



ICEGBO-2024

INTERNATIONAL CONFERENCE ON EMERGING GLOBAL BUSINESS OPPORTUNITIES

10 JANUARY 2024

St. Joseph's Institute of Management (JIM) is a Jesuit Business School. JIM is approved by All India Council for Technical Education (AICTE), New Delhi and affiliated to Bharathidasan University, Trichirappalli, Tamil Nadu. It is a part of St. Joseph's College, founded in 1844 by the Fathers of the Society of Jesus, popularly known as Jesuits; established much before the foundation of the University of Madras. Making good use of the autonomy given by the University Grants Commission (UGC) in 1978, the college excelled in every realm and has produced great men and women for others. In addition to all the high ratings for its performance and service in the mission of education, the college was awarded with a special Heritage Status.

In this college of high repute, JIM resides with a sole purpose of Forming Responsible Leaders. In JIM, we look at management education

differently. Not teaching, but learning lies at the core of activities of the business school. Everybody learns here. Teachers learn, students learn and the Jesuit management learns every day. JIM creates an ecosystem of learning in which students develop their competence to become leaders for tomorrow. Consciously we guide them to look at their learning holistically, we do not want them to become just Industry-ready graduates, but society-ready graduates who make a difference in the lives of people and who are change-makers. JIM strives to create a meaningful future for its students, with market-oriented curriculum and innovative learning pedagogy. Learning, training and development are the triadic axis around which JIM operates and this makes it stand tall vis-a-vis other management institutions.

Follow us @



For details you can feel free to contact

Convener - JIM ICEGBO-2024 | drmariappan@jim.ac.in
9629412222 | 6382181115 | 0431 - 4226481

Chief Patron

Rev. Dr. M. Pavulraj SJ

Rector, St. Joseph's Institutions

Patron

Rev. Dr. M. Arockiasamy Xavier SJ

Principal, St. Joseph's College, Trichy

Chairperson

Rev. Dr. P. Paulraj SJ

Director, JIM, St. Joseph's College, Trichy

Associate Chairperson

Rev. Fr. I. Antony Inico SJ

Administrator, JIM, St. Joseph's College, Trichy

Convener

Dr. P. Mariappan

Chair, Supply Chain Management

JIM, St. Joseph's College, Trichy

Organizing Committee

Dr P. JegaPatrick, Associate Professor

Dr. S. Suresh, Assistant Professor

Dr. J. Michael Sammanasu, Associate Professor

Dr. A. Pappu Rajan, Associate Professor

Dr. S. Karthikeyan, Assistant Professor

Dr. Albin D Robert Lawrence, Assistant Professor

Prof. Restina James, Assistant Professor

Dr. Y. Arul Sulochana, Assistant Professor

Dr. R. Murali, Assistant Professor

Dr. S. Manoharan, Assistant Professor

Dr. Nisha Thundiyl, Assistant Professor

Dr. S. Anjali Daisy, Assistant Professor

Prof. P. Janet Mary Portia, Assistant Professor

EMERGING GLOBAL BUSINESS OPPORTUNITIES

Global growth has received optimistic perspectives in the recent past, with a growing interest in emerging economies. The perspective of emerging markets as new opportunities for business ventures and investments has been to a large extent due to geopolitical happenings at both macro and micro levels of these markets that have contributed to the impact of growth. These opportunities have positioned emerging economies as the new centres of attraction. There are various business opportunities that can be explored within emerging markets. However, with these opportunities comes challenges that are unique to emerging markets that must be understood by interested investors.

In the 21st century, the world economy is characterized by greater complexity, interdependency, transparency and diffusion of power. Many factors lead to crises, including poor corporate governance and regulatory oversight.

Opportunities offered to businesses from operating in a global market place include: lower costs – some countries have much cheaper production cost, which allows businesses to operate with lower overall costs and increase their profit margins. Businesses may also be able to gain economies of scale.

Current emerging industries include Artificial Intelligence (AI), Robotics, Virtual Reality, Network Marketing, Automation, Biotechnology. Apart from these, some of the world's best business opportunities are in the freelance business, affiliate marketing, stock trading, web designing, influencer marketing and many others.

The countries that represent the largest global business opportunities for the next decade are China and India. The size of these opportunities depend on the size of population and economic growth.

China has the largest population in the world followed by India. China has the fastest growth in GDP percentages.

Another mega trend currently reshaping the world is the increased importance of emerging markets in terms of policy (more regional and international cooperation and political blocks), economy and demographics.

This International Conference sets the stage to discuss and deliberate on the emerging global business opportunities.

INTERNATIONAL CONFERENCE EXPERTS



Dr. N. Thajuddin, *Pro-Vice Chancellor, Crescent University, Chennai*

Dr. Dinesh S. Dave, *Professor & Director of Supply Chain Management, Department of Marketing & Supply Chain Management, John A. Walker College of Business, Appalachian State University, Boone, NC 28608*

Dr. Bhaba Krishna Mohanty, *Indian Institute of Management, Lucknow, India.*

Dr. Laura L. Brewer, *Lecturer of Supply Chain Management, Department of Marketing & Supply Chain Management, John A. Walker College of Business, Appalachian State University, Boone, North Carolina, USA*

Dr. Shafie Mohamed Zabri, *Associate Professor, Faculty of Technology Management and Business, University Tunj Onn Malaysia, Malaysia.*

Dr. Adisak Suvittawat, *Associate Professor of Business Management, School of Management Technology, Suranaree University of Technology, Nakhon Ratchasima, Thailand.*

Dr P. Shanmugavadivu, *Professor and Head, Department of Computer Science and Applications, The Gaandhigram Rural Institute, Gandhigram, Dindigul*

Dr Naveen Gupta, *Director, Hindustan College of Management and Technology, Agra.*

GUIDELINES FOR ABSTRACT

Area : Relevant topics supporting the conference theme and the areas listed.

Format : MS Word Document.

Font Name : Verdana

Font size : Title- 14[Bold], Author Particulars with complete Affiliation, and mobile number 12 [Bold]

Line Space: 1.5

Maximum : One page.

Abstracts to be sent to : inteconference@jim.ac.in

Last Date for Abstract : Dec 03, 2023

After receiving the acceptance notification on Dec 7, 2023, the authors can send their full text in word document format, along with the plagiarism report.

Full Text : The maximum number of pages is 10, which includes Tables and Diagrams.

Format : Only Word Document.

Font Name : Verdana

Font size : Title - 14 [Bold], Author Particulars with complete Affiliation, and mobile number-12 [Bold], Sub Headings -11 [Bold] and the running text - 11. Line Space: 1.5

Full text to be sent to : inteconference@jim.ac.in

The last date for acceptance of the full text : Dec 18, 2023.

The authors will receive notification on Jan 20, 2024 regarding the paid publication in the Scopus/UGC Care listed journals.

*We are looking for research articles in the following areas (only in Microsoft Word format) :

<ul style="list-style-type: none"> • Advertising Management • Business Communication • Arts Management • Business Management • Change Management • Communications Management • Critical Management • Disaster Management • Environment Management • Event Management • Expense Management • Financial Management • Food Management • Tourism Management 	<ul style="list-style-type: none"> • Operations Research Models • Mathematical Modelling related to Business Decision Making • Fuzzy application related to Business Models • Project Management • Public Sector Management • Quality Management and Assurance • Risk Management • Strategic Management • Supply Chain Management • Tax Management • Time Management • Human Resource Management • Information Technology • Leisure Management • Tourism Management • Other topics related to Business, Economics, Systems, Human Resource, Operations and Finance tracks will also be considered
---	---

Registration Fee Structure

Fee Type	RSFT*/Guest Within India	Faculty / RSPT* Within India	Students Within India	RSFT*/Guest From Abroad	Faculty/ RSPT* From Abroad	Students From Abroad
Early Bird Before 7 Dec	Rs. 1500	Rs. 2000	Rs. 1000	\$100	\$150	\$50
Normal After 7 Dec	Rs. 2000	Rs. 2500	Rs. 1500	\$150	\$200	\$100

* RSFT – Research Scholar Full Time *RSPT – Research Scholar Part Time

Payment for Registration can be made through QR Code

