

St. Francis Institute of Management and Research (SFIMAR)

An Autonomous Institution w.e.f. A. Y. 2024-2025

Approved by AICTE, DTE, Govt. of Maharashtra and Affiliated to University of Mumbai
Accredited with 'A+' Grade by NAAC and MMS Programme Accredited by NBA, New Delhi
An ISO 9001:2015 Certified Institute



and

St. Francis Institute of Management and Research - PGDM

Approved by AICTE, DTE and ISO 9001:2015 Certified Institute

Organises

Pathh 2024

in Collaboration with



University of Mumbai

THEME

“Navigating Global Business: Strategies for Sustainable Innovation in a Dynamic World”

19th Annual International Research Conference

**Knowledge and Publication Partner
MLS of XLRI, Jamshedpur**



22nd June, 2024 (Saturday)

Venue :

St. Francis Institute of Management and Research (SFIMAR)
Gate No. 5, Mount Painsur, S. V. P. Road, Borivali (W), Mumbai

Website : www.sfimar.org

INTRODUCTION

St. Francis Institute of Management & Research (SFIMAR) was established in 2002 by "Society of the Congregation of Franciscan Brothers" to impart quality education in the field of Business Management. It is recognized by DTE, approved by AICTE and has been granted permanent affiliation by the University of Mumbai. SFIMAR is Grade 'A+' accredited by NAAC. It is ISO 9001:2015 Certified by DNV. The Institute offers MMS programme affiliated to the University of Mumbai which is NBA accredited. SFIMAR is also a Ph.D. Research Centre under University of Mumbai offering PhD in Management Studies. SFIMAR is conferred with Autonomous Status by UGC w.e.f. A. Y. 2024-2025.

St. Francis Institute of Management & Research (PGDM) was established in 2012 by "Society of the Congregation of Franciscan Brothers" to impart quality education in the field of Business Management. SFIMAR (PGDM) offers PGDM (General Management) which is a two-year full-time programme approved & recognized by AICTE, New Delhi and DTE, Government of Maharashtra. SFIMAR-PGDM became Standalone Institution from A.Y. 2020-2021 onwards.

ABOUT THE CONFERENCE

SFIMAR, a dedicated promoter for research and knowledge dissemination, takes immense pride in hosting Pathh, its Annual International Research Conference. This gathering serves as a platform for thought leaders, corporate professionals, academicians, scholaris, and researchers to converge, exchanging insights, experiences, and cutting-edge research findings on prevailing trends shaping the business arena.

ABOUT THE THEME

The theme allows for exploration and discussion of a wide range of topics, including global business trends, innovation, sustainability, digital transformation, leadership, cross-cultural management, and more. It emphasizes the dynamic nature of the global business environment and the need for strategic navigation to ensure sustainability and success. Each of the mentioned subthemes can then be addressed in specific sessions or tracks within the conference, providing a cohesive and comprehensive event experience for attendees. We invite conceptual, theoretical, and empirical contributions to this International Conference. Following is a non-exhaustive list of potential topical areas:

- 1. Global Business Trends and Strategies: Navigating Uncertainty**
 - Exploring current and emerging trends in the global business landscape.
 - Strategies for businesses to adapt and thrive in uncertain economic environments.
- 2. Innovation and Technology in Business Management**
 - Leveraging technology for organizational efficiency and competitiveness.
 - The role of innovation in shaping the future of business.
- 3. Sustainable Business Practices: A Global Imperative**
 - Examining the integration of sustainability into business models.
 - Corporate social responsibility and environmental stewardship.
- 4. Digital Transformation and E-Commerce Evolution**
 - The impact of digital transformation on business operations.
- 5. Leadership in the 21st Century: Adapting to Change**
 - Developing effective leadership skills in times of rapid change.
- 6. Global Supply Chain Management and Logistics**
 - Addressing challenges and innovations in global supply chain networks.
- 7. Entrepreneurship and Start-up Ecosystems**
 - Fostering entrepreneurship and innovation in different regions.
- 8. Cross-Cultural Management: Building Global Teams**
 - Managing cultural diversity in international business environments.
- 9. Financial Management in a Volatile Global Economy**
 - Analyzing financial strategies for businesses in uncertain economic times.
- 10. Marketing Strategies in a Connected World**
 - Utilizing digital marketing and social media in global campaigns.
- 11. Human Resource Management in a Changing Work Environment**
 - Strategies for talent acquisition, development, and retention.
- 12. Ethics and Corporate Governance: Building Trust in Business**
 - Promoting ethical practices and corporate governance standards.

Please note "The abovementioned subtopics are only indicative and other sub-topics relevant to the theme can also be taken up."

CALL FOR PAPERS

We invite research papers from Research Scholars, Academicians, Researchers, Corporate Executives and Government Representatives for Pathh 2024. We invite participants to present their Working papers, Research papers at the conference.

GUIDELINES FOR PAPER SUBMISSION

1. Abstract should describe the broad content of the paper and should not be more than 300 words. Research background, Aims, Methodology, Results/Findings, and Implications are essential elements of the abstract.
2. The length of the paper should not exceed 6000 words. The paper should contain the Title of the paper, Author's name and details, Introduction of the topic, Need of the study, Objectives, Hypothesis, Research methodology, Data collection & Analysis, Testing of Hypothesis, findings & Interpretations, Implications, Conclusions, Suggestions and References.
3. The author(s) name must not be mentioned anywhere except on the cover page of the research paper.
4. Papers should be typed in MS-WORD with single spacing on A4 size page in Times New Roman style with font size 12 and 1 inch margin on all four sides with APA referencing for all citations.
5. A soft copy of the abstract should be submitted as an e-mail attachment to pathh@sfimar.org on or before 26th April 2024. For the full paper, one soft copy should be submitted to the same email id on or before 25th May 2024.
6. Each paper will undergo Plagiarism check and a Similarity Index of less than 10% only will be accepted for a desk review followed by a double-blind review.

EVALUATION CRITERIA FOR SELECTING PAPER

- > Relevance: Research paper that broadly cover the conference theme/Subtheme.
- > Methodology: Use of sound and appropriate methods to support the objectives & test the hypothesis / or theory driven empirical findings and discussion.
- > Originality: Paper that bring forth new ideas and insights, create new body of knowledge / Theory / Concept / Model etc.
- > Conclusions: Sound conclusions and justification.
- > Implications: Relevance and implications of the decision problems demonstrated.
- > References: Acknowledgment of works of others referred in the paper in the APA format.

REVIEW PROCESS

The submitted papers will be double blind reviewed by the screening committee and the accepted papers will be selected for presenting in the conference. The authors of the accepted papers will be intimated as per the scheduled date put up below.

PROCEEDINGS OF PATHH 2024

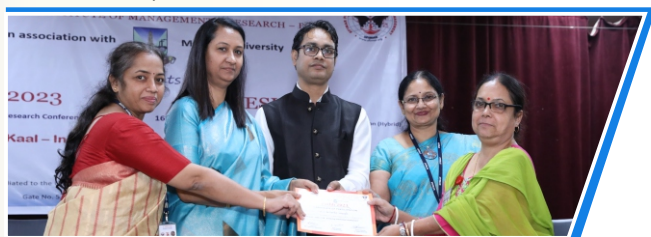
The authors of accepted papers will be awarded Certificates. Selected papers will be published in Web of Science / UGC CARE Listed Journal (Publication charges as applicable will be additional). **Opportunity to get select papers published in the regular issue of the Journal 'Management and Labour Studies (MLS)' of XLRI, Jamshedpur, which is an Australian Business Deans Council (ABDC) / SCOPUS Listed Journal** (Publication charges as applicable will be additional). Remaining papers will be published in SFIMAR Research Review (Print ISSN: 0975-895X and ISSN Online: 2581-7450).

PRIZE AND CERTIFICATION

- Five outstanding Research Papers will be awarded with attractive cash prizes of Rs 10,000/- each.
- Each registered participant will receive a Certificate of Participation.

IMPORTANT DATES

Submission of Abstract	:26 th April 2024
Submission of Full Paper	:25 th May 2024
Intimation of Acceptance of Paper	:10 th June 2024
Submission of the Registration Form	:15 th June 2024
Research Paper Presentation	:22 nd June 2024



REGISTRATION DETAILS

Category	Registration Fee (Indian Delegates)	Registration Fee (Foreign Delegates)
Research Scholars	1000/- (INR) Per Author	\$ 30/- Per Author
Delegates from Academics	1500/- (INR) Per Author	\$ 40/- Per Author
Delegates from Corporates	2000/- (INR) Per Author	\$ 60/- Per Author

(Each author needs to register separately)

Registration Link : <https://forms.gle/TR6FARRcHV0EXpXG6>

PATRONS

- Rev. Bro. (Dr.) Joseph Karimalayil, Sup. Gen., CMSF
- Rev. Bro. Alphonse Nesamony, Chairman, SFIMAR
- Rev. Bro. Xavier Munda, Registrar, SFIMAR
- Rev. Bro. TV George, Registrar, SFIMAR (PGDM)

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PRESENTS

Pathh 2024

Theme : "Navigating Global Business: Strategies for Sustainable
Innovation in a Dynamic World"

Registration Form

Name : _____

Designation : _____ Organisation /Institution : _____

Mailing Address: _____

DD/Cheque bearing No.: _____ dated _____ for Rs. _____

Drawn in favor of 'SFIMAR (CHRD) A/C' OR Direct Payment / Bank Transfer / NEFT Payment
to be made to:

Bank Name : Catholic Syrian Bank (CSB), Borivali (W), Mumbai

A/C No. : 033103169256190003

IFSC Code : CSBK0000331

Date : _____ Signature : _____



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Delegates from Corporates	2000/- (INR) Per Author	\$ 60/- Per Author

Note :

1. Registration Fees should reach within one week from the date of intimation of acceptance of paper
2. Each Author needs to register separately.
3. Photocopies of the form can be taken if more than 1 Author. (Maximum 2 authors for 1 paper)