



Department *of* Commerce

SHYAM LAL COLLEGE

(University of Delhi)

(<http://www.shyamlal.du.ac.in/international-conference/>)

INTERNATIONAL CONFERENCE

**Sustainable Business Models:
Innovative Strategies and Practices**

March 16-17, 2016

India International Centre, New Delhi, India



Call for Papers

Department of Commerce, Shyam Lal College, University of Delhi takes immense pleasure in announcing an International Conference on “Sustainable Business Models: Innovative Strategies and Practices”. Shyam Lal College was established in 1964 by Padmashree Late Shri Shyam Lal Gupta, the then Chairman of Shyam Lal Charitable Trust under University of Delhi. The College is housed in a spacious building on G. T. Road, Shahdara, Delhi with a sufficiently large infrastructure for both academic as well as extra-curricular activities.

The College is rapidly emerging as a prominent educational institution of the University. The endeavor of the College has always been to make higher education more enjoyable, job-oriented, meaningful and practical, and at the same time more adaptable to the ever changing demands of our society.

CONFERENCE THEME

The theme of the conference is “Sustainable Business Models: Innovative Strategies and Practices”. Every commercial organization, irrespective of its size and nature, has a business model, explicit or implicit. In fact, academics have defined “business model” as a way to make money. It is well accepted that a “business model” of a company explains the rationale for why a company’s business approach and strategy will be a money maker (Thompson et al., 2010).

While majority of the modern business organizations have consciously designed business models, it is not unusual to come across successful entrepreneurs and sustainable business models that merely happened by accident. Likewise, age-old Indian industrial clusters like Agra, Firozabad, Aligarh to name a few, and clusters of tribal artisans at various locations also have a high degree of in-built sustainability in their business models. In fact, the business models of these micro and tiny enterprises and the entrepreneurs are based on rich cultural traditions and synergies (traditional skill, raw material, processes) of the operating regions. Importantly, these enterprises from emerging economies are mostly propelled by the skill passed on to them from their ancestors. (Kar, et al., 2014). But they have not limited themselves to this, and have created an environment in which innovation is constantly encouraged. They find themselves handicapped due to lack of support from governmental organizations and institutions both in terms of finance as well as training and development.

The companies are looking for competitive advantages based on key success factors related to technology, manufacturing, distribution, marketing, etc. to create sustainable business models. Likewise, modern-day clusters, such as the IT cluster at Bangalore, offer interesting research opportunities, where business models of individual companies, count on the comparative advantages arising out of clustering and the

externalities that it creates, as well as of expected policy support in the face of major share of the IT sector in countries overall exports.

Importantly, in a dynamic world, business models need to be such that they can evolve with the times, but even this may not be enough, necessitating constant skill upgradation and innovations for sustainability. With this background in mind, this conference plans to provide a platform for exchange of ideas among academics, researchers and practitioners about the innovative strategies and practices which could help in creating sustainable business models.

CONFERENCE OBJECTIVES

Broadly, the aim is to explore the innovative strategies and practices of all the functional areas of an organization and its business model; finance, marketing, human resources, information technology etc. for all types of organizations. Additionally, the conference intends to provide solutions for micro and tiny enterprises which can facilitate and upgrade their innovative strategies and practices, making their business models more robust and sustainable in this ever changing world. Last but not the least; the conference intends to focus on ethical and cultural dimensions to be taken care of while creating sustainable business models.

WHO SHOULD PARTICIPATE?

This international conference will be of great interest to faculties, research scholars, experts, consultants, students and professionals working in the business enterprises of all shades and sizes. Original research papers are invited from research scholars, faculty, members of universities and colleges, company executives, policy practitioners, as well as students.

CONFERENCE TRACKS

We welcome research papers as per the following tracks. However, this list is indicative and not restrictive.

1. **Business Models in the Dynamic Environment**
2. **Business Models: Financial and Economic Viability**
3. **Innovation, Skill Enhancement and Value Additions**
4. **Entrepreneurship: Genesis for Successful Business Models**
5. **Cultural and Ethical Dimensions: Importance for Business Models**
6. **Supportive Sustainable Strategies for Micro and Small Enterprises**
7. **Impact of Institutional Mechanism on Business Models**
8. **Sustainable Development and Business Models**

Research Papers/Conceptual Papers/Practitioner Papers and Case Studies should be submitted to all three email ids mentioned here: slcdconference2016@gmail.com, duslconference@gmail.com, duslconference2016@gmail.com in docx/(or

readable pdf) format with the main track (listed above) mentioned in the subject line. The paper should be typed in MS Word format and printed in double space, Times New Roman font and font size 12. The title page of the paper should give the full name of the author(s), affiliation, telephone/fax number and the e-mail address and another identification/ affiliation should not be mentioned anywhere else in the paper.

IMPORTANT DATES

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|--|-------------------|
| • Research Paper Submission Start Date | November 26, 2015 |
| • Research Paper Submission End Date | January 31, 2016 |
| • Acceptance Notification | February 15, 2016 |
| • Early Registration Start Date | November 26, 2015 |
| • Early Registration End Date | February 20, 2016 |
| • Conference Dates | March 16-17, 2016 |

CERTIFICATES

Certificates for paper presentation/participation would be handed over in the valedictory function of the conference.

CONFERENCE PROCEEDINGS

Subsequent to the reviewing process of Research Papers/Conceptual Papers/Practitioner Papers and Case Studies, the selected papers would be published in Conference Proceedings. Additionally, some of the most qualified papers would be published in a special issue of International Journals/Edited Book, contributing towards the enrichment of the existing literature. Conference organizers are in the process of contacting Edward Elgar Publishing, Palgrave Macmillan, Sage Publications, and other reputed publishers for bringing out the necessary publication.

BEST PAPER AWARD

Based on the originality of the central idea of the conference, three research papers would be selected for the best paper award.

REGISTRATION FEE

	Early	Late
• Research Scholars and Students	Rs. 1000	Rs. 1200
• Faculty Members	Rs. 1500	Rs. 1800
• Corporate/Industry Delegates	Rs. 2000	Rs. 2500
• Foreign delegates: Developed Countries	\$ 250	\$ 300
Other Countries	\$ 150	\$ 200

The registration fee may be sent in the form of Demand Draft in favour of “Principal, Shyam Lal College”, payable at Delhi. The registration fee (with the name of the participant and the title of the conference stated in the covering letter) should reach the Principal at the following address:

The Principal,
Shyam Lal College
G. T. Road, Shahdara, Delhi- 110032
Tel: 011-22324086 • Fax: 011-22322201
Email: slcdconference2016@gmail.com

The registration fee can also be paid through electronic money transfer system and confirmation of such transaction is to be intimated by sending the snapshot and UTR No. of your transaction to slcdconference2016@gmail.com with “Payment of Registration Fee” as the subject. The required details for such transfers:

1. Name : Shyam Lal College
2. Banker Name : Central Bank of India
3. Address : G. T. Road, Shahdara, Delhi-110032
4. IFSC Code : CBIN0283941
5. Account Type : S/B
6. Account Number : 01247800135

ACCOMMODATION

We are in the process of finalizing with our University to reserve some rooms in the International Guest House and other guest houses for the participants. Our teams are also working with a number of budget hotels in Delhi to reserve rooms at a special rate for the conference. Once it is finalized, the participants may book directly with the link given in the web site. More information will be provided through our web site soon. Arrangements and payment should be made directly with the hotel of your choice.

VENUE

India International Centre
40, Max Mueller Marg, New Delhi - 110003
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CONFERENCE PATRON

Dr. Rabi Narayan Kar, Principal, Shyam Lal College



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