

# **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”**

(25<sup>th</sup> August 2023)

**Venue:** Sherubtse College, Royal University of Bhutan

### **Important Dates:**

<b>Last date for Submission of Abstract/ Full paper</b>	25 <sup>th</sup> July 2023
<b>Registration (on or before)</b>	30 <sup>th</sup> 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 25<sup>th</sup> 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 19<sup>th</sup> 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 Wangchuck 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  
Costumer 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](mailto:lsksharma@yahoo.co.in); [drsunildroakojam@gmail.com](mailto: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 **30<sup>th</sup> 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: 24<sup>th</sup> to 27<sup>th</sup> August 2023)**

Package of the tour includes Pick up (24<sup>th</sup> August 2023) from NEHU Guest House, Near Guwahati Airport and Drop (27<sup>th</sup> 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](mailto:lsksharma@yahoo.co.in) & [drsunildroakojam@gmail.com](mailto: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**

<b>Chief Patrons</b>	Prof L. Shashikumar Sharma, Chairman, NEMA  Mr Tshering Wangdi, President, Sherubtse College, Royal University of Bhutan
<b>Patrons</b>	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
<b>Convenors</b>	Dr Sunildro L.S. Akoijam, Secretary, NEMA  Dorji Gyeltshen Nesor, Research Officer, Sherubtse College, Royal University of Bhutan
<b>Members</b>	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



	Prof. S.S. Sarkar, School of Management Studies, Tezpur University, Napaam, Tezpur, Assam
	Prof. A.L. Ghose, Department of Business Administration, Assam University, Silchar, Assam
	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
	Dr Abdul Rashid, Associate Professor Department of Commerce, USTM, Meghalaya
	Prof. Mohammad Saleh Jahur, Professor of Accounting and Finance & Director, Bureau of Business Research Faculty of Business Administration University of Chittagong, Bangladesh
<b>Advisory Committee</b>	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
	Dr. P. Kallu Rao, FCSI, Advocate, Mumbai High Court, and Formerly, Faculty, College of Business Administration, A' Sharqiyah, University, Sultanate of Oman
	Dr. Ankit Katrodiya, University of Kwazulu-Natal, School of Management IT and Governance, Durban, South Africa
	Dr. Aung Kyaw, Prof. and Head, Department of Commerce, Monywa University of Economics, Myanmar
	Dr. Suparn Kumar Sharma, Associate Professor, School of Business, SMVD University, Katra, J&K

	Dr Shanili Aggarwal Associate Professor Chandigarh University, Punjab
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and

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