With increased globalization of firms during the early twenty-first century, the need for innovation and technology application has swiftly expanded attention among the emerging firms to make sustainable moves in the competitive marketplace. The need for competitive differentiation through continuous innovation to attract new customers and retain the existing ones has become a major challenge for the companies to sustain in the markets across geo-demographic destinations in the world today. Businesses constantly innovate to augment stakeholder value and deliver competitive advantages to the customer through innovation and technology breakthroughs. The customer centric companies are engaged in developing innovative business projects not only to increase customer value in the competitive marketplace but also to gain sustainable market share of their products and services. Innovation driven companies are thinking afresh about capturing more value and encouraging the start-up ventures by proving seed capital to bring innovation to business using technology and human resources.

Most innovations are grown in the emerging markets around the ethnic needs of consumers and developed at low cost considering the affordability and adaptability potentials of the consumers in the home market. Often such innovations developed for niche markets are commercialized by the large companies and are modified to fit into the extended geo-demographic market segments. Accordingly, the companies sponsoring the innovation initiatives with start-up enterprises (SUE) in the emerging markets build capability and competence among the SUEs and determine lifecycle of innovative products by evaluating the value for money consumer perception of these products. The routes to market for an innovative product refers to channels such as brick-and-mortar-stores, on-line stores, M-commerce outlets, and direct marketing (one-on-one), that helps the companies diffuse innovation in the market as well as develop consumer outreach to the innovative products. The companies engaged in commercializing innovations, either acquired from start-up enterprises or co-created, invest
enormous resources in exploring markets for launching innovations, carrying out diffusion of innovation, and creating unique values of innovation by exhibiting competitive differentiation and advantages to the consumers. Successful start-up enterprises in the emerging markets develop strategic partnership with the sponsors or large companies to launch and manage incremental innovations in the competitive marketplace. Such strategic partnerships serve the business-to-consumer and business-to-business market segments in the destination markets.

This conference aims at providing an international forum for rich discussion on reviewing and learning lessons from contemporary and innovative strategies leading to advantages in the global –local competitive marketplace, and driving national economy. Discussions in the conference would be able to develop new taxonomy of business analytical strategies for emerging markets and further provide suggestions as how firms can improve start-up innovation enterprises in emerging markets and attracting multinational companies to sponsor locally grown innovations. This conference would also enrich knowledge and skills on contemporary innovation strategies against conventional wisdom of innovation and competition management. The conference would also contemplate on developing new visions on reverse innovation for emerging markets. Discussions will also be encouraged on the different levels of global market management for cutting costs and creating value that companies can use in each phase of innovation management and business growth.

**Who should attend?**

- Academics, research scholars, and business consultants concerned with the business analytics, operations management, marketing strategy formulation, e-commerce, corporate social responsibility, corporate culture, and information management systems.
- Top and middle level executives of corporate, SMEs, and public sector undertaking companies engaged in business-to-consumers and business-to-business operations in products and services sectors
- Start-up enterprises, innovation consultants, and executives of large companies interested in managing new innovative products
- National economic, investment, and planning executives
- Entrepreneurs, who want to express new insights, share research contributions and discuss best practices

**What would you achieve?**

- An interactive and hands-on approach to work with innovation management tools and techniques
- Ways to explore innovation opportunities in global markets
- Valuable insights on innovation, market competition and national economic policies supporting innovation and technology management
- Examples, illustrations and case studies of best practice interventions around the world
- Opportunity to delve deeper into areas such as globalization, innovative marketing strategies, market economics, market environment, trade policies, brand management, investment, market behavior, and more
- A networking opportunity to meet international colleagues and professionals who are grappling with similar issues, problems and concerns
- Opportunities for collaborative research with experts in the field of innovation management.
- Opportunities for offering joint training modules with experts in the areas of innovation and marketing management.
Themes and Topics

**Track 1: Make in India: Environment for Innovation Entrepreneurship**

- National policies on innovation and technology
- Make in India policy and global impact
- Planning and management of innovative business projects
- Operations process modeling
- Global visualization, entrepreneurial interface, and business models
- Innovation and technology forecasting in emerging markets

**Track 2: Smart City: Innovating for Life and Livelihood**

- Growth of start-up innovation enterprises
- Reverse innovation
- Ethnic and global markets
- New product development
- Corporate environment for innovation and technology
- Innovation eco-system
- Sustainable and green innovation

**Track 3: Economics of Innovations**

- Success and failure of innovations
- Resources management for innovation
- Cost, subsidies, and returns on investment
- Crowdsourcing, Open innovation, and Organizational Culture
- Innovation sponsorship
- Innovation, technology, and national economy
- Innovation booms, busts, and economic growth
- Economics of information and communication technology
- Risk management in innovation projects

**Track 4: Digital India: Innovation & Technology**

- E-Governance: Process reengineering using IT
- Internet Business Modelling: Innovation & Technology
- Mobile and Internet computing
- E-commerce modelling
- Software industry, services application, and cloud computing
- Innovative products, user experience, and business growth
- Performance evaluation, measurement and innovation optimization
- Quality of services, critical to quality and voice of customers

**Track 5: Globalization & Technology in Marketing**

- Technology transfer and business growth
- New marketing technologies
• Disruptive innovation, technology and threats in business
• E-commerce and mobile marketing
• Internet marketing and management information system

Track 6: Marketing Analytics

• Market competition
• Brand architecture and management
• Customer relationship management
• Customer services and value creation
• Retail marketing
• Identifying shifts in socio-cultural market behavior

Track 7: Sectoral Innovation: Jan Dhan, Aadhar & Mobile (JAM)

• Sectoral innovations (Agriculture, Health, education, housing, public infrastructure, government etc.)
• Services innovations
• Operations and process innovation
• Customer-centric innovation
• Business-to-business innovation

Track 8: Skill Development & Entrepreneurship

• Building and leveraging human resources
• Innovations, technology, and opportunities
• Leveraging innovation through CSR
• Corporate governance for innovation promotion
• Sustainable innovation modeling
• Case studies and best practices

Track 9: Globalization and Business growth

• Globalization and business diversity
• Modes of entry in emerging markets
• Resource planning
• Mergers, acquisitions, and marketing strategies
• Best practices in global-local business
• Managing business organizations: Competition versus cooperation

Track 10: Global Business Environment

• Global branding
• Product innovation management across markets
• Global pricing
• Global supply chain management
• Global market segmentation
• Market assessment and entry
• Emerging economies
• Global competitive strategy
• Information technology and global marketing
International alliances in marketing

Track 11: Finance Management

- Banking and investment
- Finance management in Start-up enterprises
- Government programs on local finance
- Consortium enterprise management

Paper Submission

Conference organizers invite full papers, abstracts, and extended abstracts from the interested academics, professionals and researchers on the above stated topics. The length of the full papers should not exceed 30 pages in double space. The important dates on submissions are as detailed below:

- Conference Announcement-Call for Papers: June, 01, 2016
- Submission of abstracts: September 30, 2016
- Decision on submissions: October 15, 2016
- Submission of final papers: October 31, 2016
- Conference registration: October 15, 2016 onwards

All submissions must be typed double spaced with 2.5 cm or one-inch margins using 12 point Times New Roman font in a single MS Word file. All submissions must include a Title, Authors (names, affiliations, e-mails of all authors and a notation (*) of the corresponding author), an Abstract (no more than 150 words) and 3-5 Keywords. Final paper should not exceed 30 pages, including the Abstract, body of the text (Introduction, Theory, Methods, Findings, Discussion, Conclusions and Implications), Tables, Figures and References. All paper submissions must include a discussion, which addresses the contribution of the author's work to the advancement of business and business-related science and practice in the Conclusions and Implications section.

All submissions must be entirely original, not previously published, and must not be under concurrent consideration or scheduled for presentation elsewhere.

All abstracts and papers must be submitted electronically via e-mail to the conference conveners Dr. Sourabh Sharma/Dr. Manit Mishra, Assistant Professors, International Management Institute, Bhubaneswar (conference@imibh.edu.in) and Dr. Rajagopal, Professor and National Researcher, EGADE Business School, Mexico City (rajagopal@itesm.mx).

Workshops

Two workshops of two-hour duration each are scheduled to provide hands on practice to the interested participants. Prof. (Dr.) Rajagopal Professor and National Researcher, EGADE Business School, Mexico City & Visiting Professor, Boston University, Boston, MA, will deliver public lectures on the following topics:

1. Architecting Enterprise: Managing Innovation, Technology, and Market Competitiveness
   (As an author of series of books published by the Palgrave Macmillan, Basing Stoke,
2. Developing Skills on Writing Case Studies (in the capacity of Editor of four refereed international journals of Inderscience UK and Regional Editor of Emerald Emerging Markets Case Studies, Emerald, UK)

**Academic Output**

All papers presented in the conference will be summarized in the conference proceedings along with the reports of the interactive workshops. Selected papers would be published in the International Journal of Business Competition and Growth and anthology of selected papers will be published as book in 2017.

**Registration and Fees**

<table>
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<tr>
<th>Early Bird Fee (On or Before October 31, 2016)</th>
<th>Late Fee (After October 31, 2016)</th>
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<tbody>
<tr>
<td>Academician</td>
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<tr>
<td>4000</td>
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<tr>
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<td>Student</td>
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<td>1000</td>
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<tr>
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<tr>
<td>Foreign delegate (Student)</td>
<td>Foreign delegate (Student)</td>
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<tr>
<td>US $100</td>
<td>US $100</td>
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</tbody>
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*Fee includes refreshments, lunch, conference dinner, and conference material.

**Hospitality**

The conference is being held at IMI Bhubaneswar campus. Limited number of rooms are available on payment on first come first serve basis. The room tariffs are as given below:

<table>
<thead>
<tr>
<th>Single occupancy AC room</th>
<th>2500 per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single occupancy non-AC room</td>
<td>1500 per day</td>
</tr>
<tr>
<td>Single occupancy hostel room</td>
<td>750 per day</td>
</tr>
</tbody>
</table>

The tariff is inclusive of breakfast and dinner. Request for reservation of room should be sent along with full payment by November 09, 2016.

The **Demand Draft** can be drawn in favor of **International Management Institute** payable at **Bhubaneswar** and should reach to the conference convener mentioned below:

The Conference Convener  
International Management Institute,  
IDCO, Plot # 1, Gothapatna,  
PO: Malipada, Dist: Khurda,  
Bhubaneswar- 751003, Odisha

**The details for NEFT/RTGS transfer are:**

International Management Institute, Bhubaneswar  
Allahabad Bank, Account No. 50071252726  
IFSC-ALLA0210329, Branch Code-0329  
Bapuji Nagar, Bhubaneswar-751009
In case of RTGS/NEFT transfer, also email to conference convener (gbe@imibh.edu.in) providing the following details: Name and Designation of the Participant, Bank Name, UTR Number, Date of Transfer, Amount of Transfer.

Conference Co-Chairs

1. Prof. Ramesh Behl, Professor and Director, International Management Institute, Bhubaneshwar, India.
2. Dr. Rajagopal, Professor and National Researcher, EGADE Business School, Mexico City, Mexico.

Conference Advisory Board

IMI-Bhubaneswar

1. Prof. Ramesh Behl, Director, International Management Institute.
2. Dr. Sourabh Sharma, Assistant Professor, International Management Institute.
3. Dr. Manit Mishra, Assistant Professor, International Management Institute.

EGADE Business School

1. Dr. Rajagopal, Professor, EGADE Business School, Mexico City, Mexico.
2. Dr. Raquel Castaño, Professor and Director, EGADE Business School, Monterrey, Mexico, NL.

Indian Schools

1. Prof. Mithileshwar Jha, Professor of Management, Indian Institute of Management, Bangalore, India.
2. Prof. Gopal Nayak, Director IIIT Bhubaneswar and Professor, XIM Bhubaneswar.
3. Prof. D.P. Goyal, Professor, MDI Gurgaon.
4. Prof. M.L. Singla, Professor, FMS New Delhi.
5. Dr. B.B. Mishra, Professor, Department of Business Administration, Utkal University, Bhubaneswar, Odisha, India.
6. Prof. Saroj Kumar Datta, Director General at Accurate Institute of Technology and Management, Greater Noida, UP, India.
7. Prof. Ch.S. Durga Prasad, Dean, Vignana Jyothi Institute of Management, Hyderabad, India.
8. Prof. Rajan Saxena, Vice Chancellor, Narsee Monjee Institute of Management Studies, Mumbai, India.

Overseas Faculty

1. Venky Shankararaman, Professor of IS at Singapore Management University, Singapore
2. Ravi Seethamraju, Professor at University Business School, University of Sydney, Australia
3. Leon Teo, Professor at School of Business IT & Logistics, RMIT University, Melbourne, Australia
4. James Dong, Professor of IS & OM, University of Auckland, New Zealand
5. Prof. Arvind Ashta, Professor of Finance & Control, Burgundy School of Business, Dijon, France.
6. Dr. Vladimir Zlatev, Associate Professor of Practice, Department of Administrative Sciences, Boston University, MA
7. Dr. Hiranya Nath, Professor of Economics, Sam Huston University, Hunts Ville, TX
8. Dr. Angappa Gunasekaran, Chair, Department of Decision Sciences, Charlton College of Business, University of Massachusetts, Dartmouth, MA
9. Dr. Angelos Stavrou, Computer Science Department, George Mason University, Fairfax Drive, Arlington, VA
10. Dr. V. Govindarajan, Visiting Fellow, Harvard Business School, Cambridge, MA
11. Dr. Tom Breur, Vice President, Data Analytics, Cengage Learning Inc., Boston, MA
12. Dr. Ki Becker, Professor, Department of Administrative Sciences, Boston University, Boston, MA
13. Dr. Gianpiero Lugli, Professor of Retail Marketing; Dean of Faculty, University of Parma, Parma, Italy
14. Dr. Jack McCann, Professor, Tusculum College, Greenville, TN, USA
15. Dr. Geetha Duppati, Associate Professor, Waikato University, New Zealand
16. Dr. Narender Rao, Professor of Finance, North Eastern Illinois University, Chicago

*Some more participant names from Industry are yet to be included in the Advisory Board*

**PROFILE OF CONFERENCE PARTNER INSTITUTES**

**About International Management Institute (IMI) Bhubaneswar**

International Management Institute (IMI) Bhubaneswar was established in 2011 to carry forward the legacy of IMI Delhi, India’s first corporate sponsored Business School, founded in 1981 in collaboration with IMI Geneva (now, IMD, Lausanne). IMI Bhubaneswar draws sustenance through creation, dissemination and application of knowledge which integrate seamlessly with each other to translate into research, teaching and training for our stakeholders. Nested in an ecologically invigorating ambience, IMI epitomizes a “gurukul.” IMI B currently offers two-year full-time Post Graduate Diploma in Management (PGDM) and PGDM (WE) for working executives. The state government of Odisha recognizes IMI Bhubaneswar as a premier institution for recruiting executives for State Public Sector Units (SPSU). The National HRD Network of India has acknowledged IMI Bhubaneswar as an emerging institution of repute.

**About EGADE Business School, Mexico City**

EGADE Business School is the graduate business school of Tecnologico de Monterrey, a university recognized throughout Mexico, North America, and Latin America for the development of entrepreneurial and globally competitive leaders who create and sustain value. The School has locations in Monterrey and Mexico City and has three international accreditations comprising AACSB, EQUIS, and AMBA. It has developed a robust reputation based on the quality of its graduates, its innovative educational model, high-quality instruction and research achievements, and the global nature of its academic programs. EGADE Business School is a community of minds, internationally recognized faculty, talented students, successful alumni, distinguished business leaders, and prestigious international academic partners.
About Venue

International Management Institute is located in Bhubaneswar and very close to Popular Tourist Place Puri, Lake Chilika and Konark (Black Pagoda)

Bhubaneswar

Bhubaneswar is often called the ‘Temple City of the East.’ The imposing spire of the Lingaraj Temple, the quiet beauty of the Viswa Shanti Stupa in Dhauli and the pink translucence of the Mahavira Jain Temple in nearby Khandagiri, inspire feelings of wonder at their sheer beauty and their cross-cultural permutations. The temples have stood testimony to the area’s history, which spans 25 centuries.

Other Popular Tourist Places around Bhubaneswar:

Puri

Counted among the most sacred pilgrim centres for Hindus in India, the destination is a seat of Lord of Universe, Jagannath, as per testimony of Skanda Purana. Honoured with the famous Jagannath shrine, the spiritual city is also known as Jagannath Puri. Besides, the destination is a repository of art and architecture of India with ruins and testaments belonging to the period from 3rd Century B.C. to 17th Century A.D.

Chilika Lake

Speared over an area of 1100 sq.km, the Chilika is Asia’s largest brackish water lake. Home of millions of colorful birds throughout the including migratory birds who descends on it from as far off as Siberia in winter and cavorting Irrawaddy Dolphins. Dotted with numerous islands, Chilika can be best enjoyed from Barkul (100 km from Bhubaneswar) and from Satapada (50 km from Puri).

Konark

The Sun temple at Konark, poetry in stone and a World Heritage Monument is often described as the grandest achievement of the Eastern school of architecture. This 13th Century AD architectural marvel in stone designed as a chariot of the Sun God with 12 giant wheels fixed on either side, whirled by seven horses in the translation of a Rig Vedic allegory in stone.

Conference Venue:

International Management Institute,

Conference Convener:

Dr. Sourabh Sharma
IDCO, Plot # 1, Gothapatna, Mobile: 08984807252
PO: Malipada, Dist: Khurda, Dr. Manit Mishra
Bhubaneswar- 751003, Odisha Mobile: 09437306036