



**GURUGRAM  
UNIVERSITY**



**VALPARAISO  
UNIVERSITY**



## **Department of Management**

Gurugram University, Gurugram, Haryana, India

&

## **College of Business**

Valparaiso University, Indiana, USA

*invite you to*

### **Joint International Conference on Global Challenges: Collaborations, Ethics & Resilience (ICGCER 2022)**

**December 13-14, 2022**

**Venue : Gurugram University, Sector-51, Mayfield Garden, Gurugram, Haryana, India**

## About the Organisers

### ICGCER-2022

Gurugram University is an internationally acclaimed premier institution of higher education in India. The University aims at developing global citizens of tomorrow through research, innovation, life skills, technical skills, and ethical training. The University focuses on the education ecosystem through enshrined core values of intellectual excellence, collegiality, diversity, and integrity. Gurugram University offers a unique and inspirational academic model designed to match the international standards. A wide spectrum of programs is paired with flexibility, experiential learning, and interdisciplinary orientation. The University has a dynamic academic fraternity drawn from top universities nationally and internationally. The event has been conceptualized by the Department of Management. The Department is the epitome of excellence and has created dynamic industry leaders and aspires to develop into a destination of choice for future managers. Department attracts a great diversity of students who have the drive, confidence, and a burning desire to advance the progress for business and society. Students here get the platform to train themselves with a view to face the challenges of the corporate world with confidence. Special emphasis is given to their holistic development through a healthy and collaborative learning environment. An integrated approach that combines field work, case studies, presentations and group discussions is followed by the department to inculcate pedagogical and conceptual knowledge along with practical exposure of management concepts and theories in students.

Valparaiso University or Valpo is located an hour outside of Chicago. Founded in 1859 as one of the first co-education colleges in the United States, Valpo consists of five undergraduate colleges. Valpo is consistently recognized for high-quality teaching and ranks among the best universities in the region by the U.S. News. Additionally, Forbes and the Princeton review rank Valpo among the country's top colleges. The University enrolls students from over 50 countries. College of Business (COB) of Valparaiso University, the Co-host of the conference, is among the top 5% of the colleges worldwide accredited by AACSB. COB offers a holistic learning experience to develop the whole person for life, leadership, and service. In 2020, Valpo's MBA was ranked 5th best Green MBA program by the Princeton Review. The college has a placement rate of over 98%.

### About the Conference

Global Challenges: Collaborations, Ethics & Resilience (ICGCER-2022) represents a broad theme which encompasses various sub-themes of contemporary interest. The rapid global spread of COVID-19 has quickly eclipsed other recent epidemics in both size and scope. In addition to the deadly human toll and the disruption to millions of people's lives, the economic damage is already significant and far-reaching. International collaborations have always been important in the times of disruptions. Since the days of traders bringing spices from the East to Europe, people have been taking advantage of resources from other parts of the world in order to do business. In the digital age, we have another global resource readily available on a click of a button. Collaborations across organizational and cultural boundaries extend the possibilities of discovery. International collaborative projects often provide findings beyond what one team could achieve alone. Global Collaborations will be fruitful if embedded with ethics and resilience. Creating an ethically resilient environment requires an organisation - wide commitment that starts at the top and recognition that being truly ethical sometimes requires going beyond mere compliance.

Against this backdrop, a two-day International Conference' Global Challenges: Collaborations, Ethics & Resilience (ICGCER-2022)' is being organized by the Department of Management. The conference aims to deliberate, discuss and conduct research around the prevalent issues on global challenges and prospects regarding global Collaborations, ethics and resilience. The conference strives to provide a platform for academicians, research scholars, practitioners, government officials and students to contribute their research papers and case studies in this Joint International Conference. Only original and unpublished work will be accepted for the Conference.

**Full papers are to be submitted through the email id: [ic.mgmtgu@gmail.com](mailto:ic.mgmtgu@gmail.com)**



## SUGGESTIVE TRACKS FOR THE CONFERENCE

MARKETING	HUMAN RESOURCE
<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• Marketing Ethics</li> <li>• Marketing Resilience</li> <li>• Social Media Marketing</li> <li>• Transformation of Retail Sector in the New Normal</li> <li>• Green Marketing</li> <li>• Transformation in Marketing Strategies.</li> <li>• Technological Innovations in Customer-Centric Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Employee Resilience</li> <li>• Challenges and Opportunities in Work from Home</li> <li>• International HR Management</li> <li>• Employee Engagement in the New Normal</li> <li>• Automation and Analytics in HR Processes</li> <li>• Human Resource Transformation</li> <li>• Globalization &amp; HRM</li> <li>• Ethics &amp; HRM</li> <li>• Challenges of HRM</li> </ul>
STRATEGY AND INNOVATION	ENTREPRENEURSHIP
<ul style="list-style-type: none"> <li>• Strategic Resilience</li> <li>• Global Strategy</li> <li>• Global Innovation Index</li> <li>• Global Innovation and Technology Alliances</li> <li>• Ethics in Strategic Planning</li> <li>• Corporate Strategy in the Digital Era</li> <li>• Technological Innovations in Customer-Centric Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Enhancing Resilience in Small &amp; Medium Enterprises.</li> <li>• An Ethical Future, Powered by Startups</li> <li>• Open and Integrated Markets</li> <li>• Innovation and Entrepreneurship</li> <li>• Entrepreneurship : The New Engine of Global Collaborations</li> <li>• Opportunities in Crisis</li> <li>• Start-up Revolution for Self Reliance</li> <li>• New Entrepreneurship Models in the Digital Era</li> </ul>
FINANCE	INFORMATION TECHNOLOGY
<ul style="list-style-type: none"> <li>• Financial Resilience</li> <li>• Ethics in Finance</li> <li>• Global Challenges in Public Finance and International Relations</li> <li>• International Finance</li> <li>• Financial Sustainability</li> <li>• New Market Trends and its Effect on Investor Sentiments</li> <li>• Developments in Financial Markets</li> <li>• Developments in BFSI Sector</li> </ul>	<ul style="list-style-type: none"> <li>• Fintech in Business</li> <li>• Artificial Intelligence Systems in Business</li> <li>• Industry 4.0</li> <li>• Internet of Things (IOT)</li> <li>• Technology Penetration in the New World Order</li> <li>• Machine Learning in Business</li> <li>• Resilient Information Systems Security (RISS)</li> <li>• Ethics &amp; Information Technology</li> <li>• Pedagogical Advancements in Online Teaching</li> <li>• Digitalization of Education</li> </ul>
OPERATIONS & SUPPLY CHAIN	ECONOMICS
<ul style="list-style-type: none"> <li>• Reshaping Supply Chain</li> <li>• Supply Chain Risk &amp; Disruption</li> <li>• COVID-19 Supply Chain Systems</li> <li>• Global Supply Chain</li> <li>• Resilient Supply Chain</li> <li>• Ethical and Sustainable Supply Chain</li> </ul>	<ul style="list-style-type: none"> <li>• Fostering Economic Resilience</li> <li>• Government Schemes and Policies</li> <li>• New Economic Models</li> <li>• Strategies for Economic Stabilities</li> <li>• Post COVID-19: New Economic Order</li> <li>• Economic Analysis of Resilience</li> <li>• Collaborated Economy</li> </ul>

## Guidelines for Submission

The author(s) may send full length original research paper(s) along with a Brief bio-data, Certificate of originality and Consent for publication. Paper Guidelines are :

**Title Page :** Title of Paper, Name of Author (s), Organization affiliation, Contact details, Abstract (500 words) and Keywords (4-5)

**Full Paper :** Title, Word Limit - 5000–7,000 words, Format - A4 Size, MS-Word, Font Type-Times New Roman, Font Size - Heading-14; Text-12, **Line Spacing :** Single, Margins-1.5 in on all four sides

### Notes :

- **Tables and Figures :** must have titles and be numbered, and should be incorporated into the text of paper as close to where they are first referred.
- **References :** Should be in APA Style

### Publication Opportunities

- The selected papers would be published in the form of an edited book by an International Publisher of repute for dissemination to a larger audience. All rights of publication of research papers accepted in the conference shall rest with the organizers.
- Few selected research papers will be published in Bi-Annual Journal of Management, "Gurugram University Business Review" (GUBR).
- Quality of submitted papers will be adjudged by the reviewers and the best paper award will be conferred track-wise.

### Registration & Participation

- Registration Fees includes kit, lunch and tea on both the days.
- All participants/author(s) who register for the event will get Participation Certificate. Anyone of the author(s) can present the paper, however, only those author(s) will be awarded the certificate of presentation who has registered for the event.
- At least one of the authors needs to present their paper on the day of the event. The presentation will be through MS- PowerPoint. Presentation time allocated for each presenter is 5-6 minutes, followed by Question/Answer round.

### Travel

The new corporate hub and millennium city, Gurugram is just 20 min from IGI Airport and is a part of the National Capital Region (Delhi – NCR). With strong presence of multinationals and connectivity through Delhi Metro, the culture of this city is truly cosmopolitan. Its proximity to Delhi makes it an attraction for corporate and tourists alike, as Delhi is said to be one of the oldest existing cities in the world. Legend estimates it to be over 5,000 years. It has a rich heritage and places of tourist interest around in and nearby areas of Delhi NCR, including the famous Taj Mahal at Agra. One of the major attractions of Gurugram, is The Kingdom of Dreams, which is India's first live entertainment, theatre and leisure destination. Here, the carnival that is India is distilled into one iconic destination. Excursion tours to Taj Mahal and other places of tourist interest are available through most of the online hotel and tour service providers. We will be glad to assist you to make your conference experience comfortable and enjoyable, besides being intellectually and professionally enriching.

### Accommodation

Gurugram University extends assistance to accommodation in hotels in Gurugram at the expense of participants. Gurugram is an homage to modern and contemporary styling, it has the state of the art luxury five-star and seven-star hotels. Limited accommodation for participants is available at campus guest house on a first come first serve basis. Intimation for reservation of the room should be sent along with the registration fee.

### Registration and Payment

Category of Delegates	With early bird Incentives (till 30 <sup>th</sup> Aug'22) (In INR)	Regular fee (In INR)
Students	1000	1500
Research Scholars	1500	2000
Academicians	2000	2500
Industry Practitioners	3000	3500
Accompanying person	1000	1500
Foreign Nationals	US\$100	US\$ 120

### Important Dates

Last Date for Submission of Abstract	- 20 <sup>th</sup> July, 2022
Last Date for Submission of full Paper	- 10 <sup>th</sup> August, 2022
Communication of Acceptance	- 20 <sup>th</sup> August, 2022
Early Bird Registration	- 30 <sup>th</sup> August, 2022
Last Date of Registration	- 20 <sup>th</sup> Sep, 2022
Conference Dates	- 13 <sup>th</sup> -14 <sup>th</sup> December, 2022

Registration Fee is payable by Online mode as per the details mentioned below. The payment receipt should be sent to the Convener and should be accompanied by details of the authors/participants i.e. name, designation, institution/ organization, mailing address, telephone/ mobile no. and email as per the enclosed Delegate Registration form. Online payment details are:

Account Name : **GURUGRAM UNIVERSITY**  
 Bank Name : ICICI BANK  
 Branch : Sector-51  
 Bank A/c Number : 165101001481  
 IFSC Code : ICIC0007329  
 Branch Address :  
 ICICI BANK LTD. Ground Floor, Rao Tula Ram, Govt. Commerce College, Sector-51, Gurugram

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(A State University Established under Haryana Act 17 of 2017)

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