



DEPARTMENT OF COMMERCE, JESUS AND MARY COLLEGE

PRESENTS

# INTERNATIONAL CONFERENCE

20-21 JANUARY'22



## SUB-THEMES

- Strategies for Corporate Responsibility including Environmental Sustainability
- Financial Transparency, Fintech and Integrated Reporting
- MSMEs: A Futuristic Approach
- Start-Up Ecosystem
- Business Communication, Marketing Strategies and Media
- Cultural Environment of Business and HR Strategies
- Logistics and Supply Chains
- Women in Business

## EVOLVING BUSINESS STRATEGIES IN A TRANSFORMING GLOBAL ENVIRONMENT

### LAST DATE OF ABSTRACT

### SUBMISSION

**15 OCT'21**

Abstract should not

exceed **250** words

All extracts to be submitted on  
[commerce\\_conference@jmc.du.ac.in](mailto:commerce_conference@jmc.du.ac.in)



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International Conference

On

**Evolving Business Strategies in a Transforming Global Environment”**

**January 20-21, 2022**

Organized by

*Department of Commerce, Jesus and Mary College*

### **Concept Note**

The world is witnessing unprecedented changes in the environment, in technology, in the economy and in society. ‘Business as usual’ is no longer acceptable, and the pertinent question is how long can humanity continue pursuing consumption and growth predicated on ever-increasing efficiency. The Coronavirus pandemic has amplified concerns about the highly digitized, interconnected and vulnerable state of the global economy, the relationship with nature and the prospects for each living being on this planet, including people, to survive and to thrive.

To navigate and survive the coming decade of transformative change, every business will need to harness all the ingenuity, creativity and imagination they can muster. Corporate leadership and entrepreneurs will be required to steer their businesses towards a new model of prosperity, based on green and regenerative principles. It is time for leaders in business to overhaul their purpose, plans and strategies for this new context and explore different futures, engage with new partners and create space for experimentation. With so much at stake, clinging to business-as-usual is not just risky, but a narrow and irresponsible approach. The only way to prepare for the future is to explore how companies can transform their future strategies to be more compatible with challenges as cyber security, human security, ethical principles and financial transparency.

The primary objectives of this Conference are:

- a) to provide an overall perspective of international business (addresses worldwide developments, foundations for international business, and the cultural context for managing in a global environment);
- b) to introduce, analyze, and describe a human side of international business (communication, motivation, and leadership);
- c) to identify main challenges and opportunities in terms of the international business horizons (ethics, social responsibility, and the future of the international business)

Based on the above-mentioned objectives, this conference is organized in three main thematic areas:

- Transforming business environment: Interface with the State
- The human side of business
- Main challenges and opportunities in terms of the business horizons-global and national.

The Sub-themes for paper submissions are:

1. Strategies for Corporate Responsibility including Environmental sustainability
2. Financial Transparency, fintech and Integrated Reporting
3. MSME's: A Futuristic approach
4. Start-up Ecosystem
5. Business Communication, Marketing strategies and Media
6. Cultural environment of business and HR strategies
7. Logistics and supply chains
8. Women in business

Important Dates:

- Abstract Submission deadline: 15<sup>th</sup> October, 2021
- Notification of acceptance: 25<sup>th</sup> October, 2021
- Submission of Full Paper: 10<sup>th</sup> December, 2021
- Papers sent to Reviewers and Comments received: 5<sup>th</sup> January, 2022
- Submission of revised papers before conference: 15<sup>th</sup> January, 2022

Awards:

The best paper of each thematic session would be awarded.

All paper presenters would receive a certificate of participation.

**The abstracts have to be submitted on [commerce\\_conference@jmc.du.ac.in](mailto:commerce_conference@jmc.du.ac.in)**

Publications:

Selected papers would be published in the form of a volume through an international publisher or a publisher of repute.