



**JAIN**  
DEEMED-TO-BE UNIVERSITY

**International Conference on  
BUILDING RESILIENCE FOR  
SUSTAINABLE INDUSTRY 4.0:  
A SOCIOLOGICAL,  
ECONOMIC,  
TECHNOLOGICAL AND  
MANAGERIAL INTEGRATION**

*In collaboration with  
Veleučilište U Požegi, Pozega, Croatia  
& Erasmus+*



**Erasmus+**



**Veleučilište u Požegi**  
STUDIA SUPERIORA POSEGAŃA



**DATE & TIME:**  
**06 MAY, 2022**  
**09:30 AM (IST)**

## **About JAIN (Deemed-to-be University)**

Ranked among the top universities in India and considered a cerebral destination for students worldwide and Bengaluru in particular for its illustrious history of developing talent, JAIN (Deemed-to-be University) is a hub for learning in every sense of the word. JAIN (Deemed-to-be University) is more than a destination for higher learning; it is a community consisting of people from diverse backgrounds, cultures, and nationalities, all coming together in one place to offer you an enriching experience and a fulfilling educational journey. With over six campuses, there is always something new to discover with numerous vibrant fests, societies, seminars, and a fully integrated student community.

## **About Veleučilište U Požegi, Croatia**

Established in 1998, Veleucilište u Požegi, Croatia is a non-profit public higher education institution located in the large town of Pozega (population range of 10,000-49,999 inhabitants), Pozega-Slavonia. Officially recognized by the Agency for Science and Higher Education, Veleucilište u Požegi is a coeducational Croatian higher education institution. Veleucilište u Požegi offers courses and programs leading to officially recognized higher education degrees in several areas of study.

## **About ERASMUS+**

Erasmus stands for European Community Action Scheme for the Mobility of University Students, established in 1987. Erasmus+ is a programme run by the European Union and is managed by agencies in each EU member country, as well as by the Education, Audiovisual and Culture Executive Agency (EACEA) of the EU. The focus of this programme is on four different fields – education, training, youth and sport to improve skills and increase employability.

## **About the Conference**

In an unpredictable and dynamic world, the business environment throws open a plethora of challenges never envisaged before. As a result of the umpteen number of push and pull forces building pressure on business systems, the world stands witness to accelerated technological disruptions, which ironically lead to greater interconnectedness of the global economy with issues like climate change, rising societal disparities and threatening species deletion. Resilience being a cascade of protective processes following exposure to adverse events becomes of utmost importance. The pandemic marks the culmination of a particular turbulent decade. During this period, persistent supply chain disruptions and market dislocations could dampen anticipated economic and business growth.

The economies and societies face an eclectic array of risks. Some acute shocks may be challenging to predict, while others may result from the chronic build-up of vulnerabilities, such as the imbalances and distortions in markets shaped by policy and regulatory choices. Building resilience across economies calls for a systematic policy approach to prevent the build-up of vulnerabilities, reduce exposure to shocks, absorb shocks when they occur, and recover rapidly and sustainably from these shocks through adaptation and transformation. The need of the hour as practising facilitators and educators is to provide the international stage for our community to analyze the scenarios and represent how they see the future, what they see in the future, what their real-time challenges are, and what are some strategies employed to strike a balance and more.

## Keynote Speakers



**Dr. Berislav Andrić**

VICE DEAN, VELEUCILIŠTE  
U POŽEGI, CROATIA



**Dr. Marko Šostar**

ERASMUS+  
PROGRAM COORDINATOR,  
VELEUCILIŠTE U POŽEGI,  
CROATIA



**Prof. A. Chamaru De Alwis**

PROFESSOR, FACULTY OF COMMERCE &  
MANAGEMENT UNIVERSITY OF KELANIYA,  
SRI LANKA

## Patrons



**Dr. Chenraj Roychand**

CHANCELLOR



**Col (Hony.) Dr. N Sundararajan**

PRO CHANCELLOR



**Prof. Raj Singh**

VICE CHANCELLOR



**Dr. Easwaran Iyer**

PRO-VICE-CHANCELLOR



**Dr. J Letha**

PRO-VICE-CHANCELLOR



**Dr. N.V.H. Krishnan**

REGISTRAR



**Prof. Sridhara Murthy**

DIRECTOR - ACADEMIC AND  
PLANNING



**Mr. Tom Joseph**

DIRECTOR - NEW INITIATIVES  
JAIN (DEEMED-TO-BE UNIVERSITY)



**Dr. K Madhukumar**

JT. CONTROLLER OF EXAMINATIONS



**Dr. R Satikumar**

HEAD ADMINISTRATION

# Tracks and Track Chairs

*\*All tracks will be organised in a hybrid mode. Please note the zoom link ID for the concerned track is as mentioned below.*

## Track 1: Managerial practices and challenges in building resilient businesses

**Chair:** Prof. A. Chamaru De Alwis, Ph.D, Professor,  
Faculty of Commerce & Management,  
University of Kelaniya, Sri Lanka  
Hareesh N. Ramanathan, Ph.D, Associate Professor,  
Cochin University of Science & Technology  
<https://zoom.us/j/91442288171>

## Track 2: Reinventing business models for sustainable commerce

**Chair:** Katarina Štavlić, Ph.D, Veleucilište u Požegi, Croatia  
Sreekumar. K, Ph.D, Head, Department of Commerce,  
JAIN (Deemed-to-be University)  
<https://zoom.us/j/93753410450>

## Track 3: Integrated markets and triggering socio-economic dimensions

**Chair:** Mirjana Jeleč Raguž, Ph.D, Veleucilište u Požegi, Croatia  
Resmi C.P, PhD, Head, Department of Humanities &  
Social Sciences, JAIN (Deemed-to-be University)  
<https://zoom.us/j/93173718501>

## Track 4: Victim management imperative in work culture

**Chair:** Prof. Micheal O'Connel, Secretary-General,  
World Society of Victimology, Australia  
<https://zoom.us/j/97210943469>

## Track 5: Emerging technologies and trends: Reach beyond

**Chair:** Kristian Djokic, Ph.D, Veleucilište u Požegi, Croatia  
<https://zoom.us/j/95740071617>

## Track 6: Building resilience for sustainability through mental health

**Chair:** Barbara Pisker, Ph.D, Veleucilište u Požegi, Croatia  
<https://zoom.us/j/98377955994>

## Track 7: Resilience of the blue planet

**Chair:** P.B. Terney Pradeep Kumara, Ph.D,  
Prof. in Oceanography, Department of Oceanography and  
Marine Geology, University of Ruhuna  
Varghese Baby, Ph.D, Adjunct Professor,  
JAIN (Deemed-to-be University)  
<https://zoom.us/j/92029187959>

## Target Participants

Academicians, Research Scholars and students who are keen on presenting their research works and looking forward to benefiting from international session chairs from a global perspective.

## Call for Research Articles/Case Studies

The conference covers a broad range of topics related to “Building Resilience for Sustainable Industry 4.0: A Sociological, Economic, Technological and Managerial Integration”. Research paper and case studies submissions are invited to the seven tracks.

### Publication Opportunities

*Selected full papers from each track will be published in a theme-based book with ISBN by a reputed publisher. The books will be released and available on online merchandise stores like Amazon and Flipkart.*

## Guidelines for Paper Submission

1. All papers submitted for the conference should contain original research that has not been previously published, presented or scheduled for presentation or publication.
2. Submission of the abstract must be a minimum of 200-300 words made in Microsoft Word format to the Conference Co-ordination Committee, not later than midnight of April 20, 2022.
3. The author(s) must clearly mention under what theme of the conference; the abstract is to be included. All abstracts will be double-blind peer-reviewed and only those approved by the reviewers will be selected.
4. Do not include any author detail on the abstract page. All abstracts must include the following details on the covering page: Title, Name, Email id, Author affiliation, Designation, Mobile No.
5. Page layout – spacing, font style and size - Times New Roman, 12-point, line spacing - 1.5, margin: 1 inch. In-text citations and references should be strictly in APA-6 or 7 format only.
6. Abstract must be the original work of the author. If plagiarism is found to be 20% or more the paper will be rejected.
7. Authors will be notified of acceptance of their submission by midnight on 22 April 2022.
8. Submit your abstract to the following E-mail address:  
[brsi\\_2022@jainuniversity.ac.in](mailto:brsi_2022@jainuniversity.ac.in)

## Best Research Paper Award

One selected paper from each track would be eligible for "BEST PAPER AWARD".

## Registration

Please click on the following link to register for the conference  
<https://forms.gle/ZK9ZtgdspLB5WfqAA>

<b>International participants</b>	\$100
<b>Academicians/Research Scholars (Indian National)</b>	₹1000
<b>Students (Indian National)</b>	₹500

\*No registration fee for academicians, research scholars and students of JAIN Group of Institutions.

## NEFT Transfer

Name of Account : JAIN UNIVERSITY TRUST

Account Number : 919020076863399.

IFSC Code : UTIB0003426

SWIFT Code : Axisinbb081

Important Dates	
<b>1. Deadline for abstract submission</b>	20 April, 2022
<b>2. Notification of abstract acceptance</b>	22 April, 2022
<b>3. Registration deadline</b>	23 April, 2022
<b>4. Deadline for paper submission</b>	29 April, 2022
<b>5. Notification of final paper acceptance</b>	01 May, 2022



## Organizing Committee:

<b>Conference Chair:</b>	Dr. J. Letha, Pro-Vice-Chancellor
<b>Organizing Secretary</b>	
<b>&amp; Conference Co-Chair:</b>	Dr. Simmy Kurian
<b>Joint Organizing Secretary:</b>	Dr. Kannan Balakrishnan
<b>Co-Chair Commerce:</b>	Dr. Bindu Achamma Koshy
<b>Co-Chair Humanities:</b>	Dr. Revathi K. Sivadas
<b>Co-Chair Data Science:</b>	Dr. Bindu Krishnan
<b>Co-Chair Forensic Science:</b>	Dr. Sharon P. Thomas
<b>Co-Chair Psychology:</b>	Dr. Deepa K. Damodaran
<b>Co-Chair Marine Science:</b>	Dr. Gipson Edappazham

## Scientific Committee

Dr. Bindu Krishnan  
Dr. Bindu Achamma Koshy  
Dr. Gipson Edappazham  
Dr. Felix M. Philip  
Dr. Revathi K Sivadas  
Dr. Sharon P. Thomas  
Dr. Rachel Jyothy Alex  
Dr. Heerah Jose  
Dr. Aswathy R  
Dr. Lekshmi Devi. P

## Publication Committee

Dr. Ann Mary George  
Mr. Pradeep K V  
Dr. Thasni Ali  
Dr. Ritu Raveendran

**Registration Link:** <https://forms.gle/ZK9ZtgdspLB5WfqAA>  
**Zoom Link:** <https://zoom.us/j/96715216738>  
**Webinar ID:** 967 1521 6738



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