



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



K J Somaiya Institute of Management, India

3rd International Conference on Challenges in Emerging Economies

General Management Area
Conference on Qualitative Research
Stakeholder Management and Ethics

26th February, 2021

STAKEHOLDER



INVESTORS



COMMUNITY



TRADE UNIONS



GOVERNMENT



SUPPLIERS



CUSTOMERS



CREDITORS

Call for Papers

Focus Areas - Ethics and Business Values, Communication and Ethics, Ethics in the Digital Era, Corporate Governance & Strategy

Academic Partners



Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey

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 a constituent institute of 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. Over the past 4 decades, the Institute has evolved into a leading B-school offering sector specific and employment-oriented management programmes. 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:

Doctoral Studies

2-Year MBA Full-Time Programmes

- MBA
- MBA - International Business
- MBA - Retail Management
- MBA - Financial Services
- MBA - Integrated Marketing Communications
- MBA - Healthcare Management
- MBA - Human Resources
- MBA - Sports Management

3-Year MBA (Part-Time) Programmes

- Finance Management
- Marketing Management
- Human Resource Management
- Information Management

2-Year MCA Programme

Executive Education

- 15-Month MBA - Executive
- Customised Management Development Programmes
- Open Calendar Programmes

Conference Theme

Stakeholder Management and Ethics

For a long time in corporate history, firms and their managements were guided by the economic imperative where their obligations to shareholders were of paramount import. The famous Milton Friedman doctrine that the only social responsibility of business is to create shareholder value, is emblematic of the traditional view. However, the past two decades have seen a significant shift in the measurement of firm performance. In academia, Edward Freeman's development of stakeholder theory made a strong case that company strategy needed to address multiple constituencies impacted by business entities like employees, suppliers, local communities, environment and the government. Further, the development of strategy implementation tools like the balanced scorecard drilled into managements the need to have a multidimensional framework for gauging firm performance. In management practice, the power of non-government organizations and ESG (Environmental, Social, and Corporate Governance) investors has become a game-changer. Firms that excel in their stakeholder management like Edwards Life Sciences and Hindustan Unilever have outperformed their industry peers in creating shareholder value, demonstrating that the model is no longer an Either/Or option.

Firms need to shift their focus, from the core to the periphery, from the shareholders to the stakeholders on the fringes. The ongoing pandemic has had a significant impact on how firms function. Companies are now looking at work from home as an option to satisfy employee stakeholders beyond the current crisis. They are also compelled to closely collaborate with government, public health and law enforcement authorities as key stakeholders while framing corporate policies. Supplier practices are also coming in for increased scrutiny. Clearly, stakeholder management is an idea whose time has come. The topic provides multiple lenses for scholars to investigate and research the best practices in the area; companies are eagerly looking for solutions in this area.

References

Edward Freeman, Jeffrey Harrison and Andrew C. Wicks, 2007, Managing for Stakeholders

Survival, Reputation and Success.
Yale University Press

Edward Freeman, Jeffrey Harrison and Andrew C. Wicks, 2010, Stakeholder Theory

The State of the Art.
Cambridge University Press

Milton Friedman, 1970. A Friedman Doctrine

The Social Responsibility of
Business is to Increase Its Profits.
The New York Times Magazine.

3rd International Conference on Challenges in Emerging Economies Stakeholder Management and Ethics

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.

Leadership and ethics	Conscious capitalism	Ethics in start ups	Diversity & inclusion	Circular economy	Financial inclusion
Creating shared value	Social entrepreneurship business models	Inclusive business models	Sustainable business models	Ethics in global businesses	Skills and personality development for ethics
Responsible business and leadership	Inspirational social purpose and modern business organizations	Ethics ambassadors for employee involvement and engagement	Ethics in functional areas viz. Finance, marketing, operations, logistics, human resources and workplace ethics	Ethics of intellectual property rights	Ethics in family managed businesses

Ethics and Business Values – The Way Ahead	Communication and Ethics	Ethics in the Digital Era	Corporate Governance	Strategy
<ul style="list-style-type: none"> • Embedding ethics in the organization culture • Ethical culture & trust building and learning • Ethical measurement systems • Organization reputation • Integrating ethical values in academics 	<ul style="list-style-type: none"> • Ethical and moral issues in communication • Communication of strong business values • Communicating integrity in business processes and practices • Responsibility, characteristics and challenges in ethical communication 	<ul style="list-style-type: none"> • Digital interface and management ethics • Digital divide - social inequality • AI & its implications for job security • Organizational compliance of cyber law 	<ul style="list-style-type: none"> • E-governance • Corporate scams • Corporate governance and sustainability • Regulatory framework of corporate governance • Financial crisis and emerging corporate governance landscape • Electronic initiatives in corporate governance • Shareholder activism and corporate governance 	<ul style="list-style-type: none"> • Ethics at the time of reputation and crisis management • Anti-competition law • Stakeholder management in project management • Legal challenges in ecommerce and disruptive businesses (aggregators, resellers, affiliates etc.) • Corporate lobbying

Publication Partners

Name of the Journal	Publication	Link for submission guidelines
Journal of Asia Entrepreneurship and Sustainability (Special Issue)	RossSmith Academic Publishing	http://www.asiaentrepreneurshipjournal.com/instructions.html
Journal of Global Responsibility	Emerald Publishing	https://www.emeraldgrouppublishing.com/journal/jgr#author-guidelines
Business Perspectives & Research	Sage Publications	https://in.sagepub.com/en-in/sas/journal/business-perspectives-and-research#submission-guidelines





Workshop on Advanced Data Analysis Techniques in Qualitative Research using Atlas.ti

About the Workshop

Qualitative research has become increasingly popular over the years and various tools have gained popularity among researchers. In order to ensure quality and rigour, it is essential that the researcher adopt a systematic approach to data analysis. Many qualitative projects involve lots of primary data to deal with, along with notes, memos, comments etc. Given the large quantities of text that can be generated in a single research project, the use of software based has become of great help to enhance rigorous data analysis. Software packages also enable better organization, retrieval and a systematic approach to data analysis. Atlas.ti as a software-based research tool helps to organize data systematically and enhances rigorous data analysis. In this workshop, participants would be exposed to variety of approaches to designing and analysing qualitative studies. The goal of the course is to build five-core competencies in the area of theoretical frameworks, study design, data management, data analysis, and software aided data analysis using Atlas.ti. With the help of hands on exercises and examples, participants would be taught how to explore the different tools Atlas.ti provides may be used to aid the analysis of qualitative data. Participants are expected to bring their own data in the form of transcripts of FGDs or interviews, which they would analyse during the workshop.

Facilitator

Sunil George is a Doctoral Candidate in the Health Research Institute of the University of Canberra. Prior to this he was associated with the Indian Institute of Public Health and Public Health Foundation of India as Assistant Professor. He completed his Masters in Public Health from the London School of Hygiene and Tropical Medicine with a focus on qualitative research methods and policy analysis. He has carried out health research in multiple settings in India and South Africa. Sunil has over 10 years of experience in teaching advanced qualitative research methods to academics and public health practitioners across India.

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

- View details on registration & fee for pre-conference workshop & conference on the K J Somaiya Institute of Management website <https://simsr.somaiya.edu/en>
- The conference fee is inclusive of the pre-conference workshop, conference and an e-compendium of the proceedings.
- Each author can submit up to two extended abstracts. The length of the abstract should not exceed 1500 words.
- Authors are required to fill in the details of the abstract in the following link - <https://forms.gle/iefTPVsHXETiYApp9>
- Participants other than authors will require to register.
- Selected extended abstracts will be published in an e-compendium with an ISBN number.

FAQS <http://bit.ly/3oC6028>

Registration fee (Non-refundable):

Particulars	Registration Fee (INR)	Foreign Nationals (USD)
K J Somaiya Institute of Management Students	NA	NA
Research Scholars, Ph.D. Scholars and Fellow Students	₹ 2000/-	\$ 125/-
K J Somaiya Institute of Management and Somaiya Vidyavihar alumni	₹ 2500/-	\$ 125/-
Somaiya Vidyavihar Partner Universities	₹ 2500/-	\$ 125/-
Academicians	₹ 4000/-	\$ 200/-
Corporate Executives	₹ 5000/-	\$ 250/-

*Note - Registration fees is inclusive of pre-conference workshop

Important Dates



Best Research Paper Award: Two selected papers



Advisory Committee

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

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

Conference Committee

Dr. Radha Iyer (Conference Convener),

Prof. Milind Gawai (Co-Convener), **Prof. Aparna Pandey**, **Ms. Kiran Gupta**

General Management Faculty

Dr. Rushi Anandan, **Prof. Gita Sashidharan**, **Dr. Reena Mehta**, **Dr. Satyendra Upadhyay**

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