

## SCHOOL OF MANAGEMENT STUDIES

Organises

International Conference (Hybrid Mode)

on

# Diversity | Equity | Inclusion

Way forward for Sustainable Business & Management  
Practices



22<sup>nd</sup> to 23<sup>rd</sup> September, 2023

and

Pre-Conference Workshop



21<sup>st</sup> September, 2023



#### **CHIEF PATRON**

**Dr. P. Shyama Raju**  
Chancellor, REVA UNIVERSITY

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Pro Chancellor, REVA UNIVERSITY

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**Dr. Nitu Ghosh**  
Director, School of Management Studies, REVA University

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Assistant Professor, School of Management Studies, REVA University

**Dr.Ravi.J**  
Associate Professor , School of Management Studies, REVA University

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**Dr. M. Subramanyam**  
Director, School of Commerce, REVA University. Bangalore



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**Prof. Bharti Ayer**

Assistant Professor, School of Management Studies

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## EDITORIAL COMMITTEE

**Dr. Ravi J**

Associate Professor, School of Management Studies

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Assistant Professor, School of Management Studies

## About REVA University

REVA University is a State Private University established in Karnataka State under the Government of Karnataka Act No. 13 in the year 2012 in Bengaluru, the IT capital of India. The University is recognized by the University Grants Commission (UGC) and is approved by the AICTE (All India Council for Technical Education). REVA University prides itself in contributing to every student's holistic development. The University currently offers 41 full-time Under Graduate Programmes, 32 fulltime Post Graduate programmes, 18 PhD programmes, and certification and diploma programmes. The University offers programmes in Engineering, Architecture, Science and Technology, Commerce, Management Studies, Law, Arts & Humanities, and Performing Arts. Courses are offered in Certificate/ Diploma and Post Graduate Diploma too. REVA University facilitates research leading to a Doctoral Degree in all disciplines. The programmes offered by REVA University are well-planned and designed based on methodical analysis and research with emphasis on knowledge assimilation, practical applications, hands-on training, global and industrial relevance, and their social significance.

## About the School of Management Studies

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## About the Conference

The world being a common global marketplace is characterized by diversity and dynamism. Businesses and organizations need to be proactive in creating an environment which caters to diverse workforce and where everyone feels included and valued. Diversity, equity, and inclusion refers to organizational systems and policies which aim to promote fair treatment and full participation of all, particularly those belonging to minority and underprivileged groups.

Our conference theme, "Diversity Equity and Inclusion- way forward for Sustainable Business & Management Practices" will explore how we can work together to create a more inclusive and equitable world. The conference aims to explore the profound impact of diversity, equity, and inclusivity (DEI) in all aspects of business, including finance, human resources, marketing, and operations. By delving into these key areas, the conference will provide in-depth insights, strategies, and best practices for organizations to create inclusive cultures, drive innovation, and achieve sustainable success. The theme is closely linked to the United Nations Sustainable Development Goals (SDGs), particularly SDG 4 on Quality Education, SDG 5 on Gender Equality, SDG 10 on Reduced Inequalities, and SDG 11 Sustainable cities and Communities. This theme emphasizes the important role that diversity, equity, and inclusion play in achieving the SDGs and creating a sustainable future. It highlights the need for collaborative action and partnerships across sectors and regions to build more inclusive and sustainable societies. The deliberations would highlight the importance of education in cultivating awareness, knowledge, and skills related to DEI, both among students and professionals.

The conference aims to foster dialogue and collaboration among academics, researchers, and practitioners in exploring the integration of diversity, equity, and inclusion (DEI) principles in key business disciplines, including finance, human resources, marketing, and operations. By focusing on these domains, the conference seeks to advance academic knowledge and practical applications of DEI in business and management practice. Participants will have the opportunity to engage in rigorous discussions, present research findings, and exchange ideas to drive transformative change in DEI integration across various business functions. The conference will feature keynote speakers, panel discussions, and interactive workshops to help attendees gain a better understanding of the importance of diversity, equity, and inclusion.

### **Objectives of the conference:**

1. To foster a better understanding of diversity, equity, and inclusion (DEI) in higher education, and how they can be leveraged to create a more sustainable future for all.
2. To explore the challenges and opportunities associated with creating an inclusive and sustainable university environment that embraces diversity in all its forms.
3. To share best practices and strategies for promoting DEI initiatives at universities and other institutions of higher education, and to identify effective approaches for measuring the impact of these initiatives.
4. To encourage interdisciplinary collaboration and dialogue among researchers, educators, policymakers, and other stakeholders interested in advancing DEI and sustainability in higher education.
5. To develop actionable recommendations for university leaders and policymakers on how to integrate DEI and sustainability into their institutional policies and practices, and to identify potential areas for future research and innovation in these areas.

### **Track: I – Digitization Of Business and Entrepreneurship**

- Business strategy in the age of digital competition
- Digital platforms, ecosystems performance and governance for DEI
- Digital value creation and capture and digital business models
- Ecosystems emergence and evolution for DEI
- Emerging working practices in the digital age for DEI
- Failure and legitimacy in entrepreneurship
- Responsible innovation in the digital economy
- Cultural entrepreneurship in global challenges
- Automation and the digital advertising ecosystem to achieve DEI
- Emotions, communication, and interactions in social media platforms
- Innovation & New Digital Technologies enabling DEI

### **Track: II- Human Resources Management**

- Future of workforce
- Diversity management practices and ecosystem
- Diversity Equity Inclusion practices in talent management
- DEI in talent acquisition and development
- Challenges in workplace owing to Diversity, Equity and Inclusion needs
- Creating Inclusive workforce culture
- Women leadership
- Inclusive Leadership: dealing with intersectionality at workplace
- Cultural competence and Diversity initiatives
- LGBTQ and Disability friendly workplace
- Challenges of multi-generational workforce
- Digital and Inclusive HRM
- DEI and ERGs

### **Track: III- DIGITAL & INCLUSIVE FINANCE**

- Digital vs. Traditional Financial Inclusion: Indicators & Measurement Concerns
- Sustainable Financial practices
- Emerging Practices: Digital Revolution, FinTech, and Bank Performance
- Digitalisation and the Future of Monetary Policy
- Financial Literacy & Divides: Role of Action Plans – Global and National Strategies
- Implications of COVID-19 on Inclusive Banking
- Financial Inclusion Schemes/Action Plans – Global and National Strategies
- G20 Financial Inclusion Action Plan (FIAP) & SDGs Relevant to Digital Inclusion.
- Neuro-finance and Behavioural Economics
- Financial Innovation and Engineering

### **Track: IV- DEI in Marketing**

- Data-Driven Marketing: Leveraging Analytics for Success
- Content Marketing as per DEI requirements
- Influencer Marketing: Building Authentic Partnerships
- Video Marketing: Harnessing the Power of Visual Storytelling
- Meta verse and VR in enhancing Customer experiences
- Personalization and Marketing Automation
- Gamification in Marketing: Engaging Customers through Play

- User-Generated Content: Building Trust and Advocacy
- Branding and Brand Management in the Digital Age

#### **Track V: DEI in Operations & Logistic Science**

- Behavioural Operations Management
- City/Urban Logistics- Meeting Market diversity requirements
- Closed Loop Supply Chains
- Empirical Research in Digital Operations Management
- Healthcare Operations Management
- Humanitarian Logistics and Disaster Relief
- Learning and Knowledge Management in Operation Management
- Sustainable Operations Management
- Statistics for Management
- Statistical Quality Control
- Total Quality Management

#### **Track VI: Data Science & Management**

- Data-Driven Decision Making: Leveraging Analytics for Business Success
- Predictive Analytics: Unleashing the Power of Data to Forecast Trends
- Machine Learning in Business Analytics: Algorithms and Applications
- Prescriptive Analytics: Optimizing Business Strategies with Data Insights
- Data Visualization: Communicating Insights Effectively
- Customer Analytics: Understanding and Targeting Customer Behavior
- Social Media Analytics: Leveraging Social Data for Business Growth
- Web Analytics: Measuring and Optimizing Online Performance
- Retail Analytics: Enhancing Customer Experience and Driving Sales
- Healthcare Analytics: Improving Patient Care and Operational Efficiency
- Marketing Analytics: Measuring and Optimizing Marketing Campaigns

Authors can select any of these sub-themes or any topic related to the theme of the conference.

#### **Call for Papers**

We invite unpublished / currently under any other review, original research papers from Students, Industry Professionals, Researchers, Academicians, Entrepreneurs, Government Officials and Research Scholars to participate and present in the Conference.

#### **Review Process**

The abstracts/ full papers submitted for the possible presentation in the conference are subject to a blind review process. The decision of the reviewers will be final and binding. Acceptance/comments of the reviewers of the abstract/full paper will be communicated to the corresponding author within a week of the receipt of the abstract/paper.

## Guidelines for Paper Submission

Authors are required to prepare papers as per the following guidelines:

1. Authors are requested to submit the Abstract/Full paper to Email ID: deisom2023@reva.edu.in
2. Typed in MS-Word using Times New Roman 12 font  
1.5 line spacing and margins of one inch on all sides.  
The manuscript should include four major sections: Title page, Abstract, Main body and reference.
3. Authors' affiliation and communication address should be given in the first page only.
4. Papers must not have been published or accepted for publication elsewhere or be currently under any other review
5. Abstract should be in single paragraph and should be between 200-300 words with 4-6 key words and it should follow the first page.
6. The length of the paper should not exceed 12 pages or 5000 words excluding title page and references.
7. References should be given at the end of the paper in the American Psychological Association (APA) Style sorted alphabetically.
8. Plagiarism should be below 10 Percent.

## Important Dates

Abstract Submission	10th September, 2023
Full paper Submission	15th September, 2023
Early Bird Registration	10th September, 2023
Final registration date	20th September, 2023

## Registration Fee (Excluding Publication)

Categories	Indian delegates	Early Bird Registration (till 10th Sep, 2023)	Foreign delegates	Early Bird Registration (till 10th Sep, 2023 )
Industry and organizations	₹2500	₹2000	\$75	\$65
Academicians	₹1800	₹1500	\$65	\$50
Research Scholars	₹1200	₹1000	\$30	\$20
Students	₹500	₹400	\$20	\$10



## Mode of Registration

### Online Payment Only

Participants can pay online through the following payment link. <https://payment.reva.edu.in/>

- Prior registration is mandatory for paper-presenters as well as participants for the conference
- Participants are requested to fill out the registration form and upload the fee receipt by clicking the below link

### Registration Link

<https://forms.gle/wndaEQtkQiHzUBvW8>

### Email ID

[deisom2023@reva.edu.in](mailto:deisom2023@reva.edu.in)

## Publication Opportunities

### The conference offers publication opportunities

Selected papers will be considered for publication in a UGC indexed and Scopus indexed listed Journal after double-blind review process has been done.

## Registration

- Registration is mandatory for all participants.
- In case of multiple authors, at least one author must register. Only the registered author will receive the certificate. Certificates will be issued to all the authors of the paper only against the registration by all the authors.
- If an author submits two papers, both the papers must be registered.

## Payment Mode

Online Payment Participants can pay online through Electronic fund transfer (FFT)/NEFT/RTGS using the following account number

Beneficiary Name	REVA University
Name of the Bank	Karnataka Bank Ltd
Branch Name	REVA University Branch
Account No.	6662000100000901
IFSC Code	KARB0000666
SWIFT Code	KARBINBBBNG

OR

Participants can also pay online through the following payment link  
[payment.reva.edu.in](https://payment.reva.edu.in)

## Contact Details

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## Pre Conference Workshop

21<sup>st</sup> September, 2023

Workshop Name: "Qualitative research in Social Science- Leading to Social impact publications"



**Dr. Abhishek Behl**

Assistant Professor - Gamification at MDI Gurgaon, Certified LSP facilitator ,

Associate Editor - JGIM , IJM, ISMO, JCIT & SAJBSD

## International Conference - Keynote Speakers

22<sup>nd</sup> & 23<sup>rd</sup> September, 2023

### CHIEF GUEST



**Dr. Rajendra K. Bandi**

Dean of Administration & Professor of Information Systems  
Indian Institute of Management, Bangalore

### GUEST OF HONOUR



**Mr. Satheesh Sirivoru**

Vice President , Global Business Operations  
Accenture



**Dr. Aditi Raghuram**

Diversity Equity and Inclusion| Organizational Psychologist| Corporate Wellness| Leadership and Career Development Coach



**Mr. Willis Langford**

Director, Global Diversity, Equity and Inclusion  
Avnet Inc



**Dr. Charice Hayes**

Associate Professor of Business Management,  
Baltimore City Community College, Maryland



## International Conference - Panel Speakers

22<sup>nd</sup> & 23<sup>rd</sup> September, 2023



**Mrs. Divya Purnaiya**  
Founder and Marketing Head,  
Brand Update



**Dr. Veena Shenoy**  
Founder and CEO of Inclusiv



**Dr. Sheetal Mahendher**  
Professor and Head, Dept of  
Business Analytics,  
Chair, Research and Consulting,  
ISBR Business School



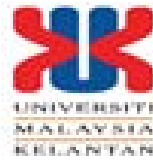
**Dr. Abhishek Behl**  
Assistant Professor - Gamification  
at MDI Gurgaon || Certified LSP facilitator || Associate Editor - JGIM, IJM, ISMO, JCIT & SAJBSD

## Valedictory Address

23<sup>rd</sup> September, 2023



**Dr Balakrishnan Parasuraman**  
Professor of Human Resource and Industrial Relations  
Faculty of Entrepreneurship & Business, Universiti Malaysia  
Kelantan (UMK)





**REVA**  
UNIVERSITY

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