



K J Somaiya Institute of Management Studies and Research

2nd International Conference on Challenges in Emerging Economies

General Management Area

Conference on Qualitative Research

PERSPECTIVES IN QUALITATIVE RESEARCH

22nd & 23rd November, 2019

CALL FOR PAPERS

Managing organizations in an age of paradox

Focus Areas: Strategy | Entrepreneurship | Communication | Ethics | Global Issues in Management | Corporate Social Responsibility | Corporate Governance and Gender Studies

Academic Partners



Reach us at

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General Management Area

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About the Conference

Managing organizations in the age of paradox

Disruptive technologies in a complex and dynamic business world are causing creative destruction of existing industries (Foster and Kaplan, 2011). Old ways of doing business may not be relevant in future. The corporate world is transforming fundamentally. What we encounter is an age of paradox — an age of confounding contradictions arising from a VUCA environment (Handy, 1995; Millar et al., 2018). Organizations need to have innovative approaches to survive and excel in the VUCA world. To profit from innovations, organizations need to protect as well as share innovations through open innovation approaches (Bogers, 2011; Bogers et.al, 2018). Firms need to shift their focus - from the core to the periphery, - from the shareholders to the stakeholders on the fringes (Day and Schoemaker, 2004; Murphy and Arenas, 2010). Competition in the changing business environment calls for cooperation, not only with suppliers and customers but also with your competitors (Nalebuff, and Brandenburger, 1997). Global corporations want to maximize efficiency via a global supply chain, yet they need to manage protectionist pressures in their home countries. Achieving competitive advantage in global business requires local capabilities (Porter, 1998). Corporate strategists extol the virtues of commitment, yet they also value flexibility as a response to uncertainty (Ghemawat, 1998).

The age of paradox, therefore, poses several challenges and opportunities for both management thought and practice. Navigating these complex issues opens numerous avenues for interesting and path-breiking research endeavors. Organizations need to navigate through changing business contexts by learning from VUCA environment. (Raynor, 2007; De Wet and Meyer, 2010,Cousins, 2018).

References:

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- De Wit, B. and Meyer, R., 2010. *Strategy synthesis: Resolving strategy paradoxes to create competitive advantage*. Cengage Learning EMEA.
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- Raynor, M.E., 2007. *The strategy paradox: Why committing to success leads to failure (and what to do about it)*. Crown Business.



2nd International Conference on Challenges in Emerging Economies

Managing organizations in an age of paradox

The call is for qualitative research, viz case studies, in-depth interviews, focus groups, narratives, mixed method, content analysis, ethnography, action research, phenomenology, grounded theory and longitudinal studies among others.

I Contemporary Strategies in Management

- 1 Automation and Workforce
- 2 Circular Economy
- 3 Complex resource based view
- 4 Creative Disruption
- 5 Dialogic Organization Development and Strategy
- 6 Digital Strategy
- 7 E-commerce vs Brick and Mortar
- 8 Impact of Data Science and Machine Learning on Management
- 9 Inclusive Business Models and BoP3.0
- 10 Industry 4.0
- 11 Innovation
- 12 Millennials at the Workplace
- 13 Open Source vs Proprietary
- 14 Regulation and Disruptive Technologies
- 15 Responsible Leadership
- 16 Scenario planning
- 17 Shareholders vs Stakeholders
- 18 Sharing Economy
- 19 Strategic Challenges in the VUCA world
- 20 Virtual Community of Practice

II Managerial Communication

- 1 Challenges in Digital Communication
- 2 Cross-cultural Communication
- 3 Mindfulness Communication

III Trends in Entrepreneurship

- 1 Business Models in Entrepreneurship
- 2 Effectuation
- 3 Networking
- 4 Partnerships and Collaborations

IV Ethical Challenges in Business

- 1 Artificial Intelligence and Ethics
- 2 Ethics in the digital era
- 3 Value based reasoning

V Corporate Social Responsibility

- 1 Corporate and NGO partnerships
- 2 Sustainability
- 3 Impact of Corporate Social Responsibility
- 4 Employee engagement in Corporate Social Responsibility

VI Gender Studies

- 1 Strategy and gender equality
- 2 Gender imbalance
- 3 Gender diversity in board rooms
- 4 Gender and leadership
- 5 Women and workplace

Publication Partners of 2019

Sr. No.	Journal Name	Publication	Link for Submission Guidelines
1.	Business Perspectives and Research	Sage Publications	https://in.sagepub.com/en-in/sas/journal-of-general-management/journal202705#submission-guidelines
2.	International Journal of Business and Globalisation (IJBG)	Inderscience Publishers	https://www.inderscience.com/jhome.php?jcode=ijbg



Workshop on Case Writing

Case method is a method of teaching and learning that focuses on participants, brings real life problems into the classroom, and develops both argumentation ability as well as contextual familiarity of the participants.

Teaching case, though related to case method of research, are often confused to be synonymous with the latter. In reality, teaching cases are contrived documents prepared as a pedagogic tool. Most of the time, they can be based on research in the real world. So they may originate from case method of research, but not necessarily.

The workshop would assume that the participants have some exposure to case method of teaching and learning and are looking for developing teaching cases that can be used in their own or other classrooms.

The participants would bring a one page note on the theme of the workshop, namely, managing Organizations in the age of paradox, detailing, the motivation for developing the case, the place where it can be used in a curriculum, and data sources.

The workshop would consist of introductory sessions on writing cases, a hands on critique of the case proposals of the participants and the possible way ahead.

Selected cases would be co-developed with some of the participants after the workshop.

Workshop Resource Person



Prof. (Dr.) Vidyanand Jha is a Ph.D. in Organizational Behaviour (IIMA) and a Post Graduate in Rural Management (IRMA). He has been teaching courses on Organizational Behaviour, Organization Theory, Management of Change, Management of Creativity and Innovation and Knowledge management to managers and post graduate students since 1997.

Prof. Jha has worked with National Dairy Development Board during 1988-91. He brings with him more than three decades of learning and teaching management through case method, both in India and abroad. He received the 'Best Young Case Writer' award from Association of Indian Management Schools in 1998.

Prof. Jha is also a poet, literary critic and translator in Maithili. He can be reached at vjha@iimcal.ac.in.

Certificate of Participation

All conference paper presenters who attend the full day workshop will be provided a certificate of participation

Workshop Fee

Included in conference registration fees





Registration Guidelines

Registration

1. View details on registration & fee for workshop/conference on the SIMSR website <https://simsr.somaiya.edu/en>
2. The conference fee is inclusive of pre-conference workshop, conference and compendium of the proceedings and lunch/refreshments.
3. Each author can submit up to two extended abstracts.
4. Participants other than authors will require to register.
5. Selected extended abstracts will be published in a **compendium with an ISBN number**.

Invitation & Professional Development letters

On registration, letters for visa will be issued.

Registration fee (Non-refundable)		
	Registration Fee	Foreign Nationals
Registration fees (inclusive of one day workshop)	INR	USD
Research Scholars, PhD Scholars and Fellow Students	2000	125
SIMSR and SVV alumni	2500	125
SVV Partner Universities	2500	125
Academicians	4000	200
Corporate Executive	5000	250
Students from other B-Schools	1000	-

Important Dates	
Extended Abstract Submission	16 th September, 2019
Extended Abstract Acceptance Notification	23 rd September, 2019
Submission of Revised Extended Abstract	7 th October, 2019
Last Date of Registration	21 st October, 2019
Last Date for sending the presentation PPT	16 th November, 2019
Date of Conference and Workshop	22 nd and 23 rd November, 2019

**SIMSR students are welcome to attend the conference by registering. The workshop is for research scholars, academicians and corporate executives.

Best Research Paper Award

Two selected papers will receive the 'Best Research Paper' Award.





Somaiya Vidyavihar

Somaiya Vidyavihar (SVV), an education trust, was founded by Padma Bhushan Late Karamshi Jethabhai Somaiya in 1959, to provide quality holistic education. It encompasses 36 institutions, with 39000 students and 1,500 faculties and is spread over two campuses (3.5 Km apart) of 50 and 35 acres each. SVV has campuses in Mumbai (financial capital of India), and rural areas of Maharashtra, Karnataka and Gujarat. Somaiya Vidyavihar has always been a place with a purpose - making a positive difference in quality of life of its students and the community. Research Innovation and Incubation Lab (RIIDL) at our campus has made remarkable contribution in young startup program and won awards from government. It is known as much for its Science, Technology, Medicine, Engineering, Management, Social Sciences and Commerce programs, as for its programs for academic studies in various faiths and cultures of India.

K. J. Somaiya Institute of Management Studies and Research

K. J. Somaiya Institute of Management Studies and Research (SIMSR) was established in 1981 as a part of Somaiya Vidyavihar with the objective of providing state-of-the-art education in management and allied areas. The institute is consistently ranked among top 25 management institutes and top 10 private sector B-schools in India. The institute offers Doctoral programmes, full time, part time programmes and Business Management programmes with specializations in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Finance, Human Resources, Operations, Marketing and Executive MBA programmes along with Masters in Computer Applications and Doctoral Programmes. All the programmes are approved by All India Council of Technical Education, Ministry of HRD, Govt. of India and University of Mumbai. 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.

Advisory Committee

Dr. Monica Khanna (PhD)
Director,
K J Somaiya Institute of Management Studies & Research

Dr. Carla Enslin (PhD)
National Head of Strategy & New Business Development,
IIE Vega School

Dr. Vasant Sivaraman (PhD)
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S. P. Jain Institute of Management & Research

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