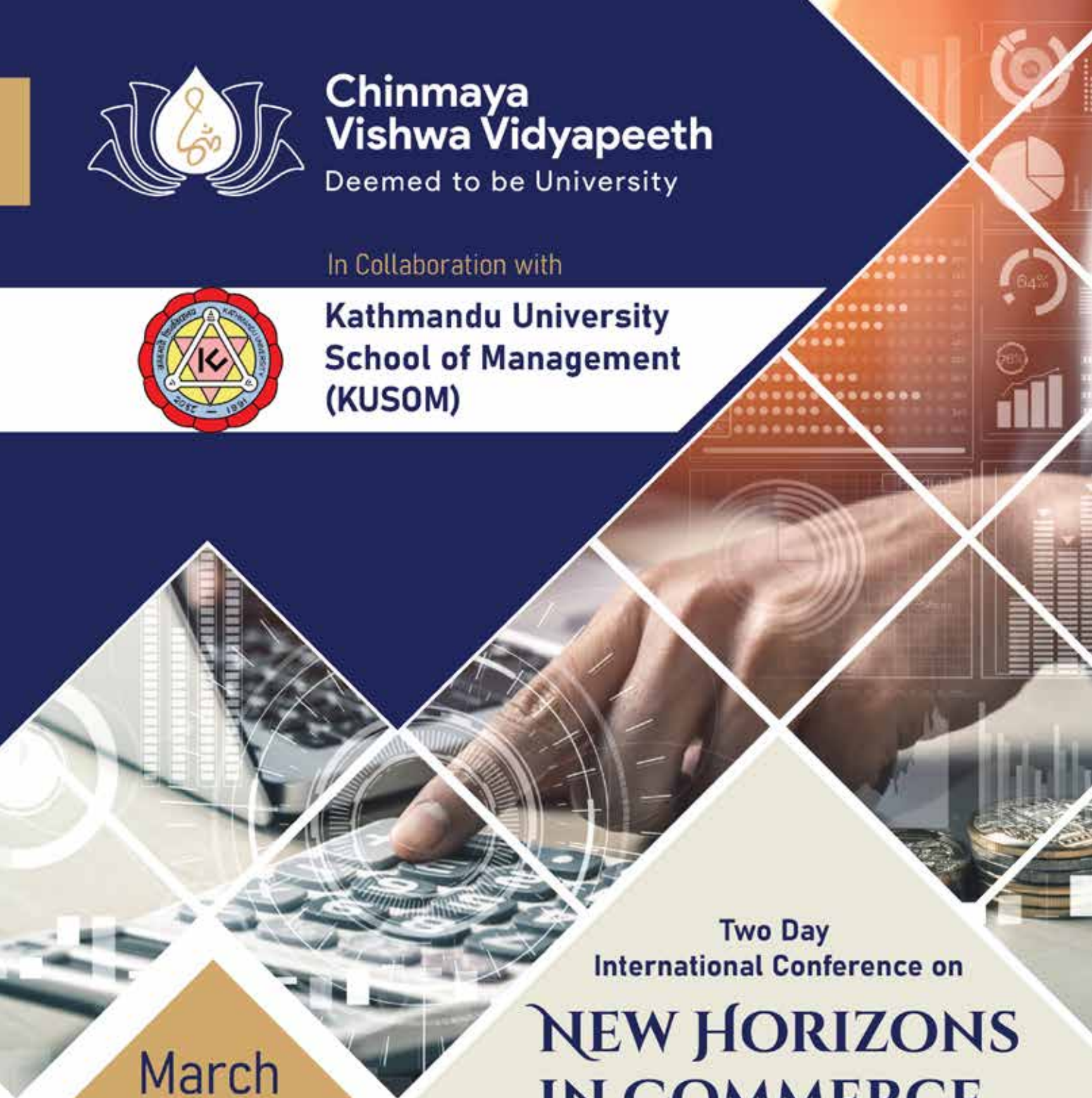
Chinmaya Vishwa Vidyapeeth

Deemed to be University

In Collaboration with

Kathmandu University School of Management (KUSOM)



Two Day
International Conference on

NEW HORIZONS IN COMMERCE, ECONOMICS & MANAGEMENT

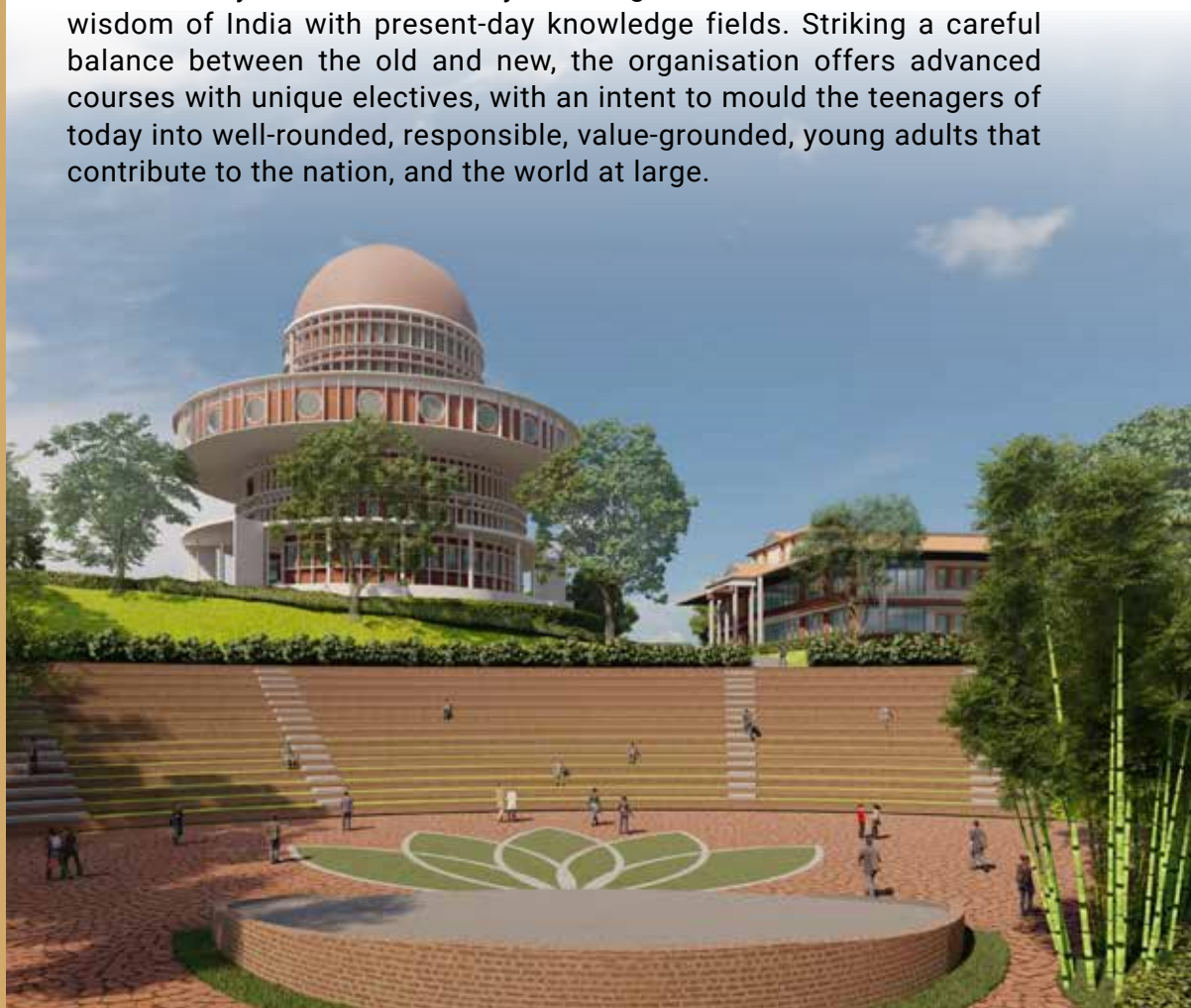
March
15-16
2024

Organised by
School of Contemporary Knowledge Systems
Chinmaya Vishwa Vidyapeeth – Deemed to be University
Warriam Road Facility, Ernakulam South P.O, Kerala-682016-India
☎ +91 62 82 48 1049, ✉ cks.ic@cvv.ac.in

Chinmaya Vishwa Vidyapeeth

Chinmaya Vishwa Vidyapeeth (CVV) is a deemed to be university under the ‘de novo’ category recognised by the University Grants Commission (UGC). The university was established in 2016 by the Chinmaya Mission, a worldwide organisation founded by Swami Chinmayananda, and is in Ernakulam, Kerala, India. It has its headquarters at the Chinmaya International Foundation (Adi Sankara Nilayam, Ernakulam) known as Chinmaya Eswar Gurukula (CEG) and has been established as a torchbearer for the preservation of India’s cultural heritage and knowledge traditions through higher education. For providing better infrastructure and campus life, the campus has two facilities in addition to its headquarters: Chinmaya Prajna Prathishthanam (CPP) facility, which is in the heart of Kochi city, on Warriam Road and Chinmaya Lalitha Pratishthanam (CLP) facilty which is at Onakkoor near to Piravom. The university aims to create a new generation of scholars and researchers who can contribute to the development and dissemination of knowledge with a global mind that is rooted in India’s rich cultural heritage.

Founded on the principles of purity, practicality, spirituality, and innovation, CVV aims to inspire the world with diversity, integrity, sustainability, and excellence by blending the ancient and time-tested wisdom of India with present-day knowledge fields. Striking a careful balance between the old and new, the organisation offers advanced courses with unique electives, with an intent to mould the teenagers of today into well-rounded, responsible, value-grounded, young adults that contribute to the nation, and the world at large.



School of Contemporary Knowledge Systems

The School of Contemporary Knowledge Systems facilitated at Warriam Road, Kochi is offering programmes like PhD, BCom (Honours) with ACCA and BBA(Honours). A common and unique feature of all these programmes is the blend of modern streams of knowledge with traditional Indian Knowledge Systems. The programmes inculcate ethical values in education so that students can lead an honest life.

The Doctoral Program of the school is designed to develop outstanding education researchers with wide range of research skill, in depth knowledge and practical expertise in various domains of Commerce, Management, Economics and Indian Knowledge Systems. The school also facilitates inter-disciplinary research to inculcate the relevance of Indian scriptures to modern-day management.

The B.Com (Hons.) programme prepares students to take up professional roles such as Financial Analyst, Accounts officer, Investment banker, Tax practitioner, Auditor, Entrepreneur, etc. CVV has tied up with The Association of Chartered Certified Accountants (ACCA). One of the unique features is that all the ACCA papers have been aligned with the curriculum of the B.Com programme in CVV. A student pursuing B.Com (Hons.) programme can avail a 9-paper exemption which is the highest number of paper exemptions from the ACCA examination.

The BBA (Hons.) programme is designed to produce quality managers and entrepreneurs for careers in public, private, non-profit, and other sectors of the economy. The programme equips the students with key functional inputs, essential business communication skills, and prepares them either to take up their first corporate job or to pursue higher education in a chosen subject of specialisation. The BBA (Hons.) degree prepares students for a wide variety of positions within an organisation, such as company manager, entrepreneur, investment banker, private equity manager, strategic consultant, etc. BBA (Hons.) graduates are also of interest to NGOs, the public administration, and many other international organisations and institutions.







Kathmandu University

Kathmandu University (KU) stands as a prominent institution of higher learning in Nepal, established as an autonomous, not-for-profit, self-funding public institution through an Act of Parliament in December 1991. Dedicated to upholding academic excellence across a range of classical and professional disciplines, KU's mission is "to provide quality education for leadership," with the vision to "become a world-class university devoted to bringing knowledge and technology to the service of mankind."

Kathmandu University School of Management

Kathmandu University School of Management was established in August 1993, the School, is popularly known as KUSOM, has been a trailblazer in the field of education in Nepal. It proudly holds the distinction of being the first school to introduce a graduate program at Kathmandu University and the pioneer in initiating the Master of Business Administration (MBA) program in the nation, adhering to international design principles and structures. With two decades of unwavering commitment to excellence, KUSOM continues to maintain its esteemed position as the leading business school in Nepal, consistently ranking as the best in various B-School ratings. It has become the preferred choice for those seeking management education and employers seeking top-notch management graduates, as reflected in its impressive program selection ratios and consistently high placement rates. The school sets the benchmark for quality in management education, while its graduates serve as valuable assets, contributing their managerial, entrepreneurial, and intellectual skills to the growth and success of numerous business, development, and academic endeavours across the country.



About the Conference

The fields of business, economics and management are constantly evolving, and it is essential to keep up with new developments. International Conference on these fields provide a platform to explore potential new horizons. With rapid technological advances, pressure to implement sustainability, the need for flexible strategies in the face of disruption, and a changing economic landscape, several emerging trends need to be considered.

The conference" New Horizons in Business, Economics and Management" is an academic event that brings together researchers, scholars, and experts in the fields of business, economics, and management. It serves as a platform for the exchange of ideas, research results and ideas related to unexplored areas of these industries. Topics covered often include emerging trends, innovation strategies and the latest research developments in business, economics, and management.

The highlights of the conference organising by the school is the field research and discussion on the Indian Knowledge Systems (IKS) also pushed up, which is inevitable in the current context. The conference provides opportunities to connect, collaborate and promote a deeper understanding of the challenges and opportunities in these fields. It is a valuable event for anyone interested in staying updated on the latest advancements in commerce, economics, and Management.

Conference Objectives

- Generate and disseminate ground-breaking ideas and concepts.
- Promote inter-disciplinary areas of research in economics, commerce, and management.
- Promote and share research thoughts in the field of economics, commerce, and management.
- Exploring Commerce, Economics and Management through the lens of Indian Knowledge System.

CONFERENCE TRACKS

1. Economics & Finance

- Public-Private Partnership
- New paradigms in Banking
- Foreign Direct Investment: Policies and flows
- Foreign Institutional Investors: Role and impact
- Financial Inclusion and growth
- Wealth Management
- Financial markets and their operations
- Macroeconomics and Monetary Economics
- Project and Program Management
- Regulatory Institutions: Management and Reform
- Taxation: Policies and Practices
- Institutions, Governance and Prosperity

2. Geopolitics

- India and International Relations
- Indian and China-bilateral relations on trade and Politics
- G20 Presidency and Impact on International
- India's standing in SAARC.
- Relations with EU, USA, and Gulf Countries
- SAARC countries and Relationships in the perspective of Economic and Trade
- India's stand on Regional Cooperation and Economic Partnership (RCEP)
- Regional Trade Agreement: Opportunities and Challenges
- Free Trade Agreement (FTA) and International Relations

3. General Management

- Knowledge Management
- Digital Transformation in Marketing
- Paradigm Shift in Consumer Behavior
- Impact of social media
- Entrepreneurship and Startups.

- Automation in Advertising
- Changing Role of Human Resource Management
- E-commerce: Scope and New Trends
- Operations Excellence

4. Banking

- Insolvency and Bankruptcy Code (IBC) 2016
- SARFAESI Act 2002
- Development Banks
- Investment Banking
- Islamic Banking and Finance
- Anti- Money Laundering and Impact on Banking
- Profit Loss Sharing System

5. Sustainable Development

- Sustainable Development and Indigenous Peoples
- Building Institutions for Sustainable Development
- Equality, Equity and Development
- Conflict, Security and Development
- Energy Conservation and Access
- Climate Finance
- Legal environment and It's Impact on the Economy
- Ethics, CSR, and Social Justice

6. Commerce and Management -Perspectives from IKS

- Chanakya's Philosophy and It's Relevance to the 21st century Theories and Practices
- Introduction to Traditional Knowledge Intellectual Property & People's Rights
- IKS approaches for management of water resources, weather, and climate change.
- Evidence based music and dance interventions and their relevance in contemporary world.
- Integrating Indian Knowledge System in Commerce and Management Education



- Indian Knowledge System and tradition-perspectives on Economics, Commerce management and governance
- Arthasastra and its relevance in the 21st century
- Health, wellness, and psychology: Indian and International perspectives
- Traditional Indic practices of water and environmental conservation

- IKS in the National Education Policy
- Dharma and decision making - contextuality.
- Kautilya's philosophy and Indian Foreign Policy
- Kautilya & Contemporary India: Dynamics of International Trade
- Wealth in ancient Indian Thought
- Public Finance in Indian Thought
- G-20 theme: Vasudhaiva Kutumbakam
- Sustainable practices in agriculture and Food preservation
- Indic traditions of architecture, design, and planning: reflections on contemporary Indian Marketing
- Arthasastra and Circular Economy

The themes are not limited to the above sub themes

PARTICIPANTS

Foreign Delegates Industry Professionals Academicians Research Scholars Students

AUTHORS GUIDELINES

1. **Paper Format:** Single Column, A4 Size and 1.5 line spacing
2. **Font Style:** Times New Roman (size 12)
3. **Paper limit:** not exceeding 10 pages including all tables, figures, and reference (APA 7th Edition)
4. **First page:** Title, Author(s) Name(s) and Affiliation(S) with contact email id and postal address
5. **Second page onwards:** Title, Abstract (limited with 250 words), Keywords(s) followed by the main text with Introduction, Literature review and Research Gap, Research problem and Significance of the study, Research methodology, Analysis and interpretations, Conclusions, Suggestions and Reference as per APA style (7th edition).
6. Articles will be reviewed by the editorial board and only those approved by reviewers will be selected for the presentation at the conference. For accepted papers, one of the authors must present the paper in online or offline mode. Please note that all the research paper presenters will be issued an electronic certificate.
7. The paper will be reviewed by the editorial board and only those approved by the reviewers will be selected for the conference presentation. For accepted papers, one of the authors is expected to present the paper either in Online or Offline mode. Please note that E-certificate will be issued to all the research paper presenters.

PUBLICATION OPPORTUNITIES

- The Abstract of all research papers will be published in the conference proceedings with ISBN. The conference also helps to associate with several high- quality global journals to provide conference delegates with publishing opportunities. Peer-reviewed articles will be selected for Scopus, Web of Science, ABDC, UGC CARE List, ISBN Journals, Book chapters from reputable organizations with which the university has collaborated. Delegates will be informed based on comments received. High quality conceptual and analytical articles are

preferred by reputable journals and incur a processing fee. Authors should ensure the plagiarism is below 10 percent.

IMPORTANT DATES

Deadline for submitting abstract	30-Dec-2023
Notification of Abstract Acceptance	15 days after submission
Deadline for submitting Full paper	31-Jan-2024
Registration open till	14-Mar-2024
Conference date	15th and 16th March 2024

REGISTRATION FEES

DETAILS	OFFLINE MODE	ONLINE MODE
Foreign Delegates	$100	$100
Industry Professionals	₹2,000	₹1,500
Academicians	₹1,500	₹1,000
Research Scholars	₹1,250	₹750
Students	₹750	₹500

REGISTER HERE

For Info/Paper Submission: cks.ic@cvv.ac.in

PAYMENT DETAILS

Name of Beneficiary: Chinmaya Vishwa Vidyapeeth CU A/c CEG

Name of Bank: HDFC Bank, **Branch:** Pepathy Jn., Ernakulam

A/c No: 50200027727252, **IFSC Code:** HDFC0001519

Swift Code: HDFCINBBXXX

SPECIAL NOTE

- Registration fee includes conference kit, lunch refreshments and Certificate.
- Co-authors should register separately.
- Out-station participants would be provided accommodation upon request with a minimal charge.
- Duty Certificate will be provided as per request.
- From the full papers received, best papers will be selected and awarded at Valedictory session.

PANEL DISCUSSION BY NATIONAL AND INTERNATIONAL EXPERTS

Day-1

Panel 1 RBI's National Strategy for Financial Inclusion

Panel 2 Transforming our India, the 2030 agenda for sustainable development

Day-2

Panel 1 'Dharma' in Indian Economic thought

Panel 2 ESG a gateway to sustainability

INTERNATIONAL ORGANISING COMMITTEE

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Prof. Dr. Bhola Thapa, Vice Chanceller, Kathmandu University

Prof. Devi Prasad Bedari, Dean - Kathmandu University School of Management

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Prof. Sunitha Grandhee, Dean of Life-Long learning and Wellness, CVV

Chairpersons

Dr. Ambily A.S, Head – School of Contemporary Knowledge Systems, CVV

Prof. Dr. Binod Krishna Shrestha, Kathmandu University School of Management

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Student Coordinators Ms. Devika Krishnan and Mr. Ashuthosh Srinivasan

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Conference Convener, School of CKS

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