



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



## K J Somaiya Institute of Management

### 5<sup>th</sup> International Conference on Challenges in Emerging Economies on **'Business Agility and Sustainability in the Heuristic Environment'**

in collaboration with

Association of Management Development Institutions in South Asia (AMDISA)



Saturday, December 10, 2022 | Hybrid

Academic Partners



Durban University of Technology  
South Africa



New Jersey City University  
USA



# Introduction to the Conference

## 'Business Agility and Sustainability in the Heuristic Environment'

Amidst COVID-19 pandemic, businesses have found themselves in a heuristic and rapidly changing environment that requires a significant level of agility and stability for sustainability. The pandemic era emphasized the increasing importance of agility and sustainability in the business scenario of the 21st century. While the pandemic appears to come to an end, challenges that test business agility and sustainability remain; hence the 5th International Conference on Challenges in Emerging Economies is titled 'Business Agility and Sustainability in the Heuristic Environment'.

The term 'heuristic' originally comes from the Greek word for "serving to find out or discover". Heuristics are strategies to solve problems that cannot be handled by logic and probability theory (Groner et al., 1983). In business, heuristics is a tool used to make accurate predictions in unfavourable circumstances like time shortages or insufficient data.

A business environment includes internal and external factors like employees, customers, clients, supply and demand, owners, management, etc. Heuristics entered the business world to accelerate the pace of change that characterizes the contemporary business environment. More than ever, the environment in which a leader must make decisions is becoming less predictable, resulting in "uncertainty becoming a defining characteristic of managerial decision making" (Artinger et al., 2015). Management in the new era demands the need to make critical decisions in a very short span of time. In such constraints, leaders use heuristics approach as simple decision-making algorithms.

In the context of business, agility refers to the rapid, continuous, and evolutionary adaptation. An agile firm innovatively responds to the environmental factors keeps changing dynamically. Such dexterity of the firm offers it competitive advantage among others in the same industry (Lin et al., 2020; Ghasemaghahi et al., 2017). It is an evaluation of organization's capability to rapidly adapt to market and environmental changes in productive and cost-effective ways (Dyer & Ericksen, 2009). Business sustainability is about managing environmental, social and financial demands, concerns and responsibilities to have ongoing success, financially and ethically. It recognizes and appreciates the natural interdependence between living organisms and the environment in which they live. It values the different elements of society and their role in the social structure. It is "the art of doing business in an interdependent world" (Savitz & Weber, 2006).

Thus, the objective of this conference is to serve as a platform where researchers, practitioners, business consultants, academicians and scholars can exchange their ideas, experience and beliefs of functioning in the heuristic environment. Its goal is to identify and address challenges of agile and sustainable business processes in the heuristic environment. It aims to foster discussions on the various means and approaches that firms may adopt to make their business processes agile and sustainable.

### References

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- Dyer, L. & Ericksen, J. (2009). Complexity-based Agile Enterprises: Putting Self-Organizing Emergence to Work. In A. Wilkinson et al (eds.). *The Sage Handbook of Human Resource Management*. London: Sage: 436-457.
- Ghasemaghahi M., Hassanein K., & Turel O. (2017). Increasing firm agility through the use of data analytics: The role of fit. *Decision Support Systems*, 101(1):95-105.
- Groner, M., Groner, R., & Bischof, W. F. (1983). Approaches to heuristics: A historical review. In R. Groner, M. Groner, & W. F. Bischof (Eds.), *Methods of Heuristics* (pp. 1-18). Hillsdale, NJ: Erlbaum.
- Lin, J., Li, L., Luo, X. R., & Benitez, J. (2020). How do agribusinesses thrive through complexity? The pivotal role of e-commerce capability and business agility. *Decision Support Systems*, 135, 113342.
- Savitz, A. & Weber, K. (2006). *The Triple Bottom Line. How Today's Best-Run Companies Are Achieving Economic, Social, and Environmental Success*. San Francisco: Jossey-Bass.

## Keynote Speaker

### **Prof. (Dr.) Fulufhelo Netswera**

Executive Dean - Faculty of Management Studies  
Durban University of Technology,  
South Africa



Prof. (Dr.) Fulufhelo Netswera holds a D. Phil in Development Sociology from Stellenbosch, South Africa. He is a 2004 Emerging Philanthropy Fellow at City University of New York (CUNY). Prof. Fulufhelo was a former Associate Professor at the Tshwane University of Technology (TUT) and Uganda Technology and Management University (UTAMU). He is a 2015 Erasmus Visiting Research Fellow at the University of Groningen. He was at leadership positions in the South African higher education sector including but not limited to Directing the South African BRICS Think Tank and Vice Chairperson of the South African Business Schools Association (SABSA). Prof. Fulufhelo has published extensively in areas of higher education management, governance, entrepreneurship and philanthropy.



## Pre-Conference Workshop (Online)

### **‘Mixed-Methods Research in Social Sciences’**

#### **Focus of the Workshop**

Mixed-methods refers to the application of a combination of qualitative and quantitative research methods in order to answer a research problem. In this workshop, participants will gain an understanding of mixed-methods research, its application and uses in social sciences, different types of approaches available in mixed-methods research, and the advantages and challenges of such approaches.

Measurement is fundamental to social sciences research and application. However, measurement also represents one of the greatest obstacles that the social scientists face, both in terms of daily practice and in terms of the reputation of the discipline. As a special case of mixed-methods research, the participants will learn about scale development in social sciences.

The workshop will take a ‘nuts-and-bolts’ approach, covering the various steps of scale development such as item development, item analysis, reliability, validity, and factor analysis. The workshop will demonstrate the use of both qualitative as well as quantitative methods in the development of scales for measuring social science constructs. The workshop will provide knowledge of statistical analysis of data using SPSS and AMOS.

#### **Learning Objectives**

1. Understand the philosophy of mixed-methods, their advantages and application in social science research.
2. Learn about the different kinds of mixed-methods research, their uses, advantages and limitations.
3. A nuanced understanding of the conceptual foundations of scale development, including basic mathematical and statistical principles.
4. Understand the issues of reliability, validity and measurement error.
5. Learn about factor analysis – exploratory and confirmatory.
6. Get hands-on training on statistical analysis packages SPSS and AMOS.

#### **Who should attend?**

This workshop is designed for researchers (practitioners, academicians, Ph.D. scholars, management students) working in social sciences who are interested in understanding and incorporating mixed-methods research philosophy, developing their own scales or are using established scales for measuring constructs in their research work. Researchers who are using surveys for their research work will benefit from this workshop.

## Workshop Facilitator

### **Prof. (Dr.) Vishal Gupta**

**Associate Professor**

**Organizational Behaviour Area**

Indian Institute of Management,  
Ahmedabad, India



Prof. (Dr.) Vishal Gupta is Associate Professor in the Organizational Behavior Area at the Indian Institute of Management Ahmedabad (IIMA), India. He is the Chairperson of the Ashank Desai Centre for Leadership and Organizational Development at IIMA. He was a fellow from IIM, Lucknow and completed his bachelor of engineering with honours from Birla Institute of Technology and Science, Pilani, India.

Prof. Vishal was chosen as one of India's 25 young HR leaders in 2013 by People Matters magazine. He was recognized as an 'Emerging Psychologist' by the National Academy of Psychology in 2014. In 2016, he was conferred the 'Young Scientist Award' by the National Academy of Sciences. He served as the President of the Indian Academy of Management from 2020-22. Prof. Vishal was an Independent Director on the board of Gujarat Gas Limited, India from 2017-2021. He was as a member of the Board of Governors of IIMA from December 2020 to February 2022.

His research has been published in international and national journals of repute Academy of Management Journal, Human Resource Management, International Journal of Human Resource Management, Personnel Review, Healthcare Management, International Journal of Innovation Management, Journal of Advanced Nursing, Psychological Studies among others. His areas of research and teaching include leadership and organizational development, mindfulness, emotional intelligence, innovation management, ethics and justice. His full profile can be accessed at: <https://faculty.iima.ac.in/~vishal/>

# Call for Papers

Research Papers, Review Articles, Conceptual Papers and Case studies are invited from academicians, industry practitioners, research scholars, and students on the following themes & sub-themes. The list of sub-themes is indicative but not exhaustive.

## Themes & Sub-themes



### Business Strategy

- Strategic Renewal & Innovation
- Environmental, Social, and Governance
- Organizational & Business Transformation
- Strategic Vision, Planning & Impact
- Corporate Sustainability
- Re-engineering Business Models Flexibility
- Strategic Corporate Communication
- Strategic Philanthropy
- SDG and Sustainability Targets
- Stakeholder Theory



### Business Ethics

- Environmental Ethics
- Ethical Leadership
- Code of Conduct
- Corporate Governance
- Ethics in Marketing, Entrepreneurship, Finance, IT & HR
- Discrimination
- Corporate Citizenship
- Reputation Management
- Human Values & Ethics
- Corporate Espionage
- Ethics in Health & Safety



### Entrepreneurship

- Sustainability & Entrepreneurship
- Rural Entrepreneurship
- Communication & Entrepreneurship
- Artificial Intelligence & Machine Learning in Entrepreneurship
- Micro Small Medium Businesses & Start ups
- Social Entrepreneurship
- Entrepreneurial Leadership, Finance & Marketing
- Family Managed Businesses
- Design Thinking in Entrepreneurship
- Heuristic Innovation
- Corporate Social Responsibility



### Business Communication

- Crisis Communication
- Community Engagement/ Employee Engagement
- Cross-Cultural Communication
- Virtual Communication & Technologies
- Health Communication
- Interpersonal Communication
- Gender & Communication
- Leadership & Communication
- Internal Communication
- Semiotics & Neurolinguistics
- Green Communication

# Author Guidelines

1. The author(s) should clearly mention the theme under which the abstract is to be included. All abstracts will be double-blind peer reviewed and only those approved by the reviewers will be selected.
2. Full paper will be double blind peer reviewed, thus, required to be sent on or before the deadline.

## Submission Dates

1. Extended Abstract - 30th September 2022 | [Upload Extended Abstract](#)
2. Full Paper - 10th October 2022 | [Upload Full Paper](#)

**\* Papers should strictly adhere to the submission guidelines or else it will not be accepted.**

## Submission Guidelines

1. All full papers submitted for presentation at International Conference on Challenges in Emerging Economies (ICCEE) must contain original research that has not been previously presented or scheduled for presentation or accepted and if under review, must not appear in print before the conference.
2. Full papers should not be more than 7000 words (including tables, figures, and references)
3. We accept empirical papers, conceptual papers, cases, working papers, and literature reviews in Microsoft word format only.
4. The full paper should cover the following aspects:
  - a. Title of the paper
  - b. Abstract (not more than 250 words)
  - c. Keywords (not more than 6 words)
  - d. Introduction
  - e. Literature review
  - f. Research Methodology
  - g. Data Analysis and Results
  - h. Discussion and Conclusion
  - i. Implications
  - j. Limitation & Future scope
5. Figures, graphs, tables, references, and appendices should follow APA 7th edition reference format. APA Style Referencing
6. Font must be Times New Roman, font size 12 point., double spaced, 1 - inch (2.5 cm) margin all around and A4 page setting.
7. Please ensure to remove all author identity including acknowledgements to facilitate the double-blind review process.
8. Note that plagiarized manuscripts will be rejected (Must be 15% below including references).

## Best Paper Award

Best Paper Award with certificate will be given to recognize the outstanding contribution based on the full paper and the subsequent presentation during the conference. The paper should clearly emphasize the theme of the conference.

## Publication Opportunities

1. All selected full papers will be published as Conference Proceedings with an eISBN Number, subject to copyright form duly signed and submitted after acceptance of full paper.
2. Upon acceptance of the abstract, the author(s) agree to the following:
  - (a) to release the copyright to the 5th GMCEE.
  - (b) to return the manuscript (abstract) in correct format (via e-mail) to the Proceedings Editor.
  - (c) at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication.

## Conference Publication Partners

 <p><b>Case Research Centre</b> K J Somaiya Institute of Management</p>	<p><b>K J Somaiya Case Research Centre</b> KJSIM Case Compedium <a href="#">Visit Site</a></p>
	<p><b>Business Perspectives and Research</b> Ranked C in ABDC Indexed in ABS &amp; Scopus list (Sage Publication) <a href="#">Visit Journal</a></p> 
	<p><b>Journal of Entrepreneurship in Emerging Economies</b> Ranked C in ABDC Indexed in Scopus list Emerald Publication <a href="#">Visit Journal</a></p>

# CONFERENCE CALENDAR

Last Dates for Paper Submission

Last Dates for Registration

Final Event Dates



## Registration Details

Registration is requisite for every participant. Every author must register and pay fees separately in case of collaborative authorship. Once the paper is accepted, the registration fees should be paid through online fund transfer.

Delegate Type	Conference Participation		Workshop	
	National (INR)	International (\$)	National (INR)	International (\$)
Corporate	5000	200	3000	200
Academicians	3000	100	3000	100
PhD Scholars	2000	50	3000	50
MBA Students	500	50	3000	50
Somaiya Vidyavihar University - PhD & MBA Students	NA	NA	1000	NA

### Submission:

1. Paper Submission Link | [Upload Extended Abstract/Full Paper](#)
2. Workshop Registration: On or before 20th November 2022 | [Workshop Registration Link](#)
3. Conference Registration: On or before 20th October 2022 | [Conference Registration Link](#)

### Please note:

1. Registration fees include GST charges (non-refundable).
2. Workshop will be organized in an online mode.
3. Workshop fee is waived off for registered conference delegates.

### Bank Details

Name of the Bank	HDFC Bank Ltd
Name & Style of Bank Accounts	Somaiya Vidyavihar University - KJSIMS
Account Number	50100350136066
Type of Bank Account	Saving Account
MICR Code	400240015
IFSC Code	HDFC0000060
PAN No.	AAATS2056G
GST Registration No.	27AAATS2056G1ZL

## Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed autonomous university recognised by the University Grants Commission (UGC). Somaiya Vidyavihar, with over six decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body. Operational from 26th August 2019, Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find yourself.

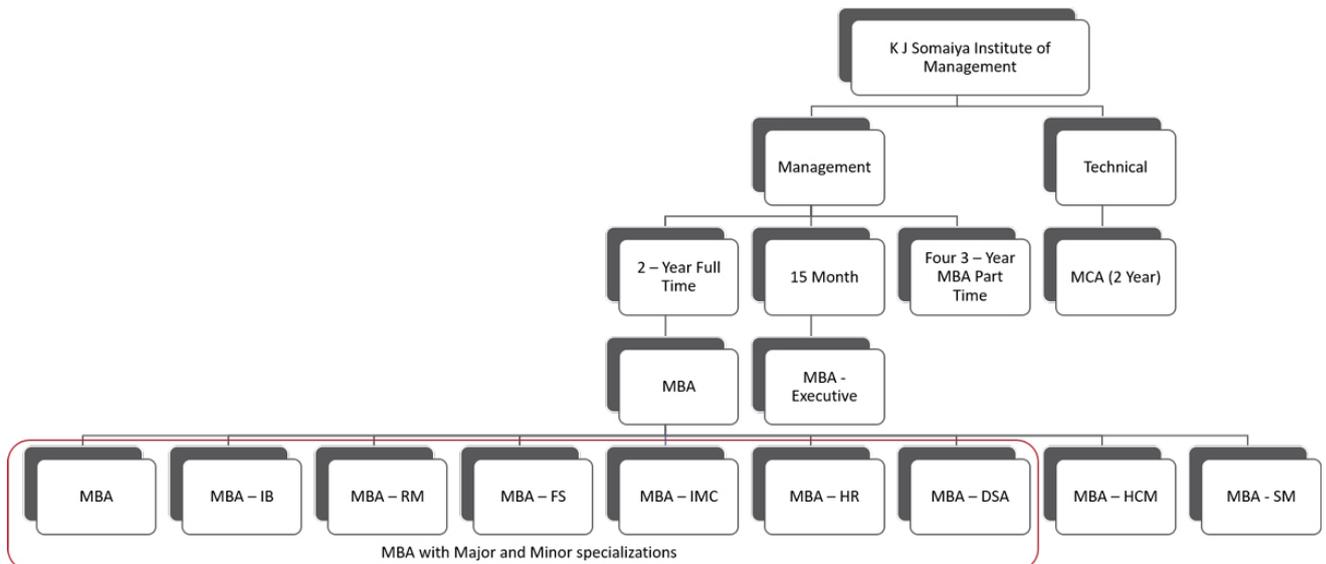
Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities. Somaiya Vidyavihar offers students the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.



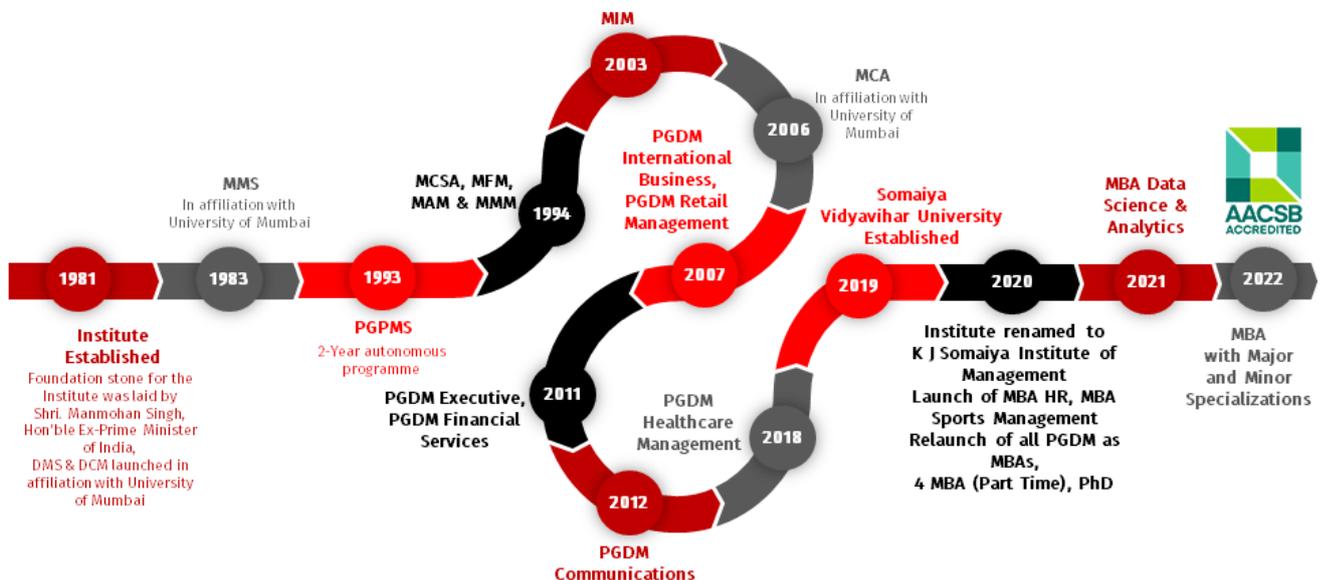
# K J Somaiya Institute of Management

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar (now affiliated to the Somaiya Vidyavihar University since August 2019) with the objective of providing state of the art education in management and allied areas. The institute is consistently ranked among the Top 25 management institutes and Top 10 private sector B-schools in India. The institute offers Doctoral Programmes, full time, part time and executive programmes in Business Management with specializations in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Sports Management, Data Science & Analytics, Finance, Human Resources, Operations, Marketing and Executive MBA programmes along with a Masters in Computer Applications. Apart from the regular programmes, the Institute offers customized and industry specific certificate and executive development programmes for government bodies, companies, defense personnel and NGOs.

## Programmes offered:



## Important Milestones & Beyond



## Advisory Committee

**Prof. (Dr.) Monica Khanna,**  
Director, K J Somaiya Institute of Management  
Dean - Faculty of Management Studies,  
Somaiya Vidyavihar University,  
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**Prof. (Dr.) Strinivasan Soondrasan Pillay,**  
Head of Department, Public Management and Economics,  
Durban University of Technology,  
Durban, South Africa.

## Conference Convenors

Prof. (Dr.) Satyendra Upadhyay & Prof. (Dr.) Deepali

## Organising Committee

Prof. (Dr.) Reena Mehta  
Prof. (Dr.) Aparna Pandey  
Prof. Gita Sashidharan  
Prof. Milind Gawai  
Prof. Vandana Tripathi  
Ms. Kiran Gupta - Research Associate

## Contact us:

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