



**JAIPURIA INSTITUTE
OF MANAGEMENT**

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

Affiliated to Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow



INTERNATIONAL CONFERENCE ON BUILDING A RESILIENT ECONOMY: POLICIES AND STRATEGIES FOR SUSTAINABLE GROWTH

**SATURDAY,
JULY 06, 2024**

VENUE: JIM CAMPUS, INDIRAPURAM,
GHAZIABAD (INDIA)



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INNOVATION
COUNCIL**
(Ministry of Education Initiative)



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ABOUT THE CONFERENCE

As we stand at the cusp of transformative changes, the global economic landscape is rapidly evolving. The need for sustainable growth and resilience in economies has never been more crucial. The Jaipuria Institute of Management, Indirapuram, Ghaziabad, recognizing this imperative, is proud to organize an International Conference on **"Building a Resilient Economy: Policies and Strategies for Sustainable Growth"**.

This conference seeks to bring together the brightest minds - academicians, industry leaders, policymakers, and visionaries - to delve into the myriad facets of building an economy that is not only robust but also adaptable to the challenges of a rapidly changing world.

In a world where economic dynamics are increasingly intertwined with technological advancements, environmental concerns, and geopolitical shifts, the conference themes have been meticulously chosen to reflect the diverse and interlinked factors that influence economic resilience. From exploring macroeconomic policy frameworks and inclusive economic development strategies to diving into fintech innovation, digital transformation, and resilient financial systems, the conference aims to cover a broad spectrum of topics. The emphasis is on forward-thinking strategies that encompass innovative marketing approaches, brand resilience, and crisis management in the volatile global market.

Additionally, the conference will address crucial areas like skills development for the future workforce, leadership development, and succession planning, recognizing the vital role of human capital in economic growth. The role of emerging technologies and digital transformation in government services will also be a focal point, understanding their impact on efficiency, transparency, and citizen engagement.

The primary objective of this conference is to provide a platform for a meaningful exchange of ideas and best practices, to foster collaboration, and to inspire actionable strategies that will contribute to building a resilient economy. It aims to create a blueprint for sustainable growth that balances economic aspirations with social and environmental responsibilities.

"Building a Resilient Economy: Policies and Strategies for Sustainable Growth" is more than just a conference; it's a confluence of ideas, a symposium of insights, and a starting point for impactful actions. We welcome you to join us in this intellectual journey that holds the potential to influence the trajectory of the economic landscape ahead.

Who
Should
Attend



The conference themes and sessions are relevant to **Research Scholars, Management Students, Academicians** and **Corporate Practitioners**

PUBLICATION OPPORTUNITIES

This conference offers the following publication opportunities:

- International Journal of Tourism Policy, Inderscience (Scopus, ABDC-C)
- Journal of Qualitative Research in Tourism, Edward Elgar Publishing (Scopus indexed)
- JIM QUEST: A bi-annual referred journal of Jaipuria Institute of Management, Ghaziabad (ISSN:0975-6280) (Listed in UGC Care)
- An edited book with ISBN number which will later be submitted for possible Scopus/WoS indexing

SUBMISSION GUIDELINES

Guidelines for Abstract Submission:

Abstracts should not be longer than 600-700 words each, 12 pt. font, Times New Roman, Line Spacing 1.5, summarising the objective of the manuscript. Keywords: Following the Abstract, a list of 5-10 keywords should be included in the manuscript. These keywords should be common indexing terms. Keywords should appear in the manuscript or be related to the main thrust of the manuscript.

GUIDELINES FOR MANUSCRIPT SUBMISSION

All Manuscript Submissions should follow the below requirements:

1. **Length:** The length of the submitted manuscript should fall between 5,500 to 8,000 words and appear in 12pt, single spaced text, left-justified.
2. **Copyediting and proofreading:** Manuscripts should be submitted grammatically and stylistically adequate. It is required that manuscripts be submitted as a copy edited and proofread document, including proper use of the English language, proper grammatical structure, and correct spelling and punctuation.
3. **Quantitative analysis:** All manuscripts should have empirical justifications of outcomes.

Originality of manuscripts- Only original and previously unpublished manuscripts will be accepted for publication. Manuscripts should be submitted as an email attachment in .doc or .docx. The main body of the e-mail message should

contain the title of the paper and the names and addresses of all authors. Manuscripts must be in English.

All manuscripts undergo a double-blind peer-review process. Manuscripts should be stripped of identifying information of the author and co-authors. A cover page should accompany the manuscript and include all contact information for all manuscript authors (affiliation, postal address, email address, and phone number). Manuscripts should include a thorough literature review and adequate reference citations to support the arguments and methodology of the research study (manuscript should include approximately 25-30 references to assert a high level of rigor). All material that is paraphrased or quoted from another source is substantiated with an in-text reference citation. Manuscripts and references must strictly follow APA style.

RESEARCH TRACKS

Manuscripts are invited across the following research tracks-

1. Macroeconomic Policy Frameworks for Sustainable Growth in different sectors

- The role of fiscal and monetary policies in sustainable economic development.
- Strategies for balancing economic growth with environmental sustainability.
- Policies for managing inflation and unemployment in the context of sustainable growth.
- Exploring the role of central banks in maintaining stability and managing economic shocks.

2. Inclusive Economic Development Strategies in different sectors

- Addressing strategies for reducing income inequality and promoting inclusive growth
- Strategies for rural development and agricultural sustainability.
- Gender inclusion in economic development.
- Economic empowerment of marginalized communities.

3. Fintech Innovation and Digital Transformation in different sectors

- Digital currencies and its applications on traditional financial systems
- Role of fintech in promoting financial inclusion
- Blockchain technology and its implications for banking and finance.
- Case studies of successful digital transformation in the financial sector.

4. Resilient Financial Systems and Risk Management in different sectors

- Strategies for building resilience in financial institutions.
- Risk management frameworks in the context of global financial crises.
- Technological innovations in risk management.
- Cybersecurity challenges in the financial sector.

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5. Innovative Marketing Strategies for Economic Growth in different sectors

- Digital marketing trends and their impact on consumer behavior.
- The role of social media in brand building and customer engagement.
- Sustainable and ethical marketing practices.
- Case studies of successful marketing campaigns in emerging economies.

6. Brand Resilience and Crisis Management in different sectors

- Building and maintaining brand equity in turbulent times.
- Strategies for crisis communication and reputation management.
- The role of corporate social responsibility in brand resilience.
- Analyzing the impact of global events on brand perception.

7. Skills Development for Future Workforce in different sectors

- Identifying and nurturing critical skills for the future economy.
- The role of education in preparing a skilled workforce.
- Bridging the skill gap in emerging technologies.
- Case studies of successful skill development initiatives.

8. Leadership Development and Succession Planning in different sectors

- Strategies for cultivating next-generation leaders.
- Best practices in succession planning in organizations.
- Leadership challenges in the digital era.
- The role of mentorship and coaching in leadership development.

9. Innovation in Emerging Technologies in different sectors

- Trends and applications of AI, IoT, and machine learning in businesses.
- The impact of emerging technologies on industry sectors.
- Ethical considerations and societal impacts of new technologies.
- Case studies of successful technology adoption and innovation.

10. Digital Transformation in Government Services in different sectors

- E-governance models and their impact on service delivery.
- Digital initiatives for improving transparency and accountability.
- Case studies of digital transformation in public services.
- The role of technology in enhancing citizen engagement and participation.

Note: Manuscripts within each track have the flexibility to be crafted within diverse frameworks, encompassing areas such as Government Policy, Environmental Economics, International Trade, Energy Sector, Consumer Goods, Retail, Hospitality and Tourism, Financial Services, Technology, Healthcare, Automotive, Banking, and Finance, all aligned with the overarching theme of the respective track.

IMPORTANT DATES

Submission of Abstract	: May 20, 2024
Submission of Full paper	: May 30, 2024
Communication of review	: June 15, 2024
Submission of revised manuscript	: June 30, 2024

REGISTRATION FEE

Categories	National	International
Research scholars / Students	₹1000	\$100
Academics	₹1000	\$200
Industry	₹3000	\$300
Alumnus	₹1000	\$100

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