



# 2<sup>nd</sup> International Research Conference on Mindfulness 2024 IRCM 2024

MINDFULNESS FOR SUSTAINABLE BUSINESS AND INNOVATION



# About International Research Conference on Mindfulness

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In an era of rapid technological advancement and constant change, the pervasive influence of technology shapes our lives continuously. Simultaneously, mindfulness has emerged as a beacon of hope amidst widespread stress. Mindfulness acts as a guiding thread, anchoring the mind amidst the chaos, akin to a string that directs a kite's flight and prevents it from drifting astray. It serves as a transformative force, shaping individuals into better human beings for themselves and society.

As a proponent of mindfulness, the Indian Institute of Management, Bodh Gaya, India, #TheEnlighteningIIM, spearheads the International Research Conference on Mindfulness. Organized under the banner of Samatvam, the Mindfulness Center of IIM Bodh Gaya, this bi-annual conference serves as a global platform. It unites researchers, practitioners, and academicians worldwide, facilitating the exchange of mindfulness-related ideas and their associated domains.

The conference, featuring keynote speakers, panel discussions, paper presentations, and workshops, covers a diverse range of topics within the realm of mindfulness. These discussions extend to various aspects, including but not limited to:

- The Science of Mindfulness
- The Practice of Mindfulness
- The Applications of Mindfulness in Business, Education, Healthcare, etc.



**The body benefits from movement, and the mind benefits from stillness.– Sakyong Mipham**







# IRCM 2022



## WORKSHOP TRAINERS

# About International Research Conference on Mindfulness

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The inaugural IRCM in 2022 united global scholars, practitioners, and consultants in mindfulness and wellbeing. Their diverse research and experiences illuminated key themes, enhancing the academic discourse and paving the way for future studies and applications in the field.

The conference featured three workshops led by international experts: Lori Schwanbeck, a consultant in mindfulness-based emotional intelligence; Ruchika Sikri, the founder of Mandala Ventures and startup advisor; and Lakshmi Menon Bhatia, a mindfulness coach and strategic advisor specializing in business and human rights. These sessions covered crucial topics such as optimizing workplace wellbeing, cultivating compassion for outstanding leadership, and building emotional resilience.

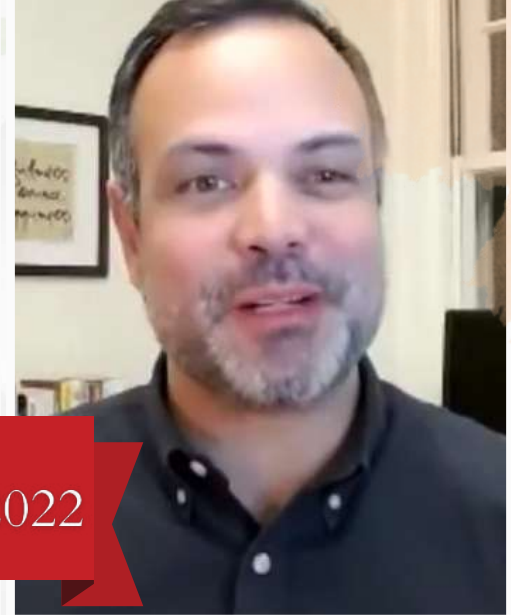
The conference also hosted keynote presentations from eminent speakers such as Richard Badham, Ph.D. (Professor, Macquarie Business School), Scott Shute (Head of Mindfulness and Compassion at LinkedIn), Rich Fernandez, Ph.D. (CEO, Search Inside Yourself Leadership Institute), Lynn C. Waelde, Ph.D. (Professor, Palo Alto University), Amit Bernstein, Ph.D. (Professor, University of Haifa), Sousan Abadian, Ph.D. (Speaker and Educator in Leadership and Innovation), and Deborah L. Schussler, PhD (Associate Professor, Pennsylvania State University) on varied topics such as Mindfulness and Technology, Mindfulness-Based Trauma Recovery for Refugees and Mindfulness and Meditation for Self-Care and Self-Development.

The IRCM 2022 saw active participation from approximately 200 delegates worldwide, who presented their research findings. Notably, the conference showcased the release of an edited book titled "Transforming Lives through Mindfulness," comprising selected papers from the event. These sessions emphasized collaborative efforts among diverse stakeholders, including researchers, academicians, consultants, psychologists, and social workers, fostering meaningful discussions and knowledge exchange.

## IRCM 2022 Link

<https://iimb主.ac.in/ircm-2022/>





## KEYNOTE SPEAKERS 2022





# About IRCM 2024

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In recent years, businesses have increasingly adopted mindfulness for organizational well-being, self-awareness, and emotional regulation among leaders. It improves workplace relationships, resilience, and performance, achieving sustainable goals and competitive advantage. Mindfulness is also applied in stress reduction, chronic pain management, and behavioral therapy, highlighting its versatile and beneficial role in various contexts.

In the post-pandemic era, businesses increasingly seek practical applications of mindfulness for sustainable practices. There is a growing necessity to unite researchers, practitioners, and academicians to exchange experiences and research findings in "Mindfulness for Sustainable Business and Innovation." This initiative aims to explore the integration of mindfulness into business, fostering sustainable and innovative organizations. The interdisciplinary platform emphasizes the development of mindful leaders and employees, underlining the importance of creating mindful workplaces.

## IRCM 2024 Link

<https://iimb.ac.in/ircm-2024/>





# About IIM Bodh Gaya

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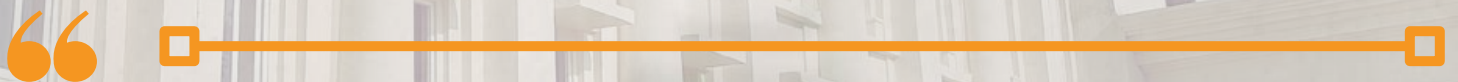
IIM Bodh Gaya, stands as a beacon of excellence among India's esteemed Indian Institutes of Management. Situated in the historical land associated with Lord Buddha, the institution embodies a rich legacy intertwined with enlightenment teachings. In a transformative event on January 14, 2020, His Holiness the Dalai Lama conferred a new mission upon IIM Bodh Gaya, marking its evolution into "#TheEnlighteningIIM". This momentous occasion accentuated the institution's dedication to nurturing socially responsible business leaders, aligning with the principles of meaningful living and societal betterment espoused by Lord Buddha. IIM Bodh Gaya aspires to be a preeminent management school renowned for cultivating mindful and socially responsible individuals. It stands as a testament to the fusion of academic excellence and ethical values, shaping a new generation of leaders devoted to the holistic betterment of society.

IIM Bodh Gaya is dedicated to cultivating mindful leaders who are deeply aware of the impact of their actions on others and are committed to creating a positive impact on the world. The institution strives for academic excellence, focusing on innovative learning practices and cutting-edge research initiatives. With a robust foundation in education and research, the institute has empowered its alumni to excel in leadership roles, both within India and internationally, leading businesses to new heights of success.

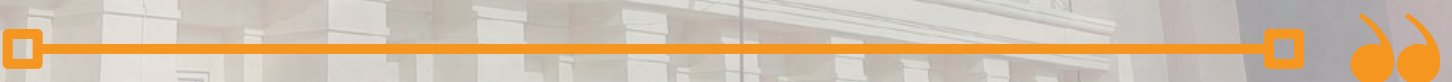
IIM Bodh Gaya integrates mindfulness into its curriculum through specialized courses like Yoga, Mindfulness at Workplace, Emotional Intelligence, Sustainability, and CSR. Initiatives such as Samatvam - The Mindfulness Center, and the International Research Conference on Mindfulness (IRCM) exemplify the institution's commitment to its principles. These efforts reflect IIM Bodh Gaya's dedication to mindfulness, showcasing its unwavering pursuit of academic excellence and holistic education.

## Website

<https://iimbg.ac.in/>



**The present moment is filled with joy and love. If  
you are attentive, you will see it.**  
– Thich Nhat Hanh



# About Samatvam - The Mindfulness Centre

The world grapples with threats to nature and human well-being in the face of pressing environmental challenges such as deforestation, animal extinction, and ecosystem damage. However, amidst these concerns, there is a rising awareness of mindfulness and sustainability. Samatvam - the Mindfulness Center, spearheaded by IIM Bodh Gaya, emerges as a beacon of hope and progress. It symbolizes a dedicated effort to promote responsible practices, promising a more mindful and sustainable future.

Samatvam, rooted in the concept of equanimity or 'evenness of mind,' signifies a state of inner tranquillity and mental stability. It embodies the art of maintaining a calm and balanced state of mind, irrespective of external circumstances. This practice enables individuals to experience positive and negative emotions without becoming excessively attached.

**Samatvam:** The Mindfulness Centre at IIM Bodh Gaya aims to develop mindful business leaders embodying 'samatvam' or equanimity. It integrates self-awareness and environmental consciousness into the business education curriculum, fostering a holistic learning environment. The center inspires a commitment to mindful practices, nurturing socially responsible leaders.

Sustainability, rooted in profound compassion and empathy for humanity and the natural world, is a core principle of mindfulness. It encompasses the Three **P's**: planet, profit, and people. '*People*' advocates for social equity, while '*Planet*' emphasizes environmental health. Samatvam, the Mindfulness Centre, is crucial in nurturing mindful individuals who become torchbearers for sustainability. These future leaders recognize Earth as a gift from ancestors and a responsibility to future generations. They champion sustainable practices, acting as eco-conscious advocates, ensuring a harmonious coexistence with nature. Through their efforts, they protect Earth's beauty and resources, paving the way for a greener, more compassionate world and leaving a lasting legacy for future generations.





# Call For Paper

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IIM Bodh Gaya invites management practitioners, faculty members, and research scholars to submit and present their papers at its **2nd International Research Conference on Mindfulness 2024 (IRCM 2024)** from **February 8 to February 10, 2024**. It is organized in two parts. The pre-conference workshop will be held on **February 8, 2024**, including practice and discussion sessions on meditation and mindfulness practice interventions. Conference presentations will be held from **February 9 to February 10, 2024**.

Prospective authors are cordially invited to shape the conference by submitting their research ideas and papers. High-quality research contributions describing original and unpublished results of conceptual, empirical, experimental, or theoretical work in all areas on

The theme of ***Mindfulness for Sustainable Business and Innovation***, including but not limited to different management areas, would be considered for presentation at the conference.

## Publication Opportunities

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Structured abstracts of the papers selected for presentation will be published in the conference proceedings. Selected papers will be considered for publication in the regular/special issues of the following journals/book:

- Journal of loss and trauma
- The Learning organisation
- International Journal of Services, Economics and Management
- Sustainable cities and society
- Cogent Economics and Finance
- Comparative Analysis of Digital Consciousness and Human Consciousness: Bridging the Divide in AI Discourse by IGI Global (Book)

\*The papers will be processed as per the policies of the respective journals.

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**Mindfulness is the awareness that arises from paying attention, on purpose, in the present moment, non-judgmentally.**

**– Jon Kabat-Zinn**

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# Tracks for IRCM 2024

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## Technology and Mindfulness

- Digital Wellbeing and Mindfulness
- Tools for Mindfulness
- IT Mindfulness
- E- mindfulness

## Organizational Mindfulness

- Developing a Mindful Workplace
- Mindfulness for Employee Well-being
- Mindful Leadership
- Mindfulness for Creativity and Innovation

## Mindfulness for Business Strategy in Uncertain Times

- Mindfulness in Business Continuity and Preparedness
- Organization Resilience
- Defining “New Normal” with Mindfulness
- Mindfulness for Organizational Strategy

## Mindful Operations

- Mindfulness in Quality, Reliability, and Customer Service
- Sustainable/Mindful Planning & Production
- Resilient & Adaptable Operations Management
- Mindful Management of Supply Chain
- Practicing Mindful Quality Control
- Fostering Mindful Process Improvement
- Building Sustainable & Mindful Customer Service Systems

## Sustainability and Mindfulness

- Green Mindfulness
- CSR, Sustainability, and Mindfulness
- Mindfulness for Triple Bottom-line (People, Planet, and Profits)
- Environmental, social and governance (ESG)

## Mindful Marketing

- Mindful Marketing
- Mindful Consumption
- Sustainable Marketing
- Mindfulness in the Use of Social Media
- Mindlessness and Mindfulness in Consumerism

## Eastern and Western Philosophies of Mindfulness

- Indian Knowledge System
- Meditation and Mindfulness Interventions
- Yoga and Mindfulness for Self- regulation
- Mindfulness and Happiness



## Paper Submission Link

<https://cfp.iimb.ac.in/ircm-2024/openconf.php>



# Important Dates and Schedules

8th February 2024	Pre-conference workshop
9th to 10th February 2024	Conference Presentations
25th November 2023	Last date for submission (only full paper submissions)
20th November 2023	Declaration of Acceptance of paper
21st November 2023	Registration start date
15th January 2024	Registration closing date

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When you are mindful, you are present, and  
when you are present, you can respond, not  
react.  
– Tara Brach

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## Website Link

<https://iimbg.ac.in/>

# Keynote Speakers



**Dr. Shalini Bahl**  
Educator, Researcher, & Consultant,  
Mindfulness and Marketing  
Founder, Know Your Mind, Massachusetts, US



**Dr. William Van Gordon**  
Chartered Psychologist and Associate Professor of  
Contemplative Psychology  
University of Debry, UK



**Dr. Oleg Medvedev**  
Editor, Mindfulness Journal  
University of Waikato, New Zealand



**Ms. Ruchika Sikri**  
General Partner, Wisdom Ventures  
Former Head of Well-being Learning, Google



**Dr. Ashish Pandey**  
Professor, Shailesh J. Mehta School of Management,  
Indian Institute of Technology Bombay (IITB),  
Mumbai



**Dr. Jyoti Bachani**  
Associate professor, Saint Mary's College  
of California, US



**Dr Dona Hicks**  
Author of Leading with Dignity & Associate at the Weatherhead  
Center for International Affairs, Harvard University



**Dr Atul Parvatiyar**  
Professor, Marketing and Supply Chain  
Management, Rawls College of Business





# Registration Fees

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Category	Workshop	Conference	Both
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## India & SAARC Nations (INR)

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Delegates from Industry	4000 + GST	8000 + GST	10000 + GST
Delegates from Academia	3000 + GST	6000 + GST	7500 + GST
Research Scholars / Students	2000 + GST	4500 + GST	5500 + GST

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## Other Countries (USD)

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Delegates from Industry	80 + GST	140 + GST	180 + GST
Delegates from Academia	50 + GST	115 + GST	150 + GST
Research Scholars / Students	30 + GST	80 + GST	100+ GST

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**\*Registration Fee does not include accommodation.**  
**For attending the conference: 3000 INR + GST**

# Best Paper Awards

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In addition to the certificate of presentation, papers selected for presentations during the conference will be considered for best paper awards.



## Patron



**Dr. Vinita S. Sahay**  
Professor of Marketing,  
Director,  
IIM Bodh Gaya, Bihar, India

## Convenors



**Dr. Nidhi Mishra**  
Assistant Professor, OBHR  
IIM Bodh Gaya, India



**Dr. Remya Lathabhavan**  
Assistant Professor, OBHR  
IIM Bodh Gaya, India

## Core Organising Committee



**Dr. Vittal Rangan S**  
Assistant Professor, OBHR  
IIM Bodh Gaya, India



**Dr. Prabhu G.**  
Assistant Professor, OBHR  
IIM Bodh Gaya, India



**Dr. Teena Bharti**  
Assistant Professor, OBHR  
IIM Bodh Gaya, India

## Core Student Team

### MBA o8

Sarat Jamatia  
Vasu Singh  
Har Govind  
Ayush Aggarwal  
Rajendra Behera

### MBA o9

Aishwarya Vinchure  
Arpan Shrivastava  
Shreyansh Gupta  
Poornima Devi  
Prince Kumar

### MBA o9

Chaitanya Gedam  
Priti Kumari  
Ushma Jaiswal  
Meghana B  
Neena Sharan

### IPM o1

Kakani Sri Pravallika  
Sanchita  
Deepal Srivastava  
Saransh Gurbaxani  
Ayush Gupta

### IPM o2

Azka Mehdi  
Rashi Aggrawal  
Poorva Kale  
Priyanshi Jaiswal  
Neemisha Gupta



FOR MORE DETAILS



# samatvam

THE MINDFULNESS CENTRE



**Mindfulness is the art of living in the present moment, and fully experiencing each moment as it happens.  
- Eckhart Tolle**

