

INTERNATIONAL CONFERENCE ON

Business Education in the New Millennium – The Way Forward

6 & 7 March 2023

Venue: Seminar Hall, Convergence Academia Complex
Mahatma Gandhi University Campus

Organised by



School of **M**anagement and **B**usiness **S**tudies

MAHATMA GANDHI UNIVERSITY

Kottayam, Kerala, India

in association with.....

ACCA

Association of Chartered Certified Accountants, London

MAHATMA GANDHI UNIVERSITY(MGU)

Mahatma Gandhi University, one of the major Universities in Kerala, India is a premier educational institution that envisions to excel in the field of higher education and to cater to the scholastic and developmental needs of the individual, through continuous creation of critical knowledge base for the society's sustained and inclusive growth. The University was established on 2nd October 1983 and offers a large number of programmes at the Undergraduate, Postgraduate and Doctoral levels. In 2022, Mahatma Gandhi University was ranked in 401-500 band in the world and 6th Position among Indian Universities by THE - Times Higher Education World University Ranking. It was ranked in 139th position in The Asia University Ranking, 142nd position in The Young University Ranking and 101st position in Times Emerging Economies University Ranking 2022. It was ranked 30 in the National Institutional Ranking Framework (NIRF-2022), by the Ministry of Education, Govt. of India. The University has signed MoU s with reputed Universities and Professional Bodies, across the World. Association of Chartered Certified Accountants (ACCA) is one of the Professional Bodies with which MoU was signed.

SCHOOL OF MANAGEMENT AND BUSINESS STUDIES (SMBS)

School of Management and Business Studies (SMBS) is an AICTE approved regular statutory department of Mahatma Gandhi University offering high-quality education in business management through MBA and PhD programmes. The school has a long-standing tradition of excellence in business education.

Started on 25th March 1999, SMBS aims at providing the students with a supportive and inclusive learning environment. The school believes that diversity is essential to the learning process and welcomes students from all backgrounds and cultures across the globe. The school offers MBA and PhD programmes, designed to meet student's needs at different stages of their careers. The MBA program of the school is designed to equip students with a broad understanding of business management, while PhD programme provides a rigorous and in-depth study of business management, with a focus on developing research skills. The school has a strong reputation for research excellence and is committed to contribute to the advancement of knowledge in the domain of business management. The school's faculty members are actively engaged in research and encourage the students to participate in research projects and conferences. The school also provides opportunities to students to engage in internships, consultancy projects, and other experiential activities that help them in developing the skills and competencies needed to excel in their chosen careers.

ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS (ACCA)

The Association of Chartered Certified Accountants (ACCA), formed in 1904, is the global professional accounting body offering the Chartered Certified Accountant qualification. Its headquarters is in London with principal administrative office in Glasgow. ACCA is a globally recognised qualification that provides world-class accountancy expertise with the highest standards of practice and ethical conduct and is recognised within the UK and internationally. It is an international accountancy organisation with more than 2,00,000 members and more than 500,000 students in 180 countries. ACCA actively seeks to enhance the value of accounting in society through international research. It takes progressive stances on global issues to ensure accountancy as a profession continues to grow in reputation and influence. (www.accaglobal.com)

BEM 23

We are living through several population crises, and both employers and graduates are looking for better ways to deliver societal impact. The most significant change will be the rethink of the curriculum, primarily around society trends such as health and wellbeing and climate change. Business Education is being redefined and impacted by the need for lifelong learning, the demand for increased flexibility and digitalization. Emerging technologies is acting as complements to and substitutes for the traditional classroom. Technological progress places ever-changing demands on professionals. One of the major trends in Business Education is the growing need for customization and flexibility and new forms of learning. Blended learning, in which digital and physical offerings are tailored to the individual demand of the learner is getting more acceptance. This reorientation of business schools has to be a holistic and continuous process that constantly balances societal and business priorities. It is in this backdrop, School of Management and Business Studies is organising a conference 'BEM 23' on Business Education, jointly with Association of Chartered Certified Accountants (ACCA).

THEME

The theme of the conference is

"Business Education in the New Millennium- The Way Forward".

The sub themes include the contemporary and emerging areas in Management, Commerce and Economics.

- Technology and Digitalisation in Business Education
- Employability skills and Entrepreneurship Development.
- Education in the Gig Economy
- Ethics, Sustainability and inclusion in Business Education
- Internationalisation and Business Education

PAPER SUBMISSION

Authors may submit abstract and full-length paper on the theme of the conference or on relevant and related aspects of the theme. Abstract of 250 words should include the title, name of author, affiliation and 3-4 key words. For abstract and full-length paper, use the font 12 point Times New Roman and paragraph single spaced. Paper length shall be limited to 5000 words. A screening committee will

review the papers and selected papers will be published in the form of edited book.

Papers can be sent to bem.smbs@mgu.ac.in

REGISTRATION

All delegates and participants are required to register. The registration details and the link for online registration form are available on the website of School of Management and Business Studies, Mahatma Gandhi University. (www.smbs.mgu.ac.in).

Registration Fee

- Students : 100 INR (Includes Lunch & refreshment only)
- Research Scholars : 200 INR (Includes Lunch, refreshment and conference kit)
- Teachers : 300 INR (Includes Lunch, refreshment and conference kit)

BEM 23 Bank Account details

A/c No: **41677481994**

SBI, MG University campus branch

A/c Name: **Business Education in the New Millennium- BEM 23**

IFSC Code: SBIN0070669

Dates to remember

Commencement of Registration and Paper Submission : 15 February 2023

Last Date of Submission of Full Paper : 2 March 2023

ORGANISING COMMITTEE

- **Patron: Prof. (Dr.) SABU THOMAS**, Hon. Vice-Chancellor, Mahatma Gandhi University, Kottayam
- **Director : Dr. Santhosh. P. Thampi**, Professor and Head, School of Management and Business Studies & Dean, Faculty of Management Sciences
- **Convener: Dr. Johney Johnson**, Professor, School of Management and Business Studies
- **Joint Convenor: Saravanan.B**, Head of South India, ACCA
- **Secretary: Dr. Biju. M.K**, Assistant Professor, School of Management and Business Studies

COMMITTEE MEMBERS

- **Dr. E. Sulaiman**, Professor, School of Management and Business Studies
- **Dr. Sajimon Abraham**, Professor, School of Management and Business Studies
- **Dr. Roshna Varghese**, Assistant Professor, School of Management and Business Studies
- **Dr. Madhu Lal. M**, Assistant Professor, School of Management and Business Studies
- **Dr. Tijo Thomas**, Assistant Professor, School of Management and Business Studies



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Priyadarsini Hills. P.O, Kottayam, Kerala, India

bem.smbs@mgu.ac.in

www.smbs.mgu.ac.in