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MANIPAL
ACADEMY of HIGHER EDUCATION

(Deemed to be University under Section 3 of the UGC Act, 1956)



International Conference on

**Fostering Economic
Transformation
through Inclusive Business:
Innovate and Inspire**

FIFI - 2019

22 & 23 February, 2019

Organised by

Centre for Advanced Research in Financial Inclusion

School of Management

Manipal Academy of Higher Education

Manipal, Karnataka - 576104, India



0820-2925312, 0820-2571924



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<https://conference.manipal.edu/carfi>



About the Conference

Economic transformation in developing countries would certainly require pro-growth initiatives, evolving monetary policies, a raft of political reforms, inclusive finance and development initiatives and business innovations. These strategies would inspire and impact all segments of society, especially socially excluded groups. Sustainable inclusive growth combined with income growth along with a progressive distribution in the economy is achievable through inclusive and innovative businesses. A radical and transformational innovation removes inequalities and would increase the standard of living of the marginalized population. Inclusive businesses contribute to poverty reduction by including low-income communities in its value chain through innovative business practices and models.

The conference solicits research papers and case studies from multi-disciplinary areas related to the conference theme and sub-themes. The conference is structured to provide unique and greater opportunity to researchers to synthesize inter-disciplinary research findings and develop a network of interested stakeholders from diverse horizons. Broadly speaking, most research is undertaken as a collaborative effort in groups and networks of scientists. This would foster an academic platform for the exchange of knowledge and to undertake collaborative research in the various areas of inclusive growth and financial inclusion. The conference will focus on the following themes: i) business case for innovation, developing inclusive digital business models, and disruptive technologies that support inclusive growth and financial inclusion, ii) key success factors and challenges in implementing inclusive business projects, and iii) inclusive business approaches for the reduction of extreme poverty, financial exclusion and marginality.

Themes of the conference shall include the following areas, but not limited to:

Finance

- Technological disruptions in financial services Impact investing
- Banking technologies: structure and dynamics of change
- Digitizing government-to-person (g2p) payments
- Microfinance in a technology-enabled world
- Frontier capital for social impact
- Financial behaviour
- Technological advancement in banking and insurance
- Different government schemes for financial inclusion
- Mobile financial services

- NPAs and challenges to the banking industry
- Innovations in financial capability
- Financing models for inclusive business
- Small Finance Banks and payment Banks
- Financial inclusion approaches
- Digital payments

Economics

- Rural and social entrepreneurship
- Regional inequalities
- The ecosystem for inclusive business
- Inclusive agribusiness
- Self Help Groups and Empowerment
- Role of non-government organizations as inclusive businesses
- Digital platforms for economic transformation
- Disparities and inequalities in the economy
- Tax reforms
- Public-private partnerships in the global value chain
- Ease of doing business
- Corporate social responsibility
- Global inclusion practices
- Sustainable development

Marketing

- Business enhancement: e-marketing and innovative product design
- Customer-centricity for financial inclusion and inclusive business
- Balancing client vs. provider vs. investor interests
- Strengthening value chain
- Capturing BoP markets
- Internet and communication technologies in fostering inclusive innovation
- Shaping inclusive markets
- Keeping up with market development
- Delivery channels for inclusive business
- Retail modernization
- Marketing communication
- Serving and sourcing from BoP clients
- Perspectives on consumer protection and emerging risks in inclusive digital businesses

Human Resources

- Embracing innovation- capacity building and HR management
- HR strategies and policies for inclusive businesses
- Inclusive Business Transfers and intellectual property rights
- Crafting strong coalitions for change
- Gender equality, workplace diversity, and inclusive business
- Advisory support to inclusive business
- Responsible leadership and inclusive business
- Values for social impact
- Managing change and fostering intrapreneurial skills
- Inclusive business and talent recruitment and development

Call for Papers

Prospective authors are invited to submit full-length manuscripts reporting original, unpublished research and recent developments in the topics related to the conference. It is required that the manuscript follows the standard format (double space, 12-point Times New Roman font) in MS-Word format. An abstract of around 200 words including title, keywords and author affiliation with an email address should be sent to ffi.carfi@manipal.edu and upload on the conference website before January 15, 2019. Soft copy of the complete paper not exceeding 5000 words or 12 pages including figures and tables should be submitted using the paper template available at the conference website. All the references used in the paper should be alphabetically listed using APA 6 style.

Important Dates

Last date for abstract submission

15 January 2019

Last date of final paper submission and registration

10 February 2019

To submit the abstract and full-paper, and register for the conference, please visit <https://conference.manipal.edu/carfi/>

Registration Fees

For Delegates within India	Early Bird before 31 January 2019	After 31 January 2019
Academicians	₹ 2,250/-	₹ 2,500/-
Delegates from Industry / Government Agencies	₹ 2,800/-	₹ 3,000/-
Students / Research Scholars	₹ 600/-	₹ 750/-
For Delegates outside India		
Academicians	USD 125	USD 150
Students/Research Scholars	USD 50	USD 75

Inclusive of GST

The conference registration fee includes conference kit, conference program, certificate of participation, refreshments and lunch. Completed registration forms are to be submitted along with registration fee by either demand draft drawn in favour of "Manipal University Conference/Workshop" payable at Manipal OR a scanned copy of the RTGS/NEFT receipt bearing the Unique Transaction Reference number to the organizers by 15 February 2019. No withdrawals are permitted after the registration. At least one author has to register for the conference to be eligible for the inclusion of the paper in the conference proceedings and programme.

Bank account details for RTGS or NEFT

Beneficiary name	Manipal University Conference/Workshop
Bank account number (SB)	33508958510
Name of the bank	State Bank of India, Manipal Branch
IFSC code	SBIN0004426
MICR code	576002006
SWIFT code	SBININBB770

Publication Opportunity

All papers presented at the conference shall be published in the conference proceedings with ISBN. The selected few papers will get an opportunity for publication at an additional cost in refereed Scopus indexed journals titled Prabandhan and Indian Journal of Finance. The papers selected for publication will have to undergo the review process of the concerned journal.

Manipal Academy of Higher Education (MAHE) - An Institute of Eminence

Manipal Academy of Higher Education is among the top educational institutions of higher learning in the country with global acceptance. Ministry of Human Resource Development has granted the status of "Institute of Eminence" in 2018. MAHE is the highest ranked university among Indian private universities in the QS ranking. The university has created some of the country's best institutions across diverse streams in health sciences, management, engineering, communication and humanities which dot the Wi-Fi-enabled campus.

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School of Management

Established in 1999, School of Management, a constituent institution of MAHE is a highly respected B-school in South India. The School offers a two-year full-time program in Master of Business Administration (MBA), MBA (Global Business) and MBA (Healthcare Management).

Centre for Advanced Research in Financial Inclusion

The Centre for Advanced Research in Financial Inclusion was established in School of Management with an aim to develop and disseminate knowledge by advanced research, extension activities and awareness campaigns through a mutually beneficial approach for the promotion of financial inclusion.

