



Call for Papers
40th Euro-Asia Management Studies Association (EAMSA)
Annual Conference
International Management Institute New Delhi
New Delhi - India
20 - 23 November 2024
(Deadline for paper submission: 31 July 2024)

Frugal, Reverse and Sustainable Innovations: Strategies and Implications for Asian and European Businesses

Conference Theme:

Global challenges like environmental degradation, income inequality, resource scarcity, climate change, and the COVID-19 pandemic have put increased pressure on businesses to adopt sustainable business practices. Not only are regulations becoming stricter, but consumers are also becoming environment-conscious and socially responsible, requiring businesses to reduce their carbon footprints, minimize waste, and operate more responsibly.

Sustainable innovations are broad in scope and encompass economic, social and environmental sustainability. An increasing number of businesses from Asia and Europe are adopting sustainable business models and offering value propositions focusing on environmental sustainability. Such value propositions revolve around green energy, biodegradable packaging, eco-friendly products, reducing-reusing-repackaging of materials and circular solutions, and waste management. Notable among them are Ecotricity (UK), Ecover (Belgium), Grundfos (Denmark), BYD Auto (China), Selco Solar (India), Neste (Finland), Vestas (Sweden), Fairphone (Dutch), among others.

Sustainable innovation also involves frugal innovations emphasizing social and economic sustainability by doing more with less. Such frugal innovations are becoming increasingly crucial for inclusive development in a resource-constrained environment. Emerging markets in Asia play an essential role in frugal and reverse innovations. Initiatives of businesses like Aurolabs (India), Aravind Eye Care (India), Aarong (Bangladesh), Amul (India), Dabbawalla (India), and Grameen Shakti (Bangladesh), among others, are exemplifying business models for scaling up solutions of community-driven frugal innovations. Such innovations from Asia can lead to reverse innovation and new global products. They also show how European MNEs can localize their operations and portfolio to successfully offer sustainable value propositions in Asian markets.

The conference theme, "Frugal, Reverse and Sustainable Innovations: Strategies and Implications for Asian and European Businesses," will call for a deeper understanding of the dynamics of such innovations and their strategic implications on long-term profitability and sustainable competitive advantage of businesses operating in Asian and European continents. Cross-continental collaboration between Asia and European businesses is essential for accessing diverse markets, sharing knowledge and combining resources. Understanding best practices, challenges, drivers, ecosystem components, and associated aspects of such

innovations will help both emerging and developed economies by creating new areas and sustainable competitive advantage.

Call for Papers:

We cordially invite researchers in the areas of business, organisation studies, management science, economic geography, and development/industrial economics to explore how businesses, governments and societies are responding to the development of a green and sustainable economy in terms of environmental and economic and social aspects.

Authors are encouraged to submit theoretical, conceptual and empirical papers that draw on qualitative, quantitative, mixed, and case study approaches to explore, evaluate, critique and debate issues arising from the conference theme and ideas surrounding the theme of the sustainable innovations especially in Europe and Asia contexts.

As EAMSA strives to be a platform for wider discussions on interrelations between Asia and Europe, we also welcome paper submissions in the broader fields of international business, economic geography, economics, management, and area studies that might fall outside the main conference theme.

We invite submissions with focus on following areas:

Frugal innovation: How businesses across Asia and Europe can do more with less in resource-constrained environments, and this can create high-quality and affordable products and services for diverse customer groups.

Reverse innovations: How innovations originating in emerging markets can be adopted and adapted by businesses in developed countries and vice versa.

Sustainable Innovations: Exploring strategic implications of sustainable business practices, eco-friendly innovations on long-term profitability and corporate responsibility.

Conference tracks include but not limited to:

1. Building and sustaining an innovation focus: lessons for Asian and European businesses
2. Entrepreneurship and Innovation models for sustainability: Insights from Asia and Europe
3. Cross-cultural issues, leadership, and people: Managing sustainable, frugal, and reverse innovation in Asian and European firms.
4. Cross-continental collaborations between Asia and Europe for sustainable, frugal, and reverse innovations: joint ventures, research partnerships and technology transfers
5. Government policies and regulatory frameworks: barriers or facilitators to innovations in Asian and European contexts
6. Strategic management in MNEs: supply chain management, green manufacturing, circular economy practices in Asia and Europe
7. Global value chains: Implications for Asian and European businesses

Conference Venue and Programme:

The conference is hosted by the International Management Institute (IMI) - New Delhi.

IMI New Delhi was set up in the year 1981 and is India's first corporate sponsored business school. Set up in collaboration with IMD Lausanne (then called as IMI Geneva), it soon carved a niche for itself and was able to establish itself as a knowledge repository and training ground for aspiring managers. IMI New Delhi is among the league of top few Indian B-schools accredited by AACSB and AMBA. It has been ranked in the global top 100 of the Financial Times (FT) Masters in Management rankings in 2022 and 2023.

The venue is just a 30-minute drive from the international airport with many high-quality hotel options in the vicinity.

Paper Submission categories:

There are two types of sessions for individual paper submissions. We, therefore, encourage established scholars and young/new scholars to present and discuss their research in progress in these sessions. Please select the most appropriate format from the following:

Competitive Papers: The most developed and polished papers should be submitted for inclusion in competitive sessions (maximum of 9,000 words inclusive of all materials, including appendices and references).

Interactive Papers: Papers on work-in-progress should be submitted for the interactive sessions (maximum of 6,000 words inclusive of all materials, including appendices and references).

Conference organisers may consider mixing types of paper in the program, should thematic coherence for each session be a primary concern. Papers should follow the *Asian Business & Management journal* guidelines.

EAMSA is committed to encouraging doctoral researchers and giving them a platform for their development. To facilitate doctoral researchers' participation in its annual conference, a discounted registration fee will be available for them.

All competitive papers will be sent for double-blind review to two reviewers. Interactive papers will be evaluated by one reviewer. The evaluation of papers will be based on relevance to the conference theme and to international business and management issues in Europe and Asia, analytical rigour, methods applied, originality, and contributions to the area.

Submission:

Paper submission is managed by **Easy Chair**. Submission link is <https://easychair.org/conferences/?conf=eamsa2024annualconfe>

NOTE: Please do not write your names and contact details on the front page of your paper. When submitting your paper to Easy Chair, your name and contact details must be provided when you register on the form provided by Easy Chair.

Submission Deadlines

Full paper submission: 31 July 2024.

Paper acceptance notification: 16 September 2024

Conference dates: 20-23 November 2024.

(pre-conference doctoral research workshop on 20 November 2024)

For inquiries, please email the conference organising committee: eamsa2024@imi.edu

Awards and Publications:

All papers accepted will be included in the conference proceedings. Authors of selected papers will be invited to submit their papers to a Special Issue of *Asian Business and Management*. Awards will be given to the best paper, best reviewers, and best papers submitted by doctoral students.

Pre-conference doctoral research workshop:

On 20 November 2024, prior to the formal conference welcome reception in the evening, a day long workshop will be held for doctoral students on research methodology by senior EAMSA researchers. This will be open to any doctoral student interested in participating, even if they have not registered for the EAMSA conference.

Organising Committee

Dr. Himadri Das - Director General, IMI, Chair - Organising Committee
Dr. Neena Sondhi - Dean, Research & Accreditations, IMI New Delhi
Dr. Umesh Bamel - Associate Professor, IMI New Delhi
Dr. Akriti Jain - Assistant Professor, IMI New Delhi

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About New Delhi

New Delhi being a capital city to one of the largest and fastest growing Asian economies will provide a strategic meeting point, symbolising the themes' essence of bridging the innovation gap and fostering collaboration between Asia and Europe for sustainability and inclusive development. New Delhi is home to hundreds of MNEs, small and micro enterprises, startups and community driven initiatives making it an ideal stage for discussion on international business strategies and innovations. In addition, being a capital city, it hosts offices to all the government ministries and regulatory agencies, thus making EAMSA 2024 accessible to policy making bodies and regulators.

New Delhi hosted the 18th G-20 summit successfully during 9-10 September 2023. The G20 plays a crucial role in shaping global economic policies to address pressing global challenges, such as climate change, trade, and sustainable development. EAMSA-2024 following the G20 summit in New Delhi provides a platform and an opportunity to delegates to discuss and analyse practical implications of these policies and how businesses can contribute to global solutions and align their strategies with international priorities.

New Delhi also has an excellent connectivity with major cities in both the continents and the Indira Gandhi International (IGI) Airport in New Delhi has been consistently identified as one among the top ranked Airports globally in terms of facilities and connectivity.