



## CALL FOR PAPERS

International Conference on

# “Strategies in Volatile and Uncertain Environment for Emerging Markets”

14<sup>th</sup> & 15<sup>th</sup> July, 2017



Venue: Department of Management Studies, Indian Institute of Technology Delhi (IITD), India

In a volatile and uncertain environment of emerging markets, firms face and enhanced competitive dynamics. The converging industries, intensive competition among strategic business units and global diversification have made it a necessity for organizations to adopt unconventional strategies to be flexible and agile. The challenges of emerging markets are also viewed as an opportunity. Most of the MNCs and Indian firms, in their “Reverse Innovation” model, is using China and India as innovation bases to develop new products that may be used in the United States and other developed countries.

The **conference aims** to encourage discussions about research and strategies for addressing uncertainty and the opportunities created by changes in the emerging markets. Concepts of volatility and uncertainty have long been at the heart of many of the core paradigms used in strategic management to understand competitive advantage as well as organizational boundaries. Increase in the levels and types of uncertainty potentially has important implications for the durability of firm advantages, the way firms learn and adapt, approaches for managing innovation and knowledge, and the attractiveness of different strategies and organizational models.

### Tracks

- Reverse Innovations, Jugaad and Unconventional Strategies for Innovation
- Employee Engagement, Workforce Diversity, Leadership Heterogeneity, and Unconventional Strategies for Global Firms
- Unconventional Strategies for Globally Positioned Cities and Businesses within those Cities: Managing Global Flows of Capital, Knowledge, and Goods
- Sustainable Enterprise as a Pathway to Unconventional Strategies and Solutions
- Corporate Restructuring, Economics and Financial Strategies
- Entrepreneurship, Strategic Human Capital and Stakeholder’s Strategy
- Global Marketing and Cooperative Strategy

### Submissions Invited

Empirical/Conceptual working research papers/case studies/models are invited from research scholars, academicians and practitioners.

Please visit <http://bit.ly/2017submissionguidelines> for detailed submission guidelines

### Publication Opportunities

- 1) Proceedings of the conference (With ISBN Number)

- 2) Up to 25 selected papers shall be compiled after review and further development to form a book to be published by Springer under the book series on Flexible Systems Management.
- 3) Shortlisted outstanding papers shall be forwarded for publication in Global Journal of Flexible Systems Management and Global Journal of Business Excellence

### Deadlines

Last date for submission	30 <sup>th</sup> April, 2017
Notification of acceptance	31 <sup>st</sup> May, 2017
Last date for Registration	15 <sup>th</sup> June, 2017

### Workshop

A workshop on **Using Case Studies for Teaching** shall be organized as part of the conference. This workshop shall appraise the participants on appropriate use of case study methodology with special emphasis on planning, implementing and executing usage of case studies as a tool for effective learning in classroom. The workshop shall be facilitated by well renowned case study writers belonging to IITs/ IIMs.

### Registration Fees (National/International)

Industry Delegates	Rs. 8000/\$400
Faculty	Rs. 6000/\$300
Scholars and Students	Rs. 3000/\$100

Program Chairs: Dr. Sanjay Dhir and Prof. Sushil, Department of Management Studies, Indian Institute of Technology Delhi

For Queries and Clarification, please contact Nakul Parameswar at +91 7503995903 or write to [strategy@dmsiitd.org](mailto:strategy@dmsiitd.org)