

CALL FOR BOOK CHAPTERS

Managing and Strategising Global Business in Crisis Resolve, Resilience, Return, Re-imagination & Reform (5 R's)

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ABOUT THE BOOK

This book aims to offer an understanding of the crisis situation of global markets with a different outlook, how industries are coping with crisis challenges and offering services and products to their customers. Any form of crisis includes both the seeds of success and the roots of failure. The purpose of crisis management is to **Resolve, Resilient, Return, Re-imagine Reform**, and harvest this potential success. Crisis in Global business is an incident that causes significant disruption to a business or a series of events. A crisis often happens unexpectedly, raising significant problems or threats for the organization in global business, usually when time is limited, and decisions need to be taken quickly. This edited book would present various risks arises due to crisis and its impacts on business processes, productivity and performance and discuss the Mitigation strategies to overcome from this challenging situation. The discussion about the crisis like pandemic is essential in understanding its various risks, impact involved in today's environment, their impact on particular industries, and society. In this way, this book aims to be highly multidisciplinary, establishing links between organizations, consumers, and various academic streams like economics, finance, marketing, and consumer behaviour etc. all major business disciplines. This contribution will also help researchers, graduate and doctoral students expand and improve their understanding of this topic and identify new research problems. This book welcomes, the articles, cases that discuss these aspects and implications.

NATURE OF SUBMISSIONS:

We welcome original research using a variety of methodologies, and at any level of analysis, such as:

- High-quality qualitative (e.g., interview, observation) or quantitative (e.g., experimental, survey) research of all kinds, analytical techniques including thematic analysis, content, and structural equation modelling
- Archival and observational research using data drawn from the Internet
- Mixed methods research (e.g., surveys complemented with case studies)
- Teaching Case Studies; Comprehensive theory development papers

IMPORTANT DATES

- Abstract Submission: **20th Feb 2021**; Abstract Acceptance: **15th March 2021**
- Full Chapter Submission: **15th May 2021**; Review notification to Authors: **15th June 2021**
- Submission of revised version: **30th June 2021**; Final Acceptance Notification: **10th July 2021**
- Final Versions Due: **20th July 2021**; Submission to Routledge: **31st July 2021**

No Publication Charges

SUBMISSION PROCESS:

Researchers and practitioners are invited to submit full papers for this book on or before May 15th, 2021.

Abstract Submission link (300-500 words) via google doc: <https://forms.gle/CCQrARVDBYisN4SN6>

Full Chapter Submission Link – <https://easychair.org/conferences/?conf=msgbc1>

CHAPTER FORMATTING INSTRUCTIONS:

Authors have been provided with formatting instructions and Word Document Template aid in the formatting process. See the following link:

https://tandfbis.s3-us-west-2.amazonaws.com/rt-files/AUTHOR/T%26F+Text+Preparation+Instructions_Disk_Word_v1_1.pdf

CASE FORMATTING INSTRUCTIONS:

The case study must include a dilemma, theoretical mode, concept. Teaching case study should:

- Describe the actions of the protagonist in the management decision.
- Present a dynamic and persuasive dilemma for student to discuss and to take management decisions.
- Address critical business contexts, problems, discussions.
- Be logically organised.
- Be in the past tense.
- Use an interesting case story.
- Not contain language errors.

Teaching Note should

- Have a suitable summary that explains the case's background, the dilemma and the discipline in which the case relates.
- Include case objectives for the target group.
- Have a teaching plan (minimum 50 Minutes), including planned classroom events.
- Have assignment questions (2-3) mapping the case teaching objectives and dilemma
- Analysis the cases and provide model answers to questions relevant to the case, use existing literature, theory (theoretical framework) or research findings.

THEMATIC AREAS OF INTEREST**Part A: Global Business and Crisis Management**

This part will provide an insight into the importance of crisis management of an organization operating at a global level and impact on in its various management functions. A business organization needs strategies to manage and survive in the time of crisis by coordinating various business processes such as Marketing and Sales, Accounts and Finance, Human resources, Supply chain logistics and operations, business ethics and corporate governance. The following broad themes will be covered in this part:

- Global Trade Policies
- Global Politics, Law, and Business
- Global Institutions, Government and Business
- Global Brand, Reputation, and Identity
- Global Human Resources
- Global Consumer Behaviour
- Global Business Network
- Global Supply Chain
- Global Business Ethics
- Global Leadership
- Future of Global Management during Crisis

Part B: Global Business and Industrial Sectors during Crisis

This chapter will provide an insight into how various industrial sectors (from larger to smaller-scale industries) operates under a crisis. The global scenarios and volatile business environment around the globe have changed manifold to manage a crisis, to strategize ways to overcome the crisis. This part will

cover the following Impact of Crisis across industries globally.

- Agriculture and Food Processing Sector
- Manufacturing Sector
- Labour Market
- Tourism Sector
- Real estate market
- Financial sector
- Transportation sector
- Healthcare
- Entertainment
- All other Major Organizations/Industries/Sectors etc.

Part-C: Case Study (This section will have specific business case/ problem discussing Resolve, Resilience, Return, Re-imagination, Reform strategies on above-given themes of book)

REQUIRED:

- Manuscript has been ‘spell checked’ and ‘grammar checked’
- All references mentioned in the Reference List are cited in the text, and vice versa
- Authors Profiles after the List of References (100-150 Words for each author)
- A competing interest’s statement is provided, even if the authors have no competing interests to declare
- Number of Words: 5,000 to 6,000 words Inclusive of all Text, References and Appendices

SUBMISSION OF MANUSCRIPT SHOULD INCLUDE:

- Chapter Title, Subtitle (if needed), Authors, Affiliation, keywords
- All figures (include relevant captions); All tables (including titles, description, footnotes)
- Ensure all figure and table citations in the text match the files provided
- Indicate clearly if color should be used for any figures in print
- Graphical Abstracts / Highlights files (where applicable); Supplemental files (where applicable)
- Permission has been obtained for use of copyrighted material from other sources (including the Internet)

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