

Guidelines for paper submission

- Paper Size must be A4 format (21 x 29.7 cm).
- Margins must be 1 inch (about 2.54 cm).
- Font Face must be Times New Roman.
- Font Size must be 12 points (except paper Title is 14 pt) in 1.5 times space, and justified.
- Please use 12-point bold for first-level headings, with an initial capital letter for any proper nouns. Leave one blank line before and after each heading. (Exception: no blank line between consecutive headings.) Please margin all headings to the left.
- One blank line should be left after the paper title. After the title, names of authors and affiliations should be provided.
- All the authors of a paper should include their full names, affiliations, and email addresses on the first page of the paper.
- An informative 12-point abstract (150 to 200 words) presenting the main points of the paper and conclusions.
- Papers should include keywords. List up to five words regarding the essential elements of the paper content.
- Tables and figures should be centered and not exceed the given page margins.
- Table titles should be on top of the table and all words should be centered, and only the first letters capitalized.
- Figures titles should be centered and only the first letters capitalized and located at the bottom of the figures.
- One blank line should be allowed between the paragraphs.
- References and citations within the text should be prepared in the latest APA format.
- Do NOT include PAGE NUMBERS
- Do NOT include HEADERS or FOOTNOTES
- Paper length: Maximum 3000 words in the template format

Sent your research papers to ISIU@kh.amrita.edu

Important Dates to Remember	
Last date for submission of Full paper	29 th April
Intimation of Acceptance of Abstract and Full paper	1 st May
Conference PPT Submission (Maximum 10 Slides)	3 rd May

Selected Papers will be published in UGC listed Journal with additional publication fee.

Conference Registration Fee	
Research Scholars	Rs. 1500 + GST
Academicians	Rs. 2000 + GST
UG/PG students	Rs. 750 + GST
Research Scholars and Academicians(Absentia) Presentation through Online	Rs. 1000 + GST
UG/PG students (Absentia) Presentation through Online	Rs. 500 + GST

The author and co-author of the paper have to register separately.

Link for Payment

1. Research Scholars

Payment Link: <https://aoap.amrita.edu/gateway/index/event-pay-kh?ekey=PSEIUR>

2. Academicians

Payment Link: <https://aoap.amrita.edu/gateway/index/event-pay-kh?ekey=PSEIUA>

3. UG/PG Students

Payment Link: <https://aoap.amrita.edu/gateway/index/event-pay-kh?ekey=PSEIUPS>

4. Research Scholars and Academicians (Absentia) Presentation through Online

Payment Link: <https://aoap.amrita.edu/gateway/index/event-pay-kh?ekey=PSEIURSA>

5. UG/PG students (Absentia) Presentation through Online

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Organized by

Department of Commerce and Management, School of Arts, Humanities and Commerce,
Amrita Vishwa Vidyapeetham, Kochi campus



Two Day International Symposium on Business Research (ISBR 2023)

Theme: PERSPECTIVE ON SOCIO-ECONOMIC IMPACT OF URBANIZATION

5th-6th | MAY
2023

Organized by

The Department of Commerce and Management

School of Arts, Humanities and Commerce, Amrita Vishwa Vidyapeetham, Kochi Campus

Introduction

The Department of Commerce and Management at School of Arts, Humanities and Commerce, Kochi campus is organizing a Two- Day International Symposium on Business Research (ISBR 2023) Theme: Perspective on Socio-Economic Impact of Urbanization on May 5th and 6th 2023. The conference will be held in hybrid mode. ISBR is an initiative taken by the Department of Commerce and Management to provide the platform that brings together researchers, academic experts, and leaders to deliberate, share and enhance their knowledge of Business research.

In the context of the Government of India, having designated Sadguru Sri Mata Amritanandamayi Devi as the Chair of Civil 20 (C20), an official engagement group of the G20, we envision the scope of multidisciplinary and integrated effort, to develop solutions towards the most important issues facing the world today. The need of the hour is to deliberate on issues arising out of urbanization and suggest solutions to make policies. Keeping this in mind the Department of Commerce and Management, Amrita Vishwa Vidyapeetham, Kochi Campus has taken an initiative to host a Two- Day International Symposium on Perspective on the Socio-Economic Impact of Urbanization on May 5th and 6th, 2023.

Amrita Vishwa Vidyapeetham

Amrita Vishwa Vidyapeetham is a multi-disciplinary, research intensive, private university, educating a vibrant student population of over 24000 by 1700+ dedicated faculty members. Accredited with the highest grade 'A++' by NAAC, Amrita offers more than 250 UG, PG and Ph. D. Programs in Engineering, Management and Medical Sciences along with Ayurveda, Life Sciences, Physical Sciences, Agriculture, Sciences, Arts, Humanities, Commerce, Social and Behavioral Sciences. Amrita guided by world-renowned humanitarian leader, Sri Mata Amritanandamayi Devi, AMMA, as the Chancellor is one of India's top-ranked private universities, with seven campuses at Amaravati, Amritapuri, Bengaluru, Chennai, Coimbatore, Kochi and Mysuru.

Concept note:

Urbanization refers to the process of people moving from rural areas to cities, while productivity refers to the efficiency with which resources are used to

produce goods and services. One of the ways in which urbanization can affect productivity is through agglomeration economies. These are the benefits that arise from the concentration of economic activity in a particular geographic area. For example, when businesses are located close to each other in a city, they can benefit from shared infrastructure, access to a larger labor pool, and the ability to share knowledge and resources. This can lead to increased productivity and innovation. Productivity and urbanization are closely related concepts. However, urbanization can also have negative effects on productivity. For example, congestion in cities can lead to increased commuting times and reduced efficiency. Additionally, urban areas can be more expensive to operate in, which can increase costs for businesses and reduce their profitability. Overall, the relationship between urbanization and productivity is complex and depends on a variety of factors, including the size and density of the urban area, the industry mix, and the quality of infrastructure and services. One of the key themes of the C20 summit was the need to promote sustainable urbanization. Participants discussed strategies for managing the environmental and social impacts of urbanization, such as reducing greenhouse gas emissions, improving access to affordable housing, and investing in public transportation and other infrastructure.

Another important topic was the role of technology in promoting productivity in urban areas. Participants discussed the potential benefits of technologies such as artificial intelligence, big data, and the Internet of Things in improving the efficiency of urban systems, from transportation to energy to waste management. The C20 summit also highlighted the need for collaboration between different stakeholders, including government agencies, businesses, and civil society groups, in addressing the challenges of urbanization. Participants emphasized the importance of inclusive decision-making processes and partnerships that bring together different perspectives and expertise. So, it is highly relevant to have deliberations about Productivity and Urbanization. This conference will provide a platform to discuss and debate the perspective on socio-economic impact of urbanization. It provides an opportunity for researchers, academic experts and leaders to share ideas and strategies for promoting sustainable, productive urbanization in the 21st century.

Our Eminent Speakers

Dr. B. Ashok IAS, Principal Secretary of the Agriculture Department and the Commissioner of Agriculture Production, Kerala, India

Shri. Lokanath Behera, M D, Kochi Metro Rail Corporation Ltd, Kerala, India

Shri. Balasundaram Nimalathan, Senior professor in Accounting, University of Jaffna, Srilanka

Shri. Nair Nandakumar, Senior Associate Vice President, CUMI, Kerala, India

Dr. Dhanuraj, Chairman of the Board of Trustees and the Chief Executive of Centre for Public Policy Research (CPPR), Kerala, India

Scope and Tracks

invite papers from students, scholars, faculty, and academicians to deliberate on the proposed area. All the authors are encouraged to contribute their original research work in the areas related to, but not limited to the conference themes as follows:

- Knowledge and technological dimensions of urbanization
- Revamping urbanization strategy
- Economic and social aspects of urbanization
- Urbanization and social Development
- Employment opportunities after urbanization
- Changing Human Resource Skills in urbanization
- Urbanization and forced migration.
- Promotion of innovation in business, research, and development
- Impact of media in realizing goals of urbanization
- Innovation and economic performance
- urbanization and changing food habits.
- Imperatives of Sustainable Development Goals
- Inclusive Development and Mobility
- Waste management and recycling technologies
- Global warming and green energy options