



## 4<sup>th</sup> Global Strategic Management Conference [GSMC 2023-24]

Diversity, Equity, Inclusion, and Mental Well-being:  
Challenges, Opportunities, and Future Trends

Organizer: DME Management School, DME  
in collaboration with



12<sup>th</sup> Feb - 16<sup>th</sup> Feb 2024



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## GSMC at a Glance:

### GSMC 2020: Remote Working Practices: Challenges, Opportunities & Future Trends

**GSMC<sup>1</sup>** comprised a total of 52 abstracts and 36 papers, out of which 32 were presented during the proceedings. In terms of publications, there were 1 book and 21 papers associated with the event. The event spanned across continents, including Belgium, India, Israel, Nepal, Nigeria, Oman, Saudi Arabia, Spain, Sri Lanka, and the USA, showcasing its global reach. Participants and contributors came from 10 different countries, resulting in a diverse and international representation. The event featured insights from 10 prominent speakers, adding a valuable dimension to the discussions and presentations.

### GSMC 2021: Workplace Digitalization: Challenges, Opportunities & Future Trends

**GSMC<sup>2</sup>** comprised comprises 50 abstracts, out of which 38 are full papers. Among these, 30 papers were presented at the event. In terms of publication, there are 9 paper publications. The coverage spans across the continents of Asia and North America. The event encompasses presentations from 4 different states, spanning countries such as India, Kuwait, Colombo, Oman, and Canada. A total of 8 speakers contributed their expertise to the event.

### GSMC 2022: FinTech in Metaverse: Challenges, Opportunities & Future Trends

**GSMC<sup>3</sup>** comprised a total of 42 abstracts, and 37 papers. Among these papers, 29 were presented during the event. The event received support from knowledge partners like Careerthon and Financial Express. Geographically, the event's coverage extended across continents such as Asia, USA, and South Korea, reaching a global audience, and contributors came from 10 different countries, resulting in a diverse and international representation. In terms of location within countries, the event spanned 10 different states. A diverse range of insights were shared through these presentations, facilitated by a panel of 10 speakers who contributed their expertise to the event.

### GSMC at a Glance – Selected Glimpses

S.No	GSMC		GSMC
1	<b>GSMC 2020</b>	Inaugural Session	<b>Ms. Ankurita Pathak</b> , Joint Director, FICCI <b>Ms. Gauri Das</b> , VP & HR Head, India Factoring and Finance Solutions Pvt. Ltd.
2	<b>GSMC 2020</b>	Master Class	<b>Dr. Aline D. Masuda</b> , Associate Professor, EADA Business School, Spain
3	<b>GSMC 2020</b>	Master Class	<b>Prof. (Dr.) Nagalingam Nagendrakumar</b> , Head-Information Management, Faculty of Business, Sri Lanka Institute of IT, Sri Lanka
4	<b>GSMC 2020</b>	Valedictory Session	<b>Panel Discussion</b> with International, National and DME Experts
5	<b>GSMC 2022</b>	Inaugural Session	<b>Mr. K C Jha</b> , Advisor, Business Functions and Integration Gem, Ministry of Commerce & Industry, Govt. of India
6	<b>GSMC 2022</b>	Master Class	<b>Mr. Vaibhav Tambe</b> , Co-Founder & CEO, TransBnk
7	<b>GSMC 2022</b>	Valedictory Session	<b>Mr. Vineet Tyagi</b> , CTO, Biz2Credit & Biz2X <b>Mr. Vineet Dahiya</b> , Co-Founder & Director, Infoaxon Tech. Ltd. <b>Mr. Ankit Mehra</b> , Co-Founder & CEO, Gyandhan



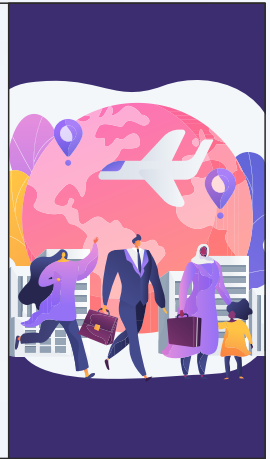
## Theme : Diversity, Equity, Inclusion, and Mental Well-being: Challenges, Opportunities, and Future Trends

### About the theme:

#### Diversity

The term "diversity" describes a broad variety of personal distinctions, including racial and ethnic background, sexual preference, gender, socio-economic level, and others. Diversity generates a complex array of viewpoints, experiences, and skills since it is valued and acknowledged.

Diversity fundamentally challenges us to face our preconceptions and inequities while giving us the groundwork to promote advancement and creativity. Taking advantage of diversity's potential is an investment in a more prosperous, just, and energetic future. We may modify our methods to build workplaces and cultures that really honour and profit from the distinctive array of human experiences by keeping an eye out for new trends.



#### Equity

While taking into consideration historical disadvantages and structural impediments, "equity" entails providing equitable opportunities and resources for every person. By doing so, it aims to even up the competition and guarantee that every individual has a fair chance at success. The search for equity is a continual process that necessitates teamwork. A more equitable and inclusive future may be created through recognising difficulties, taking benefit of possibilities, and adjusting to changing trends. We can create conditions where everyone, regardless of background or situation, has a fair chance to grow and contribute by prioritising equality throughout all spheres of society.



#### Inclusion

"Inclusion" refers to the process of fostering an atmosphere in which people of all backgrounds are not just seen but also actively involved and empowered. All views get heard and appreciated in inclusive environments, which promote a sense of belonging. Continual progress towards inclusion necessitates shared commitment. We will be able to build a society where everyone is accepted, appreciated, and given the opportunity to offer their best work



#### Mental Well-being

Mental health is now seen as being essential to a person's general wellness and standard of life. As we explore the nuances of mental health, we come across a landscape of potential obstacles. Eliminating the barriers of obtaining help, requires taking important measures including increasing awareness, encouraging honest dialogues, and busting myths. In this changing environment, promoting mental well-being necessitates a multifaceted strategy that includes public awareness, legislative modifications, readily available services, and a dedication to destigmatization. We can collaboratively create a future where mental health is a top priority, benefiting both individuals and communities, by seizing opportunities and adjusting to new trends.





# Summary

These ideas are closely related to one another. By lessening feelings of loneliness, establishing a sense of society as a whole and minimising the psychological effects of biases, inclusive settings that appreciate diversity and encourage fairness contribute to the good mental health of its inhabitants. Additionally, sensitively treating mental health is an essential component of developing inclusive environments since it guarantees that people from all walks of life receive the assistance they require. Organisations and communities that place a high priority on diversity, equity, inclusion, and mental wellness see a rise in creativity, productivity.

## Tracks & Indicative Sub-Themes\*

### **Track One: Marketing and Branding Perspective of Diversity, Equity, Inclusion, and Mental Well-being (DEIM)**

- Stereotypes and biases
- Disentangling the new consumer's psychology
- Marketing mental well-being products and services
- Diversity and inclusion for effective marketing
- Dynamics of social marketing and mental well-being

### **Track Two: Human Resource and Organisation Behaviour Perspective of Diversity, Equity, Inclusion, and Mental Well-being (DEIM)**

- Inter-cultural dynamics for building inclusive organizations
- Inter-sectionality at workplaces
- Building workforce equity for organizational success
- Leveraging policies and practices at workplace
- Unorganized and informal sector-Problems and prospects

### **Track Three: Financial Aspects of Diversity, Equity, Inclusion, and Mental Well-being (DEIM)**

- Dynamics of diversity, equity, inclusion and firm risk and returns
- Financial implications of mental well-being on individuals and organizations
- Stock market fluctuations and well-being
- Dynamics of financial well-being
- Money and the mind

### **Track Four: Impact of Technology and AI on Diversity, Equity, Inclusion, and Mental Well-being (DEIM)**

- Practices for effective metaverse operations
- Technology and mental well-being
- AI and DEI: opportunities and risks at the workplace
- Engineering Responsible AI
- Evolving relationship between DEI and AI

### **Track Five: International Business Cross-Cultural Cases and Best Practices of Diversity, Equity, Inclusion, and Mental Well-being (DEIM)**

- DEI and global competitive advantage
- DEI initiative and regulatory framework- A global approach
- Shifting paradigms in contemporary marketplace
- International practices for building sustainable business
- Global perspectives on building resilience in organizations- cultural, political, market, well-being, etc.

*\* Note: Above mentioned are the indicative themes. Paper presenters are free to choose related themes.*



# Important Dates for GSMC 2023-24

## Important Dates:

- Abstract Submission: 30<sup>th</sup> Nov 2023
- Paper Submission: 17<sup>th</sup> Dec 2023
- Paper Acceptance: 22<sup>nd</sup> Dec 2023

## Submission Guidelines:

- Abstract Submission word limit : 250-350 words
- Full Paper Submission word limit: 4000-5000 words (including tables, figures, notes, and references as per APA style)

## Publication Opportunities:

Selected papers shall be published in ISBN Book (BLOOMSBURY) and/or UGC Care/Scopus Indexed Journal after a thorough review process and subject to journal/publisher guidelines.

## Registration Fees:

	Early Bird Registration (20 Sept 24)	Late Registration
■ Students	200 INR	250 INR
■ Research Scholars	600 INR	800 INR
■ Faculty members	1200 INR	1500 INR
■ Industry professionals	2000 INR	2500 INR
■ Attendees	250 INR	300 INR

## Registration Link

- For participation/submission of paper, it is mandatory to fill the registration form in the link given below

<https://forms.gle/mgPNzN4joK9KRWReA>

- Please save the proof of payment for the registration process.

## Paper Submission Link

- For full paper submission fill the form in the link given below

<https://forms.gle/xPq9vpi3ycXQUQd66>

## Payment Details

- Please save the proof of payment for the registration process.

Fee payable through IMPS/NEFT

Name: **Delhi Metropolitan Education**

Bank: **HDFC Bank Ltd**

IFSC Code: **HDFC0001592**

Account No: **50100187447560**

Branch: **Sector 18, Noida**



## GSMC 2023-24 Overview

S. No.	Date	Session Details	Mode
1	12th Feb'24	Inaugural Ceremony	Hybrid
2	13th Feb'24	Workshop-Master Class	Online
3	13th Feb'24	Conference Tracks (2 parallel tracks)	Online
4	14th Feb'24	Workshop-Master Class	Online
5	14th Feb'24	Conference Tracks (1 track)	Online
6	16th Feb'24	Workshop-Master Class	Online
7	16th Feb'24	Valedictory Ceremony	Online

*In case of any queries regarding GSMC 2023-24, please contact:*

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## About DME

Delhi Metropolitan Education (DME) was established on 1st August, 2012, under the aegis of Sunshine Educational & Development Society which has been working dedicatedly in the field of education for over 16 years. DME is affiliated to the prestigious Guru Gobind Singh Indraprastha University (GGSIPIU), New Delhi and is approved by the Bar Council of India. The institute is located in the IT hub of Delhi NCT and is housed in a splendid building equipped with modern educational facilities, a sine qua non for enhancing students' creativity and capabilities. The sister institutes of DME include Mayoor School, Noida (in collaboration with Mayo College, Ajmer), Delhi World Public School, Greater Noida (West) and Delhi Technical Campus (DTC), Greater Noida.

DME offers sought after courses in the field of Management, Journalism and Law as given below:

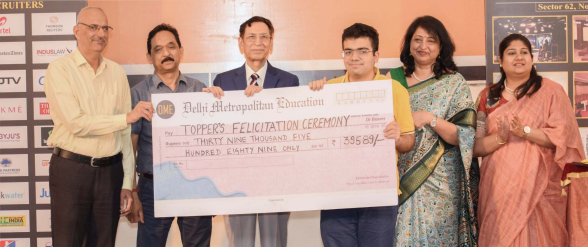
- **BA(JMC) - Bachelor of Arts (Journalism and Mass Communication)**
- **BBA - Bachelor of Business Administration**
- **B.B.A.LL.B (Integrated) - Bachelor of Business Administration Bachelor of Law (Integrated)**
- **B.A.LL.B (Integrated) - Bachelor of Arts Bachelor of Law (Integrated)**

In a short span of time, DME has made a name for itself as one of the top colleges in Delhi NCT and a leading educational institute under GGSIPIU. Get to know more about DME here:

<https://dme.ac.in/about-us/about-dme/>







## DME Management School – Key Highlights

### BBA Programme

The Bachelor of Business Administration (BBA) is an intensive three-year professional programme that goes beyond bookish knowledge. The BBA programme under GGSIPU has been designed to provide a strong foundation in learning key business principles and practices and enabling the development of key competencies required for budding managers. It covers core concepts of general management along with specialization specific skill development in the domains of Finance, Marketing and HR, as per the university syllabus. DME Management School endeavours to sharpen students' managerial skills and equip them with professional values and abilities for a successful career in the management domain.

### Student Career Progression

DME Management School prides itself in having built an impactful placement and higher education ecosystem. The school runs regular career guidance series, placement preparation series and guest lectures with industry experts for supporting the students. Our students have been recruited in various organizations such as Upgrad, IndusInd Bank, Airtel, Extramarks, Simply Learn, Genpact, Wipro, etc. Our students have also been selected for internship at reputed organizations such as Career Launcher, Tech Mahindra, Henry Harvin, ISIE, etc. Many of our students have joined masters' programmes and PG programmes at reputed national/international institutes and universities such as NIFT, NMIMS, Central University of Jammu, Swansea University, Cape Briton University, DTU, University of Tasmania, GGSIPU, Macquarie University, etc.

### TEDxDMENoida

Realizing climate change as a real problem with a palpable sense of damage to the air we breathe, the water we drink, the food we eat, and the shelter we live in, DME Noida curated TEDxDMENoida Countdown on 14th January 2023 as way of promulgating realistic solutions to net zero emissions and advancing ideas to build a collaborative climate community. The event brought together 12 creative leaders (Climate Champions) from various Indian diasporas, facilitated discourse around climate change, and brought forward their stories to inspire and encourage everyone to do their bit to tackle climate change.

### Multidimensional Leadership Conclave (MDLC)

DME Management School (DMS) has carved a unique legacy with the establishment of the Multidimensional Leadership Conclave series which examines contemporary issues of the day, featuring prominent industry professionals, academicians, medial personalities and political leaders. The MDLC includes panel discussions, special presentations by expert resource persons, interactive Q&A sessions among other formats for gaining deep insights on the focal themes of the MDLC. The major objective of MDLC series is to provide a convergence of thoughts and experiences of leaders from various backgrounds, thereby initiating discourse on burning issues of the day and engaging in a meaningful exploration of the challenges, opportunities and success stories in the field. Since 2021, eight editions of MDLC have been held, with focal themes ranging from digital technology, faculty development for change management, holistic multidisciplinary education, collaborative educational ecosystem, academic leadership during the pandemic to evolving dimensions of women leadership.





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