



JAMAL MOHAMED COLLEGE (Autonomous)

Accredited with A++ Grade by NAAC (4th cycle) with CGPA 3.69 out of 4.00
(Affiliated to Bharathidasan University)
Tiruchirappalli-620020, Tamil Nadu

JAMAL INSTITUTE OF MANAGEMENT

(Approved by AICTE, New Delhi)
Building Values and Leadership



Organizes

**National Conference on
Innovative Management Practices and Sustainability in
VUCA World
29th February, 2024**

ABOUT JAMAL MOHAMED COLLEGE (Autonomous)

Jamal Mohamed College (Autonomous) was founded in the year 1951. It was established as a minority institution with the primary objective of providing higher education to the downtrodden and socially backward sections of the society. Janab. M. Jamal Mohamed sahib and Janab. N.M. Khajamian Rowther of revered memory were the founding fathers of this institution. Over a period of 72 years the college was able to scale greater heights and rise to the present status as a multi-faculty institution with 28 UG and 20 PG courses. 17 departments of the college are functioning with the status of approved research centres. The college has strength of around 12000 students. There are 144 Government Aided teaching faculty and 328 staff members are working under the self-finance stream. The college celebrated its silver Jubilee in 1971, subsequently the Golden Jubilee and Diamond Jubilee in 2001 and 2011 respectively. Our College was bestowed with the unique honour of 'College with Potential for Excellence' in Phase I and Phase II by UGC, in 2011 and in 2016 respectively. In the year 2023, the college has obtained the prestigious 56th rank among Top ranking institutions in NIRF Rankings and the NAAC peer team visited the college for accreditation (4th Cycle) and the college was awarded "A++" grade with CGPA 3.69 out of 4.0.



ABOUT JAMAL INSTITUTE OF MANAGEMENT



Jamal Institute of Management, affiliated to Bharathidasan University was established in the Golden Jubilee year of 2000-2001 with the approval of the AICTE, New Delhi and was accredited by NBA, New Delhi in 2011 & Ranked in 'A' category by AIMA. The institute provides quality management education, business leadership and strives for corporate excellence. The guiding philosophy of all the academic activities of the Institute is to inculcate professionalism in management, empowering the youth to meet the corporate changes and challenges. Over 2000 graduates who have passed through the portals of Jamal Institute of Management are occupying various vital positions in India and Abroad. Our Institute is a recognized research Department offering fulltime and part time M.Phil. and Ph.D. Programmes and also offers PG Diploma in Islamic Banking and Financial Management.

CONFERENCE THEME

Today's world is characterized by volatility, uncertainty, complexity, and ambiguity (VUCA), sustainability has become a crucial issue for management research. Over the years, stakeholders have explored sustainability in various contexts, including logistics and supply chain management, marketing, finance, innovation, human resources, ethics and social responsibility. This conference is dedicated to assessing the current landscape of research in each management field, identifying overarching themes and fostering collaboration among disparate research streams.

This conference provides an excellent opportunity for industry practitioners, academicians and research scholars to come together, exchange knowledge, discuss current and emerging topics in various areas related to sustainability. It is a knowledge-sharing event that welcomes a diverse audience, including international and national participants. The conference features inspiring keynote speakers, practitioner-led sessions and networking opportunities that are mutually beneficial.



OBJECTIVES OF THE CONFERENCE

- To foster a comprehensive understanding of the Volatile, Complex, Uncertain and Ambiguous (VUCA) nature of today's global landscape.
- To explore and promote innovative management practices that empower organizations to thrive amidst rapid change.
- To emphasize the importance of sustainability as a fundamental element for achieving long-term success, addressing economic, environmental and social concerns.
- To highlight the significance of data-driven decision-making as a key factor in gaining a competitive edge in the evolving business environment.
- To equip leaders with the skills and mindset essential to navigate the challenges of the VUCA era through agility and innovation.
- To inspire the cultivation of a resilient organizational culture that adapts effectively to dynamic external forces.
- To showcase real-world case studies and best practices, providing practical insights and strategies for sustainable growth in an ever-evolving world.

Inviting papers in the following areas

Tracks

The relevant topics include, but are not limited to, papers in the following tracks

Track 1 : Marketing and Sales

Track 2 : Organizational Behavior & Human Resources

Track 3 : Finance and Accounting

Track 4 : Supply Chain Management and Logistics

Track 5 : Systems and Operations

Track 6 : Innovation and Entrepreneurship

Track 7 : Business Analytics

Track 8: General Management

While the tracks listed provide a framework, they are not meant to be restrictive and we look forward to receiving contributions that venture beyond these areas.

GUIDELINES FOR ARTICLE SUBMISSION

Formatting Specifications

Full Paper Formatting Guidelines (not to exceed 5000 words).

Double-space your entire manuscript.

Utilize a 10-point Times New Roman font.

Maintain a 2.5 cm or 1-inch margin on all sides.

Format your document for A4 size paper.

Left-align the text.

Include page numbers at the bottom of each page.

Headings

Limit displayed headings to no more than four levels.

Abbreviations

Clearly present and consistently use abbreviations and their definitions throughout the text.

Footnotes

Number footnotes consecutively; use superscript lowercase letters for table footnotes.

Footnotes should not solely consist of reference citations, bibliographic details, figures, or tables.

Acknowledgments

Include acknowledgments for people, grants, and funds on a separate section of the title page.

Full names of funding organizations should be provided.

Title Page

Upload a separate title page with the following details:

Manuscript title

Full names, affiliations, and addresses of all authors

Short running title (40 characters including spaces)

Acknowledgments of financial or research assistance

16-digit ORCID of the author(s) if available

Abstract:

Begin your manuscript with an abstract page containing the title and a 250-300 word abstract.

Ensure the abstract does not contain any identifying author information.

Avoid reference citations in the abstract.

Keywords: provide 5-8 keywords.

Capitalize the first word in each keyword.

Include three to nine internal classifications for indexing.

Body of the Paper

Structure the manuscript following a typical business and management journal article format. Clearly articulate the importance of the topic, context, gaps and expected contributions in the introduction. Provide a concise theory section, empirical details (if applicable), results and a discussion of key findings and implications.

Citing References in the Text:

Arrange reference lists alphabetically; separate authors by semicolons.

Follow specified guidelines for citing references based on the number of authors.

References

Use the APA style guide for preparing references.

Alphabetically order references at the end of the manuscript.

Confirm completeness of cited dates and author names.

For further information, please visit the website www.jmc.edu/mba.

In order to be considered for publication in a Scopus/UGC Care listed journal/ISBN, papers must adhere to the following guidelines:

The paper must be original, with a plagiarism score of less than 10%.

The paper should not exceed 5000 words in length.

When preparing your manuscript, please follow the conventions used in Scopus and refer to a recent issue for guidance

The paper should follow the guidelines for formatting and referencing as specified above.

Work submitted for publication must be original, previously unpublished, and not under consideration for publication elsewhere.

Review Process

All submissions will undergo a thorough blind review process.

Publication Opportunities

Selected papers will be considered for publication in a Scopus/UGC Care listed journal/ISBN with additional charges.

Important Dates

Full Paper Submission Deadline

The deadline for submitting the full paper along with the abstract is February 10th 2024.

Registration fees per author:

Industry Professionals	:	1000 INR
Academicians	:	500 INR
Fulltime Research Scholars/Students	:	200 INR
Virtual Participation	:	100 INR

Please note that there is a separate publication fee of 950 INR/ Paper in ISBN book. Authors of selected papers will be informed of the publication fees for Scopus/UGC Approved Journals, with applicable charges determined by the respective journals.. Additionally, all authors must register individually to participate in the conference. If you have any questions regarding publication and presentation, kindly mail to: ncamjim2024@gmail.com

Bank Account Details

Account Name	:	Jamal Mohamed College
Account Type	:	Current Account
Account No.	:	046702000000009
IFSC Code	:	IOBA0000467
MICR Code	:	620020010
Bank	:	Indian Overseas Bank
Branch	:	Jamal Mohamed College, Tiruchirappalli

Registration is mandatory for all delegates and the non-refundable registration fee can be paid by scanning the provided QR code. Kindly include the payment proof during the registration process.

Register after payment using the link (or) QR Code

<https://forms.gle/EW9TtaPxuBYpJTvf7>



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All correspondence should be addressed to

Dr.A.JAINULLABDEEN

Organizing Secretary

Jamal Institute Management

Jamal Mohamed College (Autonomous)

No. 7, Race Course Road, Khaja Nagar

Tiruchirappalli-620020, Tamil Nadu, India

Contact: Phone: (0431) 2331935; 79048 66944 E-mail id: ncamjim2024@gmail.com

