



O.P. JINDAL GLOBAL  
INSTITUTION OF EMINENCE DEEMED TO BE  
UNIVERSITY  
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JINDAL GLOBAL  
BUSINESS SCHOOL  
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



JINDAL SCHOOL OF  
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India's First Global Finance School



CHAPTER  
South Asia



**AIB-SOUTH ASIA CONFERENCE 2023**  
**ENVIRONMENT SUSTAINABILITY**  
**AND GOVERNANCE ISSUES**  
**IN INTERNATIONAL**  
**BUSINESS AND TRADE**

📅 8-10 JANUARY 2023 📍 O.P. JINDAL GLOBAL UNIVERSITY, SONIPAT-131001, HARYANA

Webpage: <https://www.jgu.edu.in/AIBSouthAsia2023>

# AIB SOUTH ASIA CONFERENCE 2023

It is an annual conference of the South Asia Chapter of the Academy of International Business (AIB). The conference aims to provide AIB members in the South Asian region an opportunity to meet and exchange ideas. Jindal Global Business School and Jindal School of Banking & Finance at O. P. Jindal Global University are glad to host this conference, on the theme of Environment Sustainability and Governance Issues in International Business and Trade. The conference includes the following sub-themes:

- Approach of MNEs toward environmental sustainability and governance
- Environment sustainability and governance in South Asia and other developing countries
- Impact of environment sustainability and governance on International Finance and Accounting, International Marketing, International Taxation, and International Arbitration
- Preparedness of the industry and the MNE leadership in responding to environmental sustainability and governance issues
- Public policy such as the national guidelines for responsible business conduct

In addition to the above conference theme, we encourage high-quality submissions on the core topics in International Business in the following tracks:

1. Global strategies and internationalization
2. International entrepreneurship
3. Global value chains and supplier networks
4. Role of state, institutions, and IB policy
5. Knowledge, learning, and innovation
6. Diaspora effects and cross-cultural management
7. Emerging markets and emerging market MNEs
8. International finance, accounting, and corporate governance
9. International marketing and consumer behavior
10. International HRM and global leadership

## CONFERENCE THEME

The impact of industrialization on the environment and biodiversity has long been a concern. The critical question of who bears the environmental conservation cost continues to be debated between the developed and the developing economies. Amidst these pressing concerns, the policymakers and international business communities are prioritizing the need to understand the challenges of the new world order. There has been an increased concern to understand the impact on human lives, and crafting suitable solutions for a better world to be inherited by future generations.

**CHAPTER CHAIR** **Prof. S. Raghunath**, Indian Institute of Management Bengaluru

**CONFERENCE CHAIRS** **Prof. Ashish Bharadwaj**, O. P. Jindal Global University  
**Prof. Mayank Dhaundiyal**, O. P. Jindal Global University  
**Prof. Snehal Awate**, Indian Institute of Technology Bombay

**CONFERENCE** **Prof. Chavi Asrani**, O. P. Jindal Global University

**COORDINATORS** **Prof. Rameshwar Arora**, O. P. Jindal Global University



## PAPER SUBMISSIONS

We invite Competitive papers which are at more advanced stages of development and need more focused feedback. The maximum length permitted for competitive paper is 25 double spaced (A4) pages.

Interactive session submissions are work-in-progress manuscripts, which can benefit from directional feedback from the track chair and/or other participants. Participants are encouraged to send in their articles in research note formats.

## PANEL PROPOSALS

The panel sessions are conducted to have a focused discussion on a common theme. We welcome panel themes on topics relevant to IB, with special emphasis on topics related to the conference theme.

### SUBMISSION GUIDELINES

(All submissions must include 150 word abstract and adhere to JIBS style guide, available at [http://www.palgrave-journals.com/jibs/style\\_guide.html](http://www.palgrave-journals.com/jibs/style_guide.html))

## KEY DATES AND INFORMATION

**SUBMISSION WINDOW: SEPTEMBER 15, 2022 TO NOVEMBER 1, 2022**

**THE FINAL DECISION: DECEMBER 7, 2022.**

**LAST DATE OF EARLY BIRD REGISTRATION: DECEMBER 25, 2022**

**LAST DATE OF REGULAR REGISTRATION: JANUARY 4, 2023**

**CONFERENCE DATES: JANUARY 8-10, 2023**

**VENUE: O.P. JINDAL GLOBAL UNIVERSITY, SONIPAT-131001, HARYANA**

For more details regarding the conference, please write to:

[aibsac@iimb.ac.in](mailto:aibsac@iimb.ac.in), [AIBSouthAsia2023@jgu.edu.in](mailto:AIBSouthAsia2023@jgu.edu.in)

Ms. C. Shankari, AIB-South Asia chapter office

Phone: 6380338272, 9500032495





## JINDAL GLOBAL BUSINESS SCHOOL

Jindal Global Business School (JGBS) is India's premier research-driven business school renowned for top-quality management research, unparalleled internationalisation opportunities, and world-class faculty and infrastructure. With a faculty base of around 130+ full-time faculty members, 2000+ students, and 11 different programmes, JGBS is the second largest school of O.P. Jindal Global University (JGU).

With 116 SCOPUS publications (40% in ABDC A-star and A journals) in the first half of 2022, 130+ international collaborations for student mobility, and 130+ full-time faculty members (a rapidly growing list), JGBS has now consistently surpassed most of the top public and private B-schools in the country in research output, internationalisation opportunities, and full-time faculty members. As part of its vision of being a globally acclaimed business school, JGBS is committed to building on its position as a premier B-school, not just in India but globally.

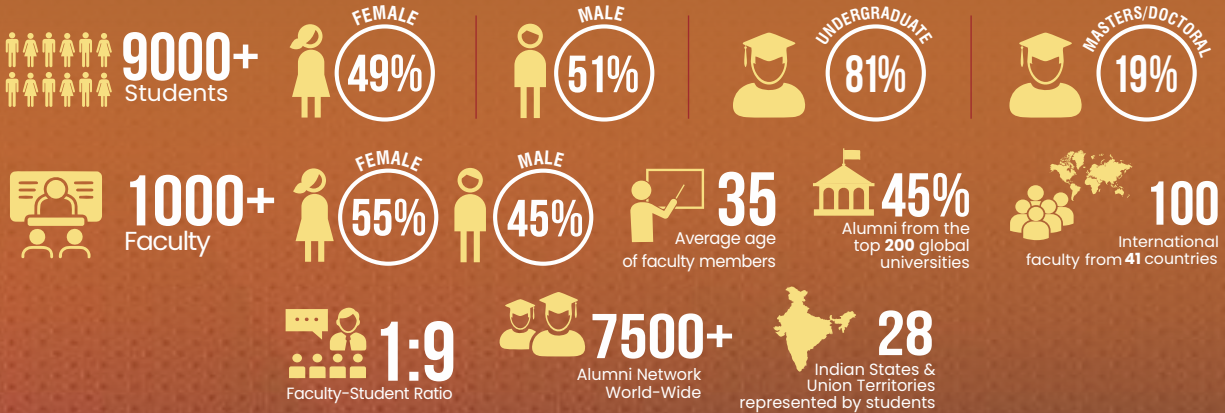
## JINDAL SCHOOL OF BANKING & FINANCE

The Jindal School of Banking & Finance (JSBF) is a new-age and specialised institution of learning, academic scholarship, and practitioner excellence in niche areas of technology-led banking, new-age finance and entrepreneurship. In our effort to triangulate new knowledge from technology-led finance, data-centric laws, and innovation-driven entrepreneurship, we strive to develop professionals who will contribute to the post-pandemic growth in India and the world.





# JGU @ A GLANCE



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## RESEARCH

**5000+** Publications

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## INTERNATIONAL COLLABORATIONS

**350+** Collaborations with International Universities & Higher Education Institutions

**10** Forms of Global Partnerships

**65+** Countries & Regions

**200+** Faculty & Student exchange collaborations

**20** Countries represented by students

## ACCREDITATION & RANKINGS



Granted Autonomy by University Grants Commission



Ranked 2nd Swachh Campus Ranking 2019 Government of India



Accredited "A" Grade by National Assessment and Accreditation Council



QS WORLD UNIVERSITY RANKINGS 2023



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QS WORLD UNIVERSITY RANKINGS 2022 BY SUBJECT



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📍 Sonipat-131001, (NCR of Delhi)

JGU - An Initiative of Jindal Steel & Power Foundation