

The North Eastern Management Association (NEMA), India



and

Sherubtse College, Royal University of Bhutan



Jointly Organize the
International Conference
on the theme
“Business Continuity, its planning and Professional Practices”

(25th August 2023)

Venue: Sherubtse College, Royal University of Bhutan

Important Dates:

Last date for Submission of Abstract/ Full paper	25 th July 2023
Registration (on or before)	30 th July 2023

About the Conference:

The business environment across the globe has disrupted and changed totally due to the COVID 19 pandemic. However, the industries have shown a substantial growth in the last six months and the economies of the world are in the revival process. Even though the pandemic has impacted all industries across the world, the pandemic has created also created several business opportunities for startups particularly digital startups which have grown manifold in the last few years. The companies have adopted several business models and strategies to sustain their business against the

COVID effect as well as the growing competition in the market. In this scenario, the North Eastern Management Association (NEMA), India in collaboration with Sherubtse College, Royal University of Bhutan aim to have deliberations on multiple perspectives by bringing together academia, industry as well as practitioners during the proposed International Conference on “**Business Continuity, its planning and Professional Practices**” on 25th August 2023. The main objective of the conference is to have deliberations from scholars and industrial experts that will help in analyzing and understanding the evolving business environment effectively. The outcome of this conference is to propose few feasible and realistic business models and strategies that will be beneficial to the industries and policy makers in making the industries and economies more vibrant.

About NEMA:

The North Eastern Management Association (NEMA), which came into being on 21st May, 2016, is a non-political, non-partisan, voluntary regional management association with national and international perspectives. This is a cohesive group of management experts, economists, business community, business and management researchers, technologists etc, with multifarious objectives such as- to serve as a forum for the exchange of ideas, experiences; collection and dissemination of information on management, business, trade, and commerce; to promote the research and consultancy activities; and to bring coordination in the Business Management curriculum at national level. Any person/institution interested in the study of business management, trade and commerce, and economic issues of the firms and issues subscribing to the objectives of the Association can be member of the NEMA. Members of NEMA are presently drawn from the eight North Eastern States but membership to NEMA is also open to all the interested individuals/institutions from all over the world. The core activities of NEMA include organization of seminars, conferences, workshops, and meetings; promotion of research; providing technical assistance and consultancy to the clientele world and publication of books, journals and periodicals, etc.

The North Eastern Management Association (NEMA) was incorporated as Section 8 Company on 19th April 2023 as per Sub- section (2) of Section 7 and Sub- section (1) of Section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014. The Corporate identity Number of the company is U898900MN2023NPL014841.

Aim and Objectives of North Eastern Management Association:

- To undertake, promote, co-ordinate and collaborate in the study of managerial problems and issues in India with special emphasis on North East India.

- To provide a common platform for interaction of ideals and exchange of experiences among the scholars.
- To contribute in promoting an atmosphere conducive for research through dissemination of information and knowledge.
- To contribute in promoting technical competence for teaching and research in the field of business management and its allied subject covering trade and commerce, economics, tourism and hospitality management, entrepreneurship, international business, strategic management, social and cross cultural studies etc.
- To undertake any other activities in furtherance of the course of the association as per the changing paradigm of the business and managerial world

About Sherubtse College, Royal University of Bhutan:

Built on the aspiration of the 3rd King Jigme Dorji Wangchuck and inspired by the vision of the 4th King Jigme Singye Wangchuck, Sherubtse, today is one of the oldest and the most promising Liberal Arts College in Bhutan under the Royal Patronage of His Majesty Jigme Khesar Namgyel Wangchuck.

His Majesty the Third King Jigme Dorji Wang- chuck envisioned that “the students in Bhutan should catch up with the scientific and technological developments in other parts of the world. The younger generation must acquire knowledge and work hard if it is to preserve the country’s freedom and national heritage.” Sherubtse College started as a public school in 1968 and His Majesty the Third King named Sherubtse, meaning ‘peak of learning’. Eight years later in 1976, Sherubtse Public School became a junior college with pre-university courses in science. In 1978, Arts and Commerce courses were added. In July 1983, Sherubtse Junior College became a fully- fledged degree college affiliated to Delhi University. In 2003, the Royal University of Bhutan (RUB) was established and Sherubtse became a constituent college.

Sherubtse College is a multidisciplinary institution and offers a wide range of undergraduate programmes in the arts, humanities, social science, physical and biological sciences. It has five departments:

1. Department of Mathematical Science
2. Department of Arts and Humanities
3. Department of Social Sciences
4. Department of Physical Sciences
5. Department of Environment and Life Sciences

Sherubtse College has an active research culture. It continually promotes research and innovation through the college’s annual college research fund. To support research and generation of knowledge in diverse areas of arts and humanities, social

science, climate change, environment, and sciences, the college has four research centres:

1. Centre for Population and Development Studies
2. Centre for Archaeology and Historical Research
3. Centre for Climate Change and Spatial Information
4. Centre for Science and Environmental Research

The college also publishes a research journal called Sherub Doenme: The Research Journal of Sherubtse College.

The college provides a new perspective to higher education in Bhutan with a blend of modern but rooted in the ideals of Gross National Happiness on a beautiful and historical campus. You will enjoy a unique teaching and learning environment at one of Bhutan's oldest and multidisciplinary College.

Conference Sub-Themes

a) Policy, Strategy & Governance

Inclusive and Equitable Economic Growth
International Business Strategies
Strategy creating Competitive advantage
India's Act East Policy & impacts on Business
Regional Integration & policy implications
Behavioural Corporate Governance
Corporate Governance; Mechanism and Practices
Strategy creating Competitive advantage

b) HR and Change Management

Human Capital Management
Resilience & Well-being
Organisational Transformation
Culture aspects in business
International Human Resource Management
Emerging organisational structures
New Leadership Models
Emerging Business Models
Change management in dynamic business environment

c) Marketing and Finance

Transformation of financial system for green economy
Financial intermediaries in sustainable economies
Innovations in financial services
Behavioural finance

Challenges and opportunities in International Marketing
Green Marketing and Responsible consumerism
Digital marketing
Consumer behaviour
Social Media marketing
Branding strategy
Customer engagement
Marketing in real time scenario

d) CSR, Sustainability & Supply Chain

Business ethics in sustainable development
Sustainability Reporting
Solar and other sustainable energies for future
Sustainable financial regulatory framework
Business practices in Non-profit organization
Innovation, strategy and CSR
Contemporary CSR strategies
Global Reporting initiatives and corporate sustainability
Corporate Citizenship and Corporate Governance issues
Role of spirituality in sustainability, climate change and society
Sustainability Development Agenda 2030
Managing Forest and other natural resources
Managing water crisis in future
Supply Chain Management Practices
Value Chain Analysis
Gross National Happiness
Carbon Finance
UN SDGs

e) Entrepreneurship & Tourism

Entrepreneurship, growth and competitiveness
Green Entrepreneurship
Digital Entrepreneurship
Innovation and technological entrepreneurship
Social and community entrepreneurship
Tourism and sustainable development
Contemporary issues in tourism and hospitality industry
Managing indigenous cultures and livelihood through tourism
Eco Tourism and Community tourism
Agri Tourism
Virtual and e-tourism

f) Business Analytics, ICT & Knowledge Management

Knowledge Management in knowledge economy
ICT in development practices
Green ICT for sustainability
Recent trends in ICT
Marketing Analytics
HR Analytics
Revenue Management
Analytics Leadership

Submission Guidelines:

Author can submit their paper as an email attachment in doc or docx format at lsksharma@yahoo.co.in; drsunildroakojam@gmail.com

- Length of full-length paper should be about 3000-6000 words.
- The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE document created in MS WORD (compatible mode). Please use Times New Roman font.
- Font size should be 16 point for title, and 12 point for rest of the text. Please provide margin of 1" on all sides. The text should be justified.
- References should be provided using American Psychological Association (APA) guidelines.
- Check that the paper prints correctly (i.e. all imported figures and tables are there) and ensure that the file is virus-free.
- Changes in the paper title, authorship and paper contents shall not be possible after the submission deadline.
- Submitted papers must not have been previously presented, published, accepted for publication anywhere.
- Submission of a paper implies that should the paper be accepted, at least one of the authors will register and present the paper in the conference.
- Last date of registration is **30th July, 2023**.
- Authors should provide their full name, current affiliation, and contact details on the cover page of their research paper.
- Kindly indicate the name of the corresponding author in case of two or more authors. All conference related mails will be addressed to the corresponding authors.

Conference Publication:

The peer-reviewed conference papers will be published in the Book Proceedings (Full Paper) bearing an International Standard Book Number (ISBN) by a reputed National Publisher. Based on Editor's review, few selected papers may be published in the peer reviewed international journal.

Registration for the Conference

Indian Nationals

Faculty/Paper Presenting Authors/Delegates	INR 2000
Students/PhD Candidates presenting paper	INR 1500
Non-Presenting participant	INR 1000

Bhutan Nationals

Faculty/Paper Presenting Authors/Delegates	Nu.1000
Students/PhD Candidates presenting paper	Nu.50

**The Registration fee includes the Conference Kit, refreshment, lunch and certificate only.*

Package of the Bhutan Tour for the conference (Rs 11, 560 per person for Indian participant for 4 days: 24th to 27th August 2023)

Package of the tour includes Pick up (24th August 2023) from NEHU Guest House, Near Guwahati Airport and Drop (27th August 2023 at NEHU Guest House, Guwahati), accommodation, fooding and side seeing tour. Accommodation facility will be equivalent to 3 star (3*** Hotel) Hotels at Bhutan. Other facilities will include Breakfast, Lunch, Dinner, Tea and Snacks for 4 days including Grand Dinner with Bonfire (Wine and Whisky included) on the day of conference. **However, the participants and accompanying person are required to pay SDF of Rs 1,200 per day per person on their own (not included in the package of Rs 11, 560) to the Royal Government of Bhutan at the entry point at Bhutan Gate which is mandatory. The Indian participants should carry either Passport or Election ID (original) along with 4 copies of passport size photos. Children below 18 years of ages can use a birth certificate or passport and must be accompanied by a legal guardian.**

******Payment for the registration for the Conference and the tour package should be made to the account of NEMA given below. The registration should be done by filling up the online registration form (google form link provided below) and paying the registration fee. Once the payment has been made, the payment reference no./ID should also be emailed to lsksharma@yahoo.co.in & drsunildroakojam@gmail.com***

Online registration form link (google form link):

<https://forms.gle/GBzMvoYyYQaRFQqF7>

Account Name: North Eastern Management Association (For Indian Nationals)

Bank: State Bank of India (SBI)

Branch: Manipur University (MU)

Account no: 20512944868

IFSC Code: SBIN0005320

Account Name: President, Sherubtse College (For Bhutan Nationals)

Bank: Bank of Bhutan (BoB)

Branch: Trashigang

Account no: 101463205

Organising Committee

Chief Patrons	Prof L. Shashikumar Sharma, Chairman, NEMA Mr Tshering Wangdi, President, Sherubtse College, Royal University of Bhutan
Patrons	Prof J.U. Ahmed, Director, NEMA & Professor, Department of Management, North Eastern Hill University (NEHU), Tura Campus, Meghalaya, India Prof. W.C. Singh, Director, NEMA & Registrar, Manipur University, India
Convenors	Dr Sunildro L.S. Akoijam, Secretary, NEMA Dorji Gyeltshen Nesor, Research Officer, Sherubtse College, Royal University of Bhutan
Members	Prof. G. Singaiah, Department of Management, NEHU, Tura, Meghalaya Prof. Memcha L, Manipur Institute of Management Studies, Manipur University, Canchipur, Imphal Prof. Ch Ibohal Meitei, Manipur Institute of Management Studies, Manipur University, Canchipur, Imphal Prof. P.K. Jain, Department of Business Administration, Guwahati University, Guwahati, Assam

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	Mr. Sonam Dendup, Dean, Academic Affairs (New programmes), Sherubtse College, Royal University of Bhutan
	Dr. Sharad Kumar Kulshreshtha, Assistant Professor Department of Tourism & Hotel Management North-Eastern Hill University, Shillong, Meghalaya
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	Prof. Mohammad Saleh Jahur, Professor of Accounting and Finance & Director, Bureau of Business Research Faculty of Business Administration University of Chittagong, Bangladesh
Advisory Committee	Prof. P. Venugpal Chairperson, Centre for Global Management & Responsible Leadership, XLRI, Jamshedpur, India
	Prof. Tun Aung, Pro-Rector, Yangon University of Economics, Myanmar
	Prof. V. K. Shrotryia, Department of Commerce, Delhi School of Economics, University of Delhi
	Prof. Tulika Saxena, Head, Department of Management, MJP Rohilkhand University, Bareilly
	Mr. Paljor Galay, Dean, Student Affairs, Sherubtse College, Royal University of Bhutan
	Mr. Dendup Tshering, Dean, Research and Industrial Linkages, Sherubtse College, Royal University of Bhutan
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	Dr. Aung Kyaw, Prof. and Head, Department of Commerce, Monywa University of Economics, Myanmar
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