



ICEGBO-2024

INTERNATIONAL CONFERENCE ON EMERGING GLOBAL BUSINESS OPPORTUNITIES

10 JANUARY 2024

St. Joseph's Institute of Management (JIM) is a Jesuit Business School. JIM is approved by All India Council for Technical Education (AICTE), New Delhi and affiliated to Bharathidasan University, Trichirappalli, Tamil Nadu. It is a part of St. Joseph's College, founded in 1844 by the Fathers of the Society of Jesus, popularly known as Jesuits; established much before the foundation of the University of Madras. Making good use of the autonomy given by the University Grants Commission (UGC) in 1978, the college excelled in every realm and has produced great men and women for others. In addition to all the high ratings for its performance and service in the mission of education, the college was awarded with a special Heritage Status.

In this college of high repute, JIM resides with a sole purpose of Forming Responsible Leaders. In JIM, we look at management education

differently. Not teaching, but learning lies at the core of activities of the business school. Everybody learns here. Teachers learn, students learn and the Jesuit management learns every day. JIM creates an ecosystem of learning in which students develop their competence to become leaders for tomorrow. Consciously we guide them to look at their learning holistically, we do not want them to become just Industry-ready graduates, but society-ready graduates who make a difference in the lives of people and who are change-makers. JIM strives to create a meaningful future for its students, with market-oriented curriculum and innovative learning pedagogy. Learning, training and development are the triadic axis around which JIM operates and this makes it stand tall vis-a-vis other management institutions.

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Convener - JIM ICEGBO-2024 | drmariappan@jim.ac.in
9629412222 | 6382181115 | 0431 - 4226481

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EMERGING GLOBAL BUSINESS OPPORTUNITIES

Global growth has received optimistic perspectives in the recent past, with a growing interest in emerging economies. The perspective of emerging markets as new opportunities for business ventures and investments has been to a large extent due to geopolitical happenings at both macro and micro levels of these markets that have contributed to the impact of growth. These opportunities have positioned emerging economies as the new centres of attraction. There are various business opportunities that can be explored within emerging markets. However, with these opportunities comes challenges that are unique to emerging markets that must be understood by interested investors.

In the 21st century, the world economy is characterized by greater complexity, interdependency, transparency and diffusion of power. Many factors lead to crises, including poor corporate governance and regulatory oversight.

Opportunities offered to businesses from operating in a global market place include: lower costs – some countries have much cheaper production cost, which allows businesses to operate with lower overall costs and increase their profit margins. Businesses may also be able to gain economies of scale.

Current emerging industries include Artificial Intelligence (AI), Robotics, Virtual Reality, Network Marketing, Automation, Biotechnology. Apart from these, some of the worlds' best business opportunities are in the freelance business, affiliate marketing, stock trading, web designing, influencer marketing and many others.

The countries that represent the largest global business opportunities for the next decade are China and India. The size of these opportunities depend on the size of population and economic growth.

China has the largest population in the world followed by India. China has the fastest growth in GDP percentages.

Another mega trend currently reshaping the world is the increased importance of emerging markets in terms of policy (more regional and international cooperation and political blocks), economy and demographics.

This International Conference sets the stage to discuss and deliberate on the emerging global business opportunities.

INTERNATIONAL CONFERENCE EXPERTS



Dr. N. Thajuddin, *Pro-Vice Chancellor, Crescent University, Chennai*

Dr. Dinesh S. Dave, *Professor & Director of Supply Chain Management, Department of Marketing & Supply Chain Management, John A. Walker College of Business, Appalachian State University, Boone, NC 28608*

Dr. Bhaba Krishna Mohanty, *Indian Institute of Management, Lucknow, India.*

Dr. Laura L. Brewer, *Lecturer of Supply Chain Management, Department of Marketing & Supply Chain Management, John A. Walker College of Business, Appalachian State University, Boone, North Carolina, USA*

Dr. Shafie Mohamed Zabri, *Associate Professor, Faculty of Technology Management and Business, University Tunn Onn Malaysia, Malaysia.*

Dr. Adisak Suvittawat, *Associate Professor of Business Management, School of Management Technology, Suranaree University of Technology, Nakhon Ratchasima, Thailand.*

Dr P. Shanmugavadivu, *Professor and Head, Department of Computer Science and Applications, The Gaandhigram Rural Institute, Gandhigram, Dindigul*

Dr Naveen Gupta, *Director, Hindustan College of Management and Technology, Agra.*

GUIDELINES FOR ABSTRACT

Area : Relevant topics supporting the conference theme and the areas listed.

Format : MS Word Document.

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Maximum : One page.

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Last Date for Abstract : Dec 03, 2023

After receiving the acceptance notification on Dec 7, 2023, the authors can send their full text in word document format, along with the plagiarism report.

Full Text : The maximum number of pages is 10, which includes Tables and Diagrams.

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The authors will receive notification on Jan 20, 2024 regarding the paid publication in the Scopu/UGC Care listed journals.

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