

# International Conference

on

## **Transformative Consumerism and Sustainability: The Emerging Global Business Scenarios**

**November 15-16, 2019**



Jointly Organized by

**GITAM Hyderabad Business School**

**A Constituent of GITAM**

(Deemed to be University u/s 3 of UGC Act, 1956)

&

**EGADE Business School**

Tecnológico de Monterrey, Mexico City, Mexico

# Scope of the Conference

Today, the concept of sustainability got linked to various operations of industry, business, and society as a part of ethical governance. The development of such social-psychological notion has reinforced the consumer preferences towards organic and eco-driven products and services. Consequently, the consumption pattern is transforming fast in the context of global sustainability norms safeguarding environmental sustainability and introducing eco-efficiency measures in the local markets for food.

Sustainable business model of a company addresses societal and environmental needs through integrated business operations, which also requires innovative sustainable business solutions. The Paris Accord requires an almost carbon-free economic system by 2050 (80–95% less carbon emissions) in the affluent countries, and a complete global phase out of fossil fuel use by the end of the century. Collaborative and longitudinal approaches, over phased project timelines, work better for industries, society, and stakeholders to create and measure the impact of sustainable business models on environment, society, economy and other key stakeholders.

Hence, a systemic form of sustainable consumption model can be integrated in the eco-business plans to ensure clarity in propositions and constructs, and to carry out the possible geo-demographic expansion. Successful businesses in manufacturing and service sectors tend to understand the challenges and opportunities linked to business transition towards sustainability in a society today. They disseminate awareness in the society on sustainable products and services on environment and green consumption perspectives.

Currently, researchers are organizing together to build new ways to develop and interpret business models relating them to sustainability aspects. This stream of research is potentially more influential, and this new academic movement is called the Transformative Consumer Research (TCR) movement. Researchers from around the world are exploring the purpose of advancing consumer well-being alongside of global sustainability concerns. This conference broadly contributes to this new school of thought.

This conference offers space for presenting innovative ideas on developing sustainable society and discussing new governance paradigms to manage the transformational socio-economic ecosystems. Discussions on different business models and their integration on social and cultural foundations of the society also constitute the focus of this conference. It also guides managers how to develop business model innovations to achieve the sustainability performance.

## *The conference includes following specific objectives*

- To provide an interdisciplinary forum on sustainable development and transformative consumption for practitioners and academics
- To foster dialogue among various stakeholders including academics, government and non-government organizations and corporate managers
- To propose multidisciplinary strategies for economic, socio-political, cultural, and institutional changes
- To allow stakeholders to share their experiences and research outcomes about sustainable human and social development aspects
- To discuss the complexities encountered in promoting sustainable development and the transformative consumption practices
- To converge local-global partners for future research collaborations

# Conference Tracks

## **Track 1: Marketing**

- Sustainable consumption
- Consumer behaviour-Theory and policy
- Consumption and Market Transformation
- Dietary habits and eco-consciousness
- Food manufacturing, packaging, and marketing
- Consumer education, sustainable purchase behaviour
- Consumerism transformation modelling

## **Track 2: HRM**

- Public Policies on Sustainability
- Social development and people's participation
- Social sustainability
- Sustainability networks
- People's empowerment and gender equity
- CSR and Employee Relations

## **Track 3: General Management**

- National and local governance
- Green economic policies
- Circular economy and sustainability
- Social policies
- Environment protection and social responsibility
- Knowledge, emotions, and social ethics

## **Track 4: Finance**

- Sustainability and Economic perspectives
- Circular business management (recycling, energy conservation, organic substances)

## **Track 5: Sustainability philosophy**

- Global concerns
- Epistemological evolution
- Social governance and transformation
- Corporate philosophy on sustainability
- Ecological governance

## **Track 6: Strategic Management**

- Consumerism with Global concerns
- Sustainable Business Models
- Innovation, technology and social sustainability
- Sectoral business modelling (Food, Agriculture and allied sectors, Silviculture, & Manufacturing)

## **Track 7: Socio-political Agenda**

- Role of NGOs
- Public-Private participation
- Shifts in consumer ideology on sustainability
- International relations
- Social impact on national agenda
- Natural resources and waste management

## **Who should participate?**

This conference is open for academics, researcher scholars, executives of government and non-governmental organizations, sustainability activists, corporates engaged in the sustainability programs, and public policy experts.

## **What would participants achieve?**

- An interface discussion within cross-sectional areas of faculty research
- An interactive and hands-on approach to carry-out future research with new generation management tools and techniques
- Valuable insights delivered by the international faculty on globalization trends, business diplomacy, and cross-cultural economic growth
- Examples, illustrations and case studies of the best practice interventions around the world
- Opportunity to delve deeper into areas such as globalization, industrial marketing strategies, innovation, robotics, market economics, market environment, trade policies, brand management, investment, market behaviour
- A networking opportunity to meet international faculty
- Opportunities for collaborative research with experts in the field of innovation management.
- Opportunities for offering joint training modules with experts in the areas of innovation and marketing management.

## Submission Categories and Process

All submission to the Conference should be in Time New Roman 12 Font with 1-inch margin on all sides, ranging between 6000 and 8000 words excluding Tables, Figures, and References. APA style should be followed for in-text citation and listing the references. The submission categories acceptable in the conference are as stated below:

- Conceptual paper (Based on literature view with research implications and future research directions, research models, theory related)
- Empirical research paper (Quantitative, qualitative, and mixed-methodology)
- Policy research paper (critically examining national or international policies)
- Case studies (without teaching notes)

A copy of the paper should also be sent via e-mail to [gghbsic@gitam.edu](mailto:gghbsic@gitam.edu) with a copy to the Conference Co-chair at [rajagopal@itesm.mx](mailto:rajagopal@itesm.mx) and Conference Coordinator Dr. Divya Kirti Gupta, GITAM Hyderabad Business School at [divyakirti.gupta@gitam.edu](mailto:divyakirti.gupta@gitam.edu)

## Publication Support

The conference anthology comprising selected papers will be published through Nova Science Publishers, USA. In addition, the publication of peer reviewed papers can also be published in the International Journal of Business Competition and Growth, and International Journal of Leisure and Tourism Marketing, brought out by Inderscience Publishers, London UK ([www.inderscience.com](http://www.inderscience.com)). Publication of research papers are subject to the policy of journals.

**Note:** The journals mentioned above are in the list of UGC approved Journals

## Important Dates

- Call for Papers : July 30, 2019  
Submission of Abstract : August 31, 2019  
Decision on contribution : September 16-30, 2019  
Submission of Full Paper : October 31, 2019  
Conference Registration : November 01, 2019 onwards

## In-Conference Lectures

Prof. (Dr.) Rajagopal, Professor; and National Researcher, EGADE Business School, Mexico City & Adjunct Professor at Boston University, Boston, MA, would deliver two-guest lectures to the participants on the following topics:

### **Contemporary trends in management research**

- a. Quantitative and Qualitative Research Designs
- b. Publishing research papers in quality journals

These lectures will be planned for 1:30 Hours on Day 1 and Day 2 of the conference to deliver the contemporary perspectives on research and publications.

## Registration Fee

Academicians : Rs. 1,500/-

Research Scholars : Rs. 1,000/-

The registration fee includes admission to all the technical sessions, conference kit, tea/coffee breaks, and working lunches on both the days. Registration fee can be submitted through a Demand Draft drawn in favour of "Programme Coordinator HBS", payable at Hyderabad.

Filled in Registration form should be sent along with the DD to **Dr. Divya Kirti Gupta, Conference Coordinator, GITAM Hyderabad Business School, GITAM, Rudraram (V), Patancheru Mandal, Sangareddy District - 502329, Telangana, India.**

For online payments of registration fee, the details are as follows:

Account No. : 642901010050032

Bank Name : Union Bank of India (Current Account)

Branch : Rudraram

IFSC Code : UBIN0564290

## Accommodation

Accommodation (non-AC) on sharing basis will be provided in the university hostel at subsidized rates of Rs. 300/- per head per day (inclusive of boarding and lodging). Please inform in advance if accommodation is required.

## Chief Patrons

**Sri M. Sri Bharat**, President, GITAM

**Prof. K. Ramakrishna Rao**, Chancellor, GITAM

## Patrons

**Prof. K. Siva Rama Krishna**, Vice-Chancellor, GITAM

**Prof. N. Siva Prasad**, Pro Vice-Chancellor, GITAM, Hyderabad

## Conference Co-Chairs

**Prof. Rajagopal**, Ph.D, FRSA SNI-III (Mex), Professor and National Researcher, EGADE Business School, Tecnologico de Monterrey, Santa Fe, Mexico City; Adjunct Professor, Administrative Sciences Department, Boston University, 808 Commonwealth Avenue Boston, MA 02215UK-Mexico; and Visiting Chair, 2016-17 University of Sheffield.

**Prof. Y. Lakshman Kumar**, Ph.D, Dean & Director, Hyderabad Business School, GITAM Hyderabad Business School, GITAM (Deemed to be University), Hyderabad, India.

## Conference Advisory Committee

**Dr. Rajeev Verma**, Professor, Chandragupta Institute of Management, Patna, India

**Dr. Mala Srivastava**, Professor, Indian Institute of Management, Kashipur, India

**Dr. Shamim Mondal**, Chair, Doctoral Program, NMIMS, Mumbai, India

**Dr. Satya Acharya**, Entrepreneurship Development Institute of India, Ahmedabad, India

**Dr. Ritu Srivastava**, Management Development Institute, Gurgaon, India

**Prof. Gopal Prasad Mahapatra**, Professor of Practice,  
Indian Institute of Management (IIM), Bangalore

**Prof. A. Sreeram**, GITAM-HBS

## Conference Coordinator

**Dr. Divya Kirti Gupta**, Associate Professor, GITAM-HBS

## Conference Committee Members

**Dr. Thirupathi Chellapalli**, Assistant Professor, GITAM-HBS

**Mr. Akram Pasha**, Teaching Assistant, GITAM-HBS

**GITAM (Deemed to be University)** is one of the premier centres of higher learning in the country. GITAM has held an unrivalled position in the academic firmament for nearly four decades. The learner-centred teaching methodology with outcome based curriculum designed by academic experts prepares GITAM graduates to successfully meet the academic and the corporate challenges.

**GITAM Hyderabad Business School (GITAM HBS)** Started in 2009, GITAM HBS is an institution of quality management education, research, executive training development and consultancy. In a very short span of time, the school has built an excellent faculty pool of experience and a rich intellectual-capital base, state-of-the-art infrastructure, technology-savvy campus. With commitment to quality education and sound academia-industry collaboration, it prepares business leaders for future challenges.

**EGADE Business School, Mexico City** EGADE Business School is the graduate business school of Tecnológico de Monterrey, a university recognized throughout Mexico, North America, and Latin America for the development of entrepreneurial and globally competitive leaders who create and sustain value. The School has locations in Monterrey and Mexico City and has three international accreditations comprising AACSB, EQUIS, and AMBA. It has developed a robust reputation based on the quality of its graduates, its innovative educational model, high-quality instruction and research achievements, and the global nature of its academic programs. EGADE Business School is a community of minds, internationally recognized faculty, talented students, successful alumni, distinguished business leaders, and prestigious international academic partners.

### For any clarification and correspondence, please contact

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