



Indira School of Business Studies PGDM

Organizes

XTH NATIONAL CONFERENCE ON *Paradigm Shift in Business Management: Emerging Trends and Competitive Strategies*

ABHINAVAN-2022

on

19th March 2022

(Hybrid Mode)



OUR PATRONS

Dr. Tarita Shankar
Chairperson
Indira Group of Institutes

Prof. Chetan Wakalkar
Group Director
Indira Group of Institutes

Dr. Vidya Nakhate
Director
ISBS PGDM

ABOUT INDIRA SCHOOL OF BUSINESS STUDIES PGDM (ISBS PGDM)

Indira School of Business Studies PGDM (ISBS PGDM previously ISBS) was established as a professional school to meet the growing needs of the business sector with the explicit vision to provide sustainable impetus to the corporate and entrepreneurial abilities in the youth. In a short time span, the programs of the Institute were approved by AICTE and ISBS PGDM established its presence in Pune as a premier business education institute. ISBS PGDM believes that the emerging global environment requires professional graduates to be armed with the sufficient knowledge and confidence of facing tough and competitive scenario. The current global economy has created an environment where managers have to face greater situational challenges; predict and handle the vagaries of the market and provide better quality products and services. Such an environment requires professional graduates not only armed with the necessary knowledge but also confident of facing extremely competitive scenario to keep abreast of the trends in the field of business which can only be achieved with a hands on experience to do things differently through applied research.

ABOUT THE CONFERENCE

The market is very dynamic, ever-changing, and impulsively capricious to all. Businesses should reenter their business models due to paradigm changes in customer behaviour, technology and market structure. Managers are enduring to plan and strategize for the future, which requires stable economic circumstances. Moreover, consistent and vibrant market ecology remains beneficial for decision-makers. Therefore, our conference's aim is to bring together the best academics, business executives, research scholars and students from universities and institutions all over the nation and industry to share their standpoints, new philosophies and research findings on all areas of business and management and sightsee emerging trends and competitive strategies.

The Theme for this year's conference is Paradigm Shift In Business Management: Emerging Trends And Competitive Strategies



Broadly defined, but not limited and encompassing, subthemes of the conference are as follows:

Marketing

- Consumer Behaviour
- Product and Brand Management
- Pricing Issues
- Marketing Channels
- Retailing Issues
- Technology Marketing
- Customer Relationship Management
- Marketing Strategy
- International Marketing
- Business Communication And Advertising
- Selling And Sales Management
- Ethical Issues In Marketing
- Environmental Marketing
- Non-Profit Marketing
- Direct Marketing
- Innovations In Marketing
- Emerging Issues In Marketing
- Research Methods in Marketing
- Business to Business (B2B) Marketing

Operation Management

- Empirical Research in Operation Management
- Humanitarian Logistics and Disaster Relief
- Marketing and Operation Management Interface
- Operation Management and Operation Research
- Internet of Things & Industry 4.0 Simulations
- Business Process Re-engineering CAD/CAM/CIM
- Applying new ICT tools for business
- Use of Analytics in making management better
- Behavioural Operations Management
- Closed Loop Supply Chains
- City/Urban Logistics
- Healthcare Operations Management
- Operational Excellence

Innovation and Entrepreneurship

- Regional and cluster innovation
- Managing disruptive innovation
- Innovation success
- Incremental innovations
- Capability to innovate
- Academic entrepreneurship
- Evolutionary learning
- New venture creation
- Innovation and product design
- University-enterprise cooperation
- Research-based spin-offs
- Innovation in education
- Start-up management
- Endogenous growth models
- Risk analysis
- Incremental innovations
- Venture capital
- Radical innovations
- Technology entrepreneurship
- Surrogate entrepreneurship
- Cyber entrepreneurship
- Social innovation and social entrepreneurship
- Technological innovation process
- Creativity, innovation and entrepreneurship
- Knowledge-based Innovation
- Social construction of technology
- Green Innovation and Entrepreneurship
- Strategy for Building Entrepreneurial Communities
- Entrepreneurship training and development
- Entrepreneurship development programmes
- Entrepreneurial Learning and Teaching in Higher Education

HRM

- Talent Management Behavior / Cognitive Psychology
- Counseling Psychology
- Big Data Analytics in HRM
- Change management in competitive organizations
- Managing Employee Performance
- Human Resource Information Systems
- Competency Mapping for Business Sustainability
- Skill Development
- Corporate Restructuring
- Knowledge Management
- Work - Life Integration
- Global HRM

Finance

- Financial Services
- Corporate Disclosure & Integrated Reporting
- New Dimensions of Digital Payments
- Economic Liberalization & Financial Inclusions
- Micro-finance & Micro-credit for Sustainable Business
- Cyber Laws IPR & Policy Issues
- Corporate Restructuring
- Mergers & Acquisitions
- GST
- Tax Reforms
- Corporate Governance
- Global Reporting Initiatives

AUTHORS ARE REQUESTED TO NOTE THE FOLLOWING WHILE FORWARDING WRITTEN MATERIAL FOR PUBLICATION.

Length :

The length of the paper should not be more than 5000 words, in MS Word in Times New Roman font size 12, typed in 1.5 line spacing. Graphs & tables should be in the body of the text & not separate.

Abstract :

The article should carry a brief abstract not exceeding 250 words profiling the nature of work to follow and should include 3 key words.

Headings:

1st level Heading should be short and clearly defined in Bold, UPPERCASE in 14 point size and font Times New Roman.

Body of Paper:

Paper should have

- Introduction
- Literature Review
- Objectives
- Research Methodology

- Data Analysis
- Limitations / Scope for Future Work
- Conclusion
- References (APA format)

Entire manuscript except the title should be single spaced / single column on A4 sheet ,Font - Times New Roman, point size - 12, alignment - Justified, Margins- 2.5 cm / 1 inch.

Figures and tables should be placed as close as possible to where they are cited.

Format of Submission:

Cover Page

- Title
- Author's Name
- Complete Address
- Co-author's details also to be mentioned (Correspondence will be sent to the first author unless otherwise indicated)

2nd Page

- Title
- Abstract of up to 250 words and should have 3 key words

3rd Page

- Paper should begin from third Page.
- Citation to other publications must be in standard APA style.

Conference Proceeding:

All the submitted papers will be blind peer reviewed & will be subject to plagiarism check. All accepted papers shall be published in conference proceedings with an ISBN. One of the authors must pre-register for the conference within one week after acceptance of the paper to ensure inclusion of the paper in the conference program.

Selected papers from the conference will be published in Scopus/UGC listed journals, subject to due processing and reviews by the journal, as required. Also processing/administrative charges (if applicable) will need to be paid separately by the authors.

Prize:

The best papers will be rewarded with the cash prize as follows:

- 1st Prize - 7000 INR
- 2nd Prize - 5000 INR
- 3rd Prize - 3000 INR

Certificate:

A certificate will be issued for presenting a paper / participating / attending the conference.

Paper in Absentia:

Papers on the conference theme and sub themes contributed in absentia are eligible to be included in the conference proceedings post review, only if one of the authors has completed registration process for the conference.

Registration Fees:

- 300 INR for Students.
- 500 INR for Academicians / Research Scholars / paper in absentia.
- 700 INR for Industry delegates.

Registration fees includes:

- Conference Proceedings
- Participation Certificate

Mode of Payment: Online Transfer

Account Details:

Current Account Number	: 57500000528812
A/c Holder Name	: Indira School of Business Studies PGDM
Bank Name	: HDFC Bank
Branch	: Wakad, Pune 411057
IFSC Code	: HDFC0004887

Paradigm Shift in Business Management



Important Details

Manuscript Submission Deadline: 3rd March 2022

Notification on Acceptance: 10th March 2022

Submit at: abhinavan@indiraisbs.ac.in



Conference Convener

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Professor & Dean
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