

## Virtual International Conference on “Transformation through Innovation and Sustainable Practices to Build Competitive Advantage”

A Virtual International conference titled “Transformation through Innovation and Sustainable Practices to Build Competitive Advantage,” was held on 13<sup>th</sup> and 14<sup>th</sup> August 2020 at CMS Business School, Jain (Deemed-to-be University).

Prof. Krishnanand M., Bradley University USA, was the Guest of Honour and delivered his conference address. He introduced the 9R models- Recover, Refuse, Reduce, Reuse, Repair, Recycle, Remanufacture, Repurpose, and Recycle for adopting sustainable practices and innovation. The keynote address was delivered by Dr. Pavan Soni, Founder and Innovation Evangelist-Inflexion Point Consulting. He emphasized upon considering Indian case studies such as jet airways, kingfisher airlines, and ID fresh foods for innovation and sustainable practices that have developed competitive advantage.

The international conference received 146 abstracts and full papers. However, 64 research papers were presented after going through a double-blind peer-review process. Two days’ international conference witnessed 3 Technical sessions having ten paralleling running tracks in the domain of OB & HR, Finance, Marketing, General Management, Interdisciplinary & Cross-disciplinary areas.

### Panel members and a Moderator:

Role	Name	Designation and Affiliation
Panel Member	Prof. Suresh Bhagavatula	Professor in Entrepreneurship, Indian Institute of Management Bangalore-
Panel Member	Dr. Eve Chan	Assistant Professor, The Technological and Higher Education Institute of Hong Kong-
Panel Member	Ms. Chhaya Sehgal	Founder and CEO, The Winning Edge, Mumbai
Panel Member	Mr. Valroy Miranda	Regional Head, Rewards and Offers (Asia Pacific), Mastercard Loyalty Solution, Singapore-
Panel Member	Prof. Elizabeth Rose	Chair in International Business, Leeds University, United Kingdom
Panel Member	Dr. M.H.Sharieff	Professor of Practice and Area Chair – Aviation
Moderator	Dr. Sangeetha Devanathan	Assistant Professor and Area Chair-Marketing, CMS Business School.

**Best paper awards:**

Category	Participant Name	Paper Title	Paper Codes
Student	Mohammed Fahad	A Study on analysis of the relationship between volume of sales and profit after tax in the Automobile industry	I30
Finance	1. Ujjal Mukherjee 2. Aparna Hawaldar	1. Influence of Financial Literacy and Psychological Capital on Risky Investment Intentions: A COVID-19 Study 2. The Antithesis of "Financial Inclusion": Performance of Indian Small Finance Banks	F55, F48
Marketing	1. Sangeeta D 2. Aparna J Varma, Ashwini J & Ranjith PV	1. Exploring the Concept of Luxury through a Review of Literature 2. An empirical study of hospitality industry with respect to effect of Customer experience on customer's revisit intention	M102, M19
ID & CD	Krishna Murari & Ujjal Mukherjee	Role of Authentic Transformational Leadership for Managerial Excellence and Sustainability	I28
HRM	1. Ujjal Mukherjee 2. Sathyanaraya S, Sudhindra Gargase, Lekha V 3. Jacqueline Kareem & Harold Andrew Patrick	1. Mediating Effect of Emotional Intelligence and Quality of Working Life on the Relationship between Job Stress and Job Satisfaction 2. Explored conceptual model of Leadership styles, Organizational culture, Personal commitment and Learning Organization 3. Influence of Abusive Supervision on Subordinates' Work Incivility: Exploring the Mediating role of Psychological Capital of subordinates	H16, H27, H29
GM	Purvi Pareek & Chaya Bagrecha	Perception of challenges faced by Women Entrepreneurs	G04



