

INTERNATIONAL CONFERENCE

BUSINESS PERSPECTIVES IN THE VUCA WORLD AND START-UP ECONOMY

Organized by : Faculty of Management & Commerce



10-11 August, 2023

About University

Medi-Caps University is one of the brand names in the arena of Management Commerce & contributes in making Indore an educational hub. Since its inception in July 2000, the group consistently aims at creating an ideal ambience for budding managers & technocrats and helping them grow like professionals. The main strength of Medi-Caps University is its highly qualified faculty. We have optimal blend of academic brilliance and industry exposure.

About Conference

This International Conference will be an assemblage of intellectual minds from academia and industry and will provide an excellent international platform to all the authors for sharing their knowledge and research findings in the areas of the recent developments in the changing business environment in the Volatile, Uncertain, Complex and Ambiguous (VUCA) World. The scope of the conference covers all theoretical and practical aspects of changing the Business Environment of recent scenario.



Publications

Selected papers shall be published in UGC Care Journals / Medi-Caps Journal of Management Science (ISSN 2319944X), ISBN edited book



Important Dates

Abstract submission: July 25, 2023

Full-length paper submission: July 31, 2023



Registration Fees

Research Scholar: Rs. 750

Faculty: Rs. 1000

International Participants:

Developed Countries \$ 100

Developing Countries \$ 20



Payment Mode

Name of Account: Administrator Medicaps University

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REGISTER
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VUCA

THEME OF CONFERENCE

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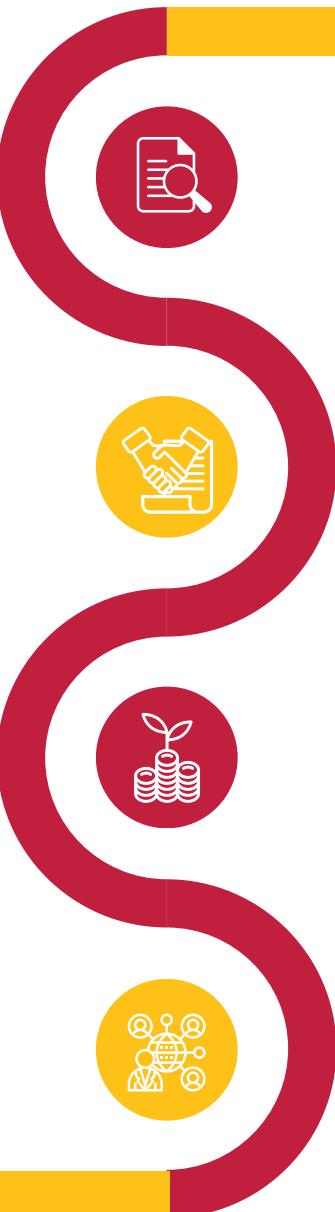
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Theme 1: Finance & Economics

- Risk management in the VUCA: World Finance
- Financial Management
- Financing Innovations and Start-up ventures.
- Fin-tech.
- Stock Exchange Performance.
- Banking Challenges and NPAs
- Social Banking and Micro-finance
- Health & Health Care Challenges in VUCA world
- Anticipating corporate risks
- Building agility across the various finance functions
- Financial distress and crisis

01

Theme 2: Human Capital Development and Organizational Behavior

- Leadership Styles in the times of VUCA
- HR transformation to lead in VUCA
- Organizational Behavior
- Employee Engagement in times of crises
- Issues of burnout, Mental Health issues & Occupational Stress
- Global talent Mobility.
- Gender equality and SDG attainment
- Leadership and Sustainability
- Sustainable health systems and Crises handling
- Knowledge Management
- Talent Management and Employee engagement
- Organizational Learning in a VUCA environment

02

Paper Guidelines

- Abstract: 250- 300 Words
Full Length Paper: 2000-3000 words excluding title
Font & Line spacing: Times New Roman, Font Size 12, Single line spacing
Title page: Title, Author(s), Affiliation, Contact no. & Email
Keywords: 3 to 5
Referencing: APA Style

VUCA

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Theme 3: Marketing Management

- Marketing Management
- Marketing Communications
- Marketing Communication and Social Health Behaviour
- Branding Practices and Brand Architecture.
- Changing dynamics of new Supply Chain models
- Isolated but Connected customers: the new CRM perspective
- Consumer behaviour
- Demands of the new e-Marketplaces
- Creativity & Innovation in the digital economy
- Product Innovations in VUCA environment
- Brand marketing in VUCA world

03



Theme 4: Entrepreneurship and Innovation

04

- Entrepreneurship Opportunities.
- Social Innovation and Entrepreneurship, Sustainable Entrepreneurship
- New Technology Entrepreneurship
- Women Entrepreneurship, Rural Entrepreneurship, Green Entrepreneurship
- Entrepreneurship Education- Role of Universities and University Incubators
- Government policies to promote entrepreneurship in times of crisis
- Impact of digital innovations, policies and strategies on Healthcare in India
- Make in India campaign: Innovation and technology towards Atmanirbhar Bharat.
- Innovative approaches in applied sciences and socioeconomic development
- Innovation in Conservation of natural resources and biodiversity
- Innovation in Sustainable farming system vis-a vis climate change





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