20 papers will be published as an edited volume in a Scopus Indexed Journal. Selected full papers from the rest will be considered for publication in a special issue of VJIM's biannual journal GAVESANA, subject to a further review process.

All papers that conform to submission guidelines will be double blind peer reviewed for originality, technical and/or research content/depth, correctness, relevance to conference, and readability. Acceptance of papers will be communicated to authors by email.

The institute will reimburse train fare for selected paper presenters

## IMPORTANT DATES

Submission of Full-paper	Sept. 30, 2019
Notification of Acceptance of Full-paper	Oct. 11, 2019

## REGISTRATION FEE

Academicians	₹ 2,000
Research Scholars	₹ 1,000
Corporates	₹ 2,500
Foreign Academicians	\$ 40

## ACCOMMODATION

VJIM will provide information on the venue, stay and travel, as soon as the details are worked out.

## CONFERENCE CONVENOR:

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## General Queries

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