



WESTERN MICHIGAN UNIVERSITY
HAWORTH
College of Business



CGPA
CGPA 3.83/4
'A++'



6th Rajagiri Conference on
New Paradigms in Management

RCNPM'24

Theme:

Environment, Entrepreneurship, Innovation Strategy:
An SDG Orientation in Business

on 12-13 January 2024

Under the aegis of International Rajagiri Conference
"International Conference on
Multidisciplinary Approaches to SDGs"



About The Conference

The 6th Rajagiri Conference on New Paradigms in Management (RCNPM'24) under the theme "Environment, Entrepreneurship, Innovation, and Strategy: An SDG Orientation in Business", organized by Rajagiri College of Social Sciences (RCSS) and Rajagiri Business School (RBS) invites submissions from national and international academicians, researchers, doctoral students, and practitioners in the field of General Management, with a special focus on Sustainable Business Practices.

The looming threat of climate change, and realization of the irreversible depletion in natural resources lead to the birth of Sustainability and sustainable development. Initially seen by companies as an added pressure, sustainability has now positioned itself as an opportunity for companies to gain additional benefits like competitive advantage, investor appeal, improved governance, and better stakeholder engagement. However, transforming into a successful sustainable business is not easy, and requires new levels of resilience and agility, rooted in responsible preservation and conservation practices. There is also a need for meaningful culture change across organizations to support innovation towards sustainability.

The Sustainable Development Goals (SDGs) act as a roadmap for companies to turn sustainable, by focusing on target areas like inequality, poverty, hunger, innovation, responsible production, industry etc. Aligning business strategy with the SDGs requires companies to understand which of their actions might make the biggest positive difference or might shrink their negative impact the most. This understanding will help companies decide where to invest and how to support sustainability following the steps of Triple Bottom Line (TBL) – Profit, Planet, and People. This will also lead to the development of leaner business models, clean innovation, and sustainable entrepreneurship among other positive changes. In this regard, RCNPM'24 will act as a platform for researchers to discuss strategies, innovations, entrepreneurial opportunities, and business environment related to sustainability and SDGs. Extended abstracts followed by full research articles in the fields of general management are invited. Presented full-length papers will be evaluated for publishing in reputed journals.



About Rajagiri Business School

Established in the year 2008, Rajagiri Business School (RBS) is part of Rajagiri Group of Institutions and functions as an autonomous institution. The business school is located in the Rajagiri Valley in Kakkanad, close to the IT hub of Kochi, Info Park, and to the integrated business township, Smart City Kochi. The campus, where the managers of tomorrow hone their skills, has been well-planned preserving the natural splendour of the environment to allow for academic development in communion with nature. In 2022, Rajagiri Business School got full accreditation by AACSB, a globally renowned accreditation agency, and also, recently the PGDM program of RBS is accredited by EFMD, one of the highly reputed international accreditation agencies.

To equip students with the right conceptual foundation, analytical skills, and knowledge application ability, the curriculum at RBS is kept relevant with the dynamics of the changing business environment. With social sensitivity at its core, the emphasis is on experiential learning and holistic development. Case method, simulation, and lectures are the chief pedagogical tools used at the School.



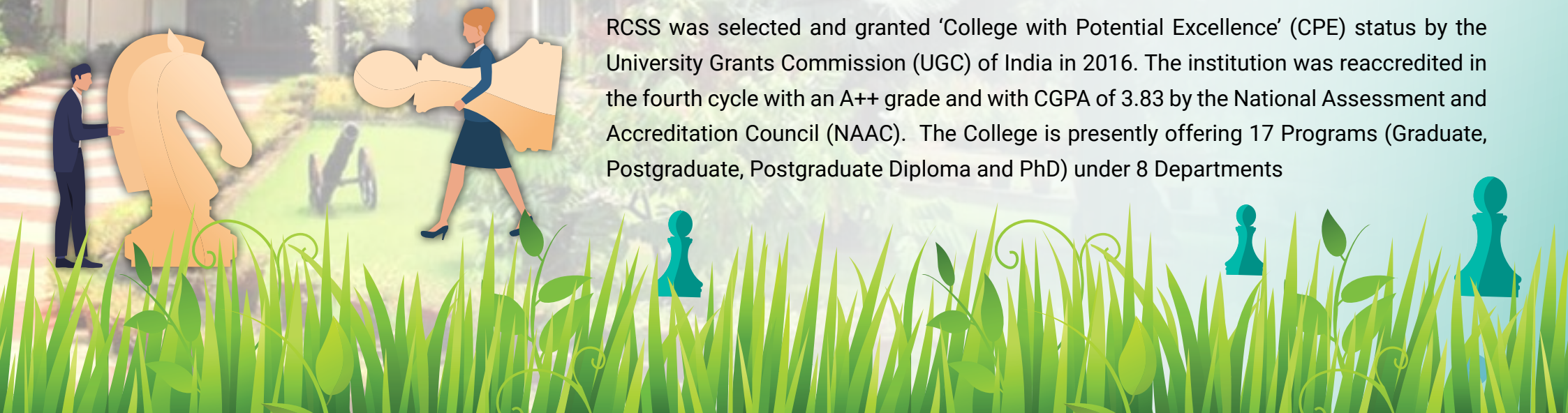


About Rajagiri College of Social Sciences (Autonomous)

Rajagiri College of Social Sciences (RCSS) was established as a result of the indefatigable industry and foresight of CMI Congregation. It is located on two picturesque campuses- the Hill Campus at Kalamassery and the Valley campus at Kakkanad in Kochi, in the state of Kerala. RCSS has been placed 27th in the country in the 'Colleges' category by the National Institutional Ranking Framework (NIRF) 2022, MHRD, Govt of India.

The College had its origin as a pioneer in professional social work education starting with a Diploma in social service way back in 1955 and adding on Masters in Social Work (MSW), the first of its kind in Kerala State and one of the very few in South India. The specialization PM & IR then offered in the MSW program gave way for an additional Program -Masters in Personnel Management & Industrial Relations which is the present MHRM offered on campus.

RCSS was selected and granted 'College with Potential Excellence' (CPE) status by the University Grants Commission (UGC) of India in 2016. The institution was reaccredited in the fourth cycle with an A++ grade and with CGPA of 3.83 by the National Assessment and Accreditation Council (NAAC). The College is presently offering 17 Programs (Graduate, Postgraduate, Postgraduate Diploma and PhD) under 8 Departments



About **Western Michigan University,** **Haworth College of Business**



Western Michigan University (WMU) is an institution dedicated to providing an impactful and inclusive education that goes beyond traditional boundaries. Founded in 1903 as a teacher's college, WMU has evolved into a globally recognized higher education institution while staying true to its core mission of preparing educators and school administrators. Today, WMU stands as an access-oriented university that emphasizes holistic growth and well-being.



Haworth College of Business at WMU

At the heart of WMU's commitment to excellence is the Haworth College of Business, home to a vibrant community of more than 3,500 undergraduate students pursuing degrees in 16 specialized areas. An additional 300 graduate students are engaged in rigorous programs in business administration and accountancy. The college also offers certificate programs in critical fields such as supply chain management and cybersecurity, ensuring students receive a well-rounded and contemporary business education.

One distinguishing feature of WMU Haworth is its accreditation by AACSB International—The Association to Advance Collegiate Schools of Business. This prestigious accreditation places WMU Haworth among the elite group of fewer than 5 percent of business schools worldwide that hold accreditation at both the undergraduate and graduate levels. It is a testament to the college's unwavering commitment to academic excellence and quality in business education.



Keynote Speaker



Dr Timothy Palmer

Dr. Timothy Palmer is a professor of management and director of the Center for Sustainable Business Practices at Western Michigan University's Haworth College of Business. His integration of service learning in the capstone strategic management class led to a Michigan Campus Compact Faculty and Staff Community Service-Learning Award in 2009. Palmer received the 2014 Distinguished Professor of the Year Award from the Presidents Council, State Universities of Michigan, and WMU's 2014 nomination for the Carnegie Foundation Professor of the Year Award. Palmer's research on student

learning, organizational reputation, sustainability and strategic decision making, has appeared in numerous publications including: Academy of Management Learning and Education, Journal of Management, Organizational Behavior and Human Decision Processes, Organization Research Methods, Organization Science and Strategic Management Journal. Dr. Timothy Palmer holds a Ph.D. in Strategic Management from the Arizona State University, USA and a Master's Degree in Business Administration (MBA) from Northern Arizona University, USA.



Keynote Speaker



Dr. Rajesh Singh

Dr. Rajesh Singh is the Managing Director for India & Southeast Asia at Sphera, a company that specializes in improving Environmental, Social, and Governance (ESG) performance and risk management through integrated software, data, and consulting solutions. Sphera's team of experts collaborates with organizations worldwide to help them identify, manage, and mitigate risks in various domains, including Environment, Health, Safety & Sustainability, Operational Risk Management, and Product Stewardship. Their overarching mission is to contribute to a safer, more sustainable, and productive world.

Dr. Rajesh Singh holds a Ph.D. in sustainability management from the Indian Institute of Technology, Bombay. Additionally, he has earned a Master's degree from the Indian Institute of Technology, Kharagpur. Prior to his current role at Sphera, Dr. Rajesh Singh gained extensive experience in the field of

sustainability and environmental management. He spent 15 years at Thinkstep, where he held the position of Managing Director for India & Southeast Asia. During this time, he was involved in strategic consulting related to product sustainability, corporate sustainability, and Life Cycle Assessment. Before joining Thinkstep, Dr. Singh worked for 16 years as a Senior Manager at Steel Authority of India Limited. In this capacity, he focused on environment-related responsibilities such as legal compliance, environmental policy development, and strategy formulation for steel plants and mines. Dr. Rajesh Singh's academic background, along with his extensive experience in sustainability management and environmental compliance, makes him a seasoned professional in the field. His current role at Sphera allows him to continue contributing to the advancement of ESG performance and risk management in organizations.



Submission Streams

RCNPM'24 solicits submission of research papers under various sub-themes in the field of General Management, such as

Sustainable Business Environment

- Corporate policies on sustainability
- Government regulations on sustainability and business
- Environment conscious stakeholders and business
- Sustainability and Ethics
- CSR and Social sustainability
- Competition and sustainability
- Environmental strategies
- Waste management and 3Rs

Sustainable Business Innovations

- Cradle-to-Cradle design
- Green technology
- Life cycle assessment
- Sustainable business models
- Materiality assessment
- Sustainable packaging technology
- Digital tools and apps for promoting eco-friendly practices
- AI and sustainability
- Circular economy and innovation
- Sustainable value creation

Sustainable Business Strategies

- Strategic frameworks and corporate sustainability
- Sustainable corporate governance
- Sustainability frameworks
- Communication strategies for sustainability
- Social sustainability and business decision making
- Sustainability through M&A

The list of topics mentioned above is indicative and research papers on other related topics of General Management are also welcome.

Sustainable Entrepreneurship

- Purpose driven sustainable entrepreneurship
- Innovative disruption and sustainability
- Social entrepreneurship
- Government initiatives and sustainable entrepreneurship
- Challenges to sustainable entrepreneurship
- CleanTech startups and sustainable entrepreneurship
- Agility in entrepreneurship and sustainable leadership
- Risk taking and sustainable entrepreneurship
- Entrepreneurship and startups: nurturing new ventures for sustainability



Submission Guidelines

Extended abstracts (minimum 2000 words) are to be submitted as a single file, preferably in PDF format. The font size for the body of the text should be 12-point Times New Roman. The submission should contain the title, name(s) of the author(s), affiliation(s), keywords, and e-mail address of the corresponding author. Please name the manuscript as "Last Name_ First Name" of the submitting author.

Submission Deadline:
30 November 2023

Last date of Early Bird
Registration:
10 December 2023

Acceptance of extended abstracts
for the conference:
**Within 15 days of extended
abstract submission**

Conference Date:
12-13 January 2024

Submission of Full papers:
15 December 2023

[CLICK HERE TO SUBMIT](#)



Publications

Paper presented at the conference will be considered for publication in reputed indexed journals. However, papers must fulfil the journal's quality standards. Papers for special issues must fit within the scope and goal of the special issue. For each journal, only one manuscript per author/co-author will be considered. Where appropriate, authors have to bear the publication/submission fees. Selected papers are required to mention that the paper was presented at the 6th Rajagiri Conference on New Paradigms in Management (RCNPM'24). Papers presented at the conference will be considered for publication after the peer review process in the following journals:

1. The list will be updated and intimated later.
2. Rajagiri Management Journal (UGC-CARE)



Registration Fee

National Participants

Category	No. of conference Days	Early Bird Registration	Late/Spot
Indian Professionals/ Academicians	4 Days	Rs. 4000*	Rs. 4500
	3 Days	Rs. 3000*	Rs. 3500
	2 days***	Rs. 2000*	Rs. 2500
	1 Day	Rs. 1000**	Rs. 1500
	Half-day	Rs. 600**	Rs. 900
Indian Students	4 Days	Rs. 3500*	Rs. 4000
	3 Days	Rs. 2500*	Rs. 3000
	2 days	Rs. 1500*	Rs. 2000
	1 Day	Rs. 750**	Rs. 1250
	Half-day	Rs. 500**	Rs. 800

*Registration fee includes breakfast, lunch, tea, dinner, and conference kit.

**Conference kit won't be provided. Tea, lunch/dinner will be provided as applicable.

*** For RCNPM 2024, 2 days are applicable. If somebody wants to be part of the main SDG conference for more than two days, they can do so.



Registration Details Cont.

International Participants

Category	Early Bird	Late/Spot
Foreign Professionals / Academicians	\$ 350	\$ 400
Foreign Students	\$ 250	\$ 300
SAARC Countries' professional / Academicians	Rs. 10000	Rs. 10500
SAARC Countries Students	Rs. 8000	Rs. 8500

Registration fee includes accommodation (during conference days), breakfast, lunch, tea, dinner, and conference kit.

Payment Details

Domestic

Name of Account : Rajagiri College of Social Sciences, Kalamassery
Account Number : 0224053000005056
Name of bank : The South Indian Bank Ltd
IFSC/NEFT Code : SIBL0000224
Branch Name : Kalamassery, Ernakulam

The payment particulars should include the participant's name in FULL followed by RCNPM'2024. To register, visit our website www.conference.rajagiri.edu/icmas.

Upon completing the registration process, kindly make the registration fee payment through a bank transfer. Once the payment is successfully made, please proceed to upload the receipt on our website, and wait for confirmation. We will promptly confirm your payment and registration.

Advisory Committee

Dr. Arun A Elias

Director & Dean,
Rajagiri Business School

Fr. (Dr.) Saju M D CMI

Principal, Rajagiri College of Social Sciences
& Executive Director Rajagiri Business School

Dr. Binoy Joseph

Associate Director,
Rajagiri College of Social Sciences

Fr. (Dr.) Francis Manavalan CMI

Assistant Director,
RBS & RCSS (Valley Campus)

[CLICK HERE TO REGISTER](#)

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**For more Information, Registration,
and Submission:**
www.conference.rajagiri.edu/icmas

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[RCNPM'24 LINK ▶](#)

