



3rd International Conference

On

STAKEHOLDER WELL-BEING THROUGH VALUE CREATION

27th and 28th January, 2022 – WeSchool . Mumbai

Organised by

S.P. Mandali's

Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool)



About WeSchool

Established in 1977, WeSchool works under the aegis of S.P. Mandali Trust, one of the oldest trusts in the space of education. WeSchool ranks among the premier Business schools in the country. We have introduced several pioneering management programs in business design & innovation, e-business, retail, rural, healthcare, media & entertainment, research & business analytics. We work closely with organizations across different business domains and verticals on live projects, consulting and training assignments, with application based research as an integral part of the education ecosystem at WeSchool.

Conference Overview

In the current ecosystem framework of operations, multiple entities are necessary for the effective functioning of the framework. In such a system, the relationship of a company with the other entities, formally referred to as stakeholders, is typically a symbiotic one, wherein the mutual interest and expectations of all stakeholders are satisfied. While commonly known stakeholders of a company include customers, employees, investors, suppliers, distribution partners, the community, and the government; the complexity of modern business models will likely include several other entities, in addition to the common stakeholders. In this regard, stakeholder wellbeing is a concept that has received global attention.

While the efforts in better understanding and executing stakeholder wellbeing started much earlier in the academic and policy circles, as a recent development, companies, and practitioners are beginning to enter this important discussion. In doing so, the importance and significance of companies featuring in this discourse are unmistakable. Further, the centrality of companies in driving wellbeing among stakeholders is, therefore, evident. That is, through a commercial exchange, value can be created and/or destroyed for the companies and the stakeholders through their respective actions. And therefore, the process of value creation can serve as a medium for companies to ensure stakeholder wellbeing.

Against this backdrop, WeSchool has decided to organize this 3rd International Conference (in Hybrid format) on how stakeholder wellbeing can be ensured through value creation. This online conference will be conducted for two days between 27th -28th January, 2022.

Both days will have a good blend of panel discussions on key topics within stakeholder wellbeing, corporate spotlights on value creation, and research presentations by academic scholars working on this area. This conference is expected to educate, inform, and update all participants on the important aspects of this vital concept.

Conference Purpose

This conference is designed for a wide audience comprising of academicians, practitioners, early-career and mid-career researchers and corporate executives, and management students, who are looking for an understanding of this emerging topic. The goal of this conference is not to present a comprehensive list of steps/actions to establish stakeholder wellbeing. Rather, more modestly, this conference aims to highlight some critical aspects related to the stakeholder wellbeing concept, particularly via the process of value creation and informing participants of all the interrelated aspects to stakeholder wellbeing. The topics/themes covered in this conference can be considered as resource/advisory material that will be of help to academicians, researchers, and students. In this regard, this conference is designed to provide a balanced approach to deliver relevant content that will not only help the practice of business but also promote novel research in this area.

Conference Objectives

A key objective of this conference is to examine how the well-being of all stakeholders can be guaranteed by creating value for the respective stakeholders. Of equal importance is also the attention to the situation when stakeholder wellbeing is thwarted because of value destruction. Such a dual focus would be illustrative in seeking an all-around awareness of all aspects of stakeholder wellbeing. The other objectives of this conference are:

- To educate, inform, and update participants of the various constituents related to stakeholder wellbeing and value creation.
- To promote academic research in this important area of research.
- To serve as an outlet for the healthy exchange of ideas and opinions that can influence the establishment of stakeholder wellbeing and value creation.

Conference Structure

The conference will be conducted on January 27-28, 2021. All sessions will be administered online. Please see the conference schedule for more details. Most notably, the following key sessions are instrumental in addressing the theme of the conference:

1. **Plenary Sessions:** On each day, a plenary session will feature experts and renowned researchers from India/Abroad who can inform and educate on the chosen topics of the sessions. The following plenary sessions are planned:
 - 1) **Start-ups and Value Creation**—The plenary session on start-ups will engage the audience on how the start-up environment in India is shaping up, what are the challenges involved, and what is the way forward. Specifically, this session will deliberate on the start-ups from the value standpoint to better understand how start-ups design and implement value-creating aspects in their offerings. Additionally, other stakeholder-related topics to start-ups such as investors, customers, partners, incubators, policymakers, and so on will be explored.
 - 2) **FinTech and Value Creation** – The plenary session on fintech will explore various issues and challenges impacting the fintech industry. Some of the key concerns include fintech's level of integration into the traditional financial system, the public policy aspects of fintech implementation, certification, and training of fintech, fintech's impact on entrepreneurship, start-ups, and innovation, the role of government as a player in the fintech industry, and so on. This session will serve as a platform to discuss and understand the overall role, scope, and importance of fintech to institutional and business decision-making.
2. **Fireside chat on stakeholder wellbeing and value creation:** This session will feature two world-renowned academicians in the fields of management and marketing alongside two prominent corporate leaders who lead their respective organizations in delivering superior value to all their stakeholders. Specifically, this session will focus on three critical questions – (a) what is the current state of knowledge and practice in stakeholder wellbeing and value creation? (b) what challenges are faced by organizations in delivering value to their stakeholders? and (c) what is the way forward in designing and delivering value to all stakeholders? This format of the session is expected to talk about the help audience understand these critical topics that are discussed in an accessible manner, showcase new perspectives from subject experts,

present relevant insights that will inform and educate the audience, and deliver impactful and actionable tips for the audience to engage in stakeholder wellbeing and value creation.

3. **Spotlight on Entrepreneurs:** A session will be devoted to spotlighting successful entrepreneurs in creating an innovative, value-delivering entity. This spotlight will blend presentations and videos in an engaging format that will prominently feature the entrepreneur's journey, experience, learnings, and takeaways from their venture. This session is expected to inspire and encourage participants to pursue innovative methods in designing offerings that provide value to all stakeholders.
4. **Corporate Case Studies:** This section will feature select corporate success stories presented by leaders from the respective organizations. These presentations will demonstrate how such organizations succeeded in creating an inclusive environment among their stakeholders that ensured their wellbeing, and the role played by value-creating initiatives in ensuring the organization's success.
5. **Doctoral Colloquium:** A session on showcasing ongoing doctoral research is also planned. This session will feature research presentations by doctoral students on their ongoing research, specifically focused on the topics of stakeholder wellbeing and value creation. The focus of this session is to create a space for a discussion and conversation among doctoral students and the experts wherein, feedback and guidelines on the research presentations will be shared.

Expected Conference Outcomes

The following outcomes are expected from this conference:

- Know about the foundational aspects and the current state of stakeholder wellbeing and value creation.
- Understand the opportunities and pitfalls in establishing stakeholder wellbeing.
- A forum for the healthy exchange of ideas among practitioners and researchers that can spur new business collaborations and academic research in this area.
- Two Special Issue journals will publish select papers presented at this conference. Both journals will adopt a double-blind, peer-review process to select the studies for publication
- 3 best paper awards and one best student paper award for the papers presented at the conference.

Conference Research Presentation

The topics of focus for the conference research presentation tracks address the following central research question:

What value-creating approaches and methodologies be adopted by organizations to ensure overall stakeholder wellbeing, which can subsequently help organizations grow and be successful in the uncertain and volatile global business environment?

To cover this overarching conference focus, we identify below some of the themes and sub-themes that we look forward to covering in this conference. We welcome conceptual, methodological, qualitative, or quantitative contributions grounded in a range of perspectives that offer insights or answers to this question.

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| • Innovation | • Intellectual Property Rights |
| • SDG and Value Creation | • Social Confinement |
| • Transnational Higher Education and Skill Development | • Crowdsourcing and Organizational Performance |
| • Any Marketing aspects of Value creation | • Future global shocks |
| • Post-pandemic Leadership | • Post disaster intervention |
| • Emerging Technologies | • Growth and Development Strategies |
| • Organizational Development | • FinTech and Value Creation |
| • Strategies for Start ups | • Trade and Development |
| • Workforce strategies | • Technology and Business |
| • Rebuilding Transformation Strategies | • Retail and Consumer Goods |
| • Any HR aspects of Value creation | • Analytics and Business |
| • Psychological and Financial Resilience | • Redefining skills |
| • Corporate Social Responsibility | • Any Operations aspects of Value creation |
| • Any Finance aspects of Value creation | • Skill development |

Any other topic relevant to the theme of the conference

Submission Guidelines

- Please chose one of thematic areas mentioned in call for papers and assure the topic of your paper is related to that selected theme.
- It is responsibility of an authors to ensure the paper is original, have not been shared for publication elsewhere.

Abstract

- **Abstract** must be around 1000 words.
- Abstracts must have up to 5 (five) keywords.
- All abstracts will be peer reviewed before final acceptance/rejection and final decision on same shall be communicated with email
- Abstract must contain a brief title, author's affiliation, and designation and contact details.
- Abstract must be submitted via given link on easy chair/OJAS only. Make sure to click on upload and submit after attaching the abstract. In case of any technical issue you can contact us.

Full Paper

- **Full Paper** must be written in good English free of various typing and grammatical errors to be fit for publication consideration.
- The word limit of full paper is 8000 words.
- All citations and references must be in sync and author shall make sure the paper doesn't infringe any copyright.
- APA style of referencing for citation is to be followed to maintain the uniformity.
- Full paper must be typed in MS Word in Times New Roman with font size 12 and 1.5 line spacing. All pages of the paper shall be numbered.
- All submissions must include a title, an abstract, authors affiliation and designation details

Publication Opportunities

The **Select Full Papers** will be considered for publication in highly rated journals (subject to the review by the respective editorial boards)

- The conference has understanding with two highly rated Scopus indexed journals conference special edition (Subject to Terms and condition)
 - Journal of Creating Value
 - Transnational Marketing Journal
- Conference proceedings with ISBN Number.
- aWeshkar in-house bi-annual research journal (listed in EBSCO databases)

Important Dates

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| Abstract Submission | 30.10. 2021 |
| Intimation of Abstract Acceptance | 07.11.2021 |
| Full Paper / Extended Abstract Submission | 20.12.021 |
| Intimation of Full Paper / Extended Abstract Acceptance | 31.12.2021 |
| Registration Link Opens | 01.01 2022 |
| Registration Link Closes | 18.01. 2022 |

Target Audience

Academicians, Corporate Executives, Research Scholars, Consultants and Subject Experts, policy makers

Registration Fees

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|------------------------------------|-----------------|
| Research Scholar / Students | 1000 INR |
| Academicians | 2000 INR |
| Industry Delegates | 3000 INR |
| International Delegates | 100 USD |

*GST will be chargeable @18% and added to Basic Registration Fees

Conference Patron and Mentor

Prof. Dr. Uday Salunkhe - Group Director, WeSchool

Dr. V. Kumar - St. John's University, New York, USA and a Marketing Legend

Conference Chair

Dr. D. N. Murthy

Dean - Research

Conference Co-Chair

Dr. Vaishali Patil

Sr. Associate Dean- Research & Publications & Information Technology

Prof. Bharath Rajan

Associate Dean – Research

Conference Research Team

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Associate Dean – IIC and Research

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