



International Conference

on

**Inclusive Development through Social Innovation:
Opportunities and Challenges**

February 28, 2020 (Friday)

Venue: Seminar Hall, AIMT Campus

Organized by

ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(NAAC Accredited; Affiliated to GGSIP University) Delhi

About the Conference

Innovation is currently deemed to be the most important and dynamic factor elucidating growth and development. At the same time, the traditional view considering innovation as having to be commercialized at any price is being challenged. Recently, there has been rising interest in social innovation to reduce inequality in the society. Social innovation includes the social processes of innovation, such as open source methods and techniques and the innovations which have a social purpose—like activism, online volunteering, microcredit, or distance learning etc. There are many definitions of social innovation, however, they usually include the broad criteria about social objectives, social interaction between actors or actor diversity, social outputs, and innovativeness (The innovation should be at least “new” to the beneficiaries it targets, but it does not have to be new to the world). These ideas are created with the goal of extending and strengthening inclusive development of the society. The main argument about social innovation is that it has the potential to effect change in conventional sectors of the economy and society. These sectors include government and the public sector, not-for-profits, as well as the for-profit sector. At the same time, by its very nature, social innovation does not imitate to the well-ordered sectors instead it often intersects and overlaps sectors. To address these concepts, constant exchange of ideas and information between research groups became necessary. This conference focuses on the link between inclusive development and social innovation. It takes the locus that the call for inclusive development through social innovation is the greatest need to humanity of our time.

AIMT intends to bring academicians, practitioners, researchers, and industrialists from all across the globe at one platform to discuss issues, challenges & opportunities and share ideas, perspectives, researches and experiences on the current issues and future prospects in the domains of inclusive development, and social innovation in the dynamic business environment.

About AIMT

Army Institute of Management & Technology (AIMT), Greater Noida was established by Army Welfare Education Society (AWES) in Aug 2004 to cater for the increasing need of professional education for the wards and widows of Army personnel. Army Institute of Management Technology has been ranked 35 in the latest National Institutional ranking by the Ministry of Human Resource & Development, Government of India

A NAAC Accredited; ISO 9001: 2015 Certified Institute, AIMT is affiliated to Guru Gobind Singh Indraprastha University, Delhi which has awarded ‘A’ Grade status to the Institute. Equipped with all modern learning tools/facilities, the Institute aims to provide top class management and education to the students.

Objective

The objective of this conference is to discuss, debate, deliberate and to bring more clarity and structure to the field of social innovation and inclusive development in the present contemporary scenario. The conference also aims to present the research findings on the theme in various areas of functions namely; Marketing, Finance & Economics, Human Resource Management, Operation & Supply Chain Management, Organization Behavior, Business Ethos & Environmental, Social & Corporate Governance to a larger audience consisting of students, academicians, researchers and corporate executives.

Conference Format

- The programme will include plenary session led by prominent guest speakers pertaining to the main issues of the “*Inclusive Development through Social Innovation: Opportunities and Challenges*” and will continue with presentations of selected papers divided into parallel technical sessions.
- Each session will consist of a minimum of 3 papers, with presentation, discussant remarks and open discussion.

Sub-Themes

In the context of social innovation and inclusive development, we invite research work contribution in different management domain areas related to Marketing, Operations & IT, Finance, HR and General Management. We cordially invite academics, researchers, corporate executives as well as students, to submit theoretical, empirical, applied, or policy-oriented research papers dealing with the theme of the conference.

- Customer Experience, Engagement & Relationship Management
- Green Marketing & Advertising
- Marketing Analytics, Business Intelligence & Automation
- Retail Marketing and Shoppers' Experience
- Social & Digital Media Marketing
- Tourism & Sports Marketing
- E-Commerce Marketing & Digital Platforms
- Retention strategies in Dynamic Environment
- Conflict Resolution
- Green HRM practices
- Work-life Balance and Stress Management
- HR-Analytics for Sustainable Business
- Spirituality and Religious practices in work culture
- Innovative Economic Strategies for Financial Inclusion
- Crypto Currency & Block Chain
- Digital Banking Practices, Paytm & E-wallet
- Disaster Management
- Responsible Business Practices in Dynamic Scenario
- Social responsibility in International Business
- Happy planet index in corporate world
- Eco design and Green manufacturing
- Intellectual Property Strategy & Management
- Smart City & Urban Planning
- New Product & Service Management through Robotic
- Data Science & Machine Learning
- Robotics & Artificial Intelligence
- Behavioral Operation Management & Industry 4.0

Submission of Papers

- **Nature of the papers**-Conceptual Papers /Empirical Papers /Theoretical Papers /Working Papers/Case Studies (Maximum 25 pages)
- **Format**- MS word, Times New Roman (TNR), Size 12, Line spacing 1.5
- **Cover page**-Title, Author(s), Affiliation(s), Contact Details (Email ID & Phone Number)
- **Abstract & key words** - 1000 words
- All papers should use the standard APA style.
- All Submissions should be accompanied with a brief

Review Process

All the submissions received as per the guidelines given above will be peer reviewed. All papers must contain an abstract of not more than 1000 words which should include: purpose of the research, methodology, major findings, implications & key references. However, papers from practitioners may include business context, analytical problems, proposed solutions & insights. Author should clearly mention under which subtheme they want their paper to be considered. All submissions should be done in the below mentioned email address. The acceptance of the paper for the presentation in the conference will be conveyed to the Author(s).

Important Dates

Submission of Abstracts (Max. 1000 words)	December 20, 2019
Confirmation of the acceptance of Abstract	December 26, 2019
Full paper submission	January 10, 2020
Last date of Registration	February 10, 2020

Conference Proceedings

Contributions will be selected based on peer review by the expert committee consisting of reputed academicians, well-known practitioners and subject experts for AIMT Journal of Management for wider dissemination of the deliberations. After the peer review process, the authors are required to incorporate the suggestions of the expert committee, before the paper could be selected for final publication. To submit a manuscript, send a mail to conference@aimt.ac.in

Registration Fees

Corporate Delegates	INR 1500
Faculty	INR 1000
Paper Presentation in Absentia	INR 1500
Students/ Research Scholars	INR 500

**In case of multiple authors, separate registration will be required.*

Management Committee

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