

12th International Business Research Conference



**Business Trends
Ensuring Growth,
Sustainability,
Innovation, Happiness,
and Well-being in the
Next Normal**

Saturday, March 5, 2022

IES MCRC
VALUE ADDITION
THROUGH EDUCATION

in association with



IES's Management College and Research Centre

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About IES MCRC

Indian Education Society is one of India's oldest Public Charitable Trusts, established in 1917 and committed to education and successfully running 64 Institutions. IES's Management College and Research Centre (IES MCRC) is recognized as a premier business school, committed to academic excellence and value based education. In the attempt to shape and develop business leaders, IES MCRC offers several full time courses which include Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management (Pharmaceutical Management) approved by AICTE and Ph.D. (Management) from University of Mumbai. We have received the MBA equivalence for our PGDM program from Association of Indian Universities (AIU). The PGDM program is accredited by National Board of Accreditation (NBA).

Armed with proficient, experienced faculty members and state-of-the-art academic infrastructure, IES MCRC provides an excellent environment for research and development activities. We offer the latest in management education through a unique pedagogy to enable the students to become successful and socially responsible professionals.

IES MCRC's commitment to "Value Addition through Education" is manifested through a whole spectrum of programs and industry-oriented activities. The Institution has produced many distinguished alumni, who have contributed significantly to the industry and the society and earned accolades and respect in their chosen careers.

IES MCRC puts a lot of emphasis on research activities. The research papers written by the faculty members get published in the journals of national and international repute (indexed in SCOPUS and ABDC) & are presented in the national and international conferences. We also publish quarterly referred journal 'Anvesha', listed in ProQuest & EBSCO database. IES MCRC tries to achieve an optimum combination of academics, research, and all-round development of its stakeholders.

About the e-Conference

The next normal has arrived to have a lasting effect on the business world. Businesses and society have started looking forward to shape their future rather than just grinding through the present. As rightly mentioned by Plato, 'Necessity is the mother of innovation', we have seen tremendous growth in digitization and innovation. The pandemic crisis sparked a wave of innovation and has launched a generation of entrepreneurs ensuring plethora of opportunities, thus ensuring growth. It has revealed the importance of sustainability and innovation in growth.

The business world is taking massive decisions and transformative action to sustain and grow. It's a unique time for the companies who are on their sustainability journey, and their transition at large with emerging business trends.

The entire world has learned an important and powerful lesson on how fragile life is, and nothing can be taken for granted. The happiness and wellbeing were redefined when we were confined to lock downs and quarantines. Human relations were re-explored and walking in fresh air became the biggest leisure and treasure of life. Now companies are looking forward to enable and empower employees to find the right mix of tools and experiences to ensure employee happiness and wellbeing. Hence Sustainability, Innovation, Happiness and Wellbeing are the pillars of business trends in the next normal.

Call for papers

IES's Management College and Research Centre, Mumbai, invites academicians, researchers, research scholars, consultants, management practitioners, civil servants, and self-employed professionals, to submit original, unpublished research work in form of extended abstracts on the main theme of the conference.

Theme: Business Trends Ensuring Growth, Sustainability, Innovation, Happiness, and Well-being in the Next Normal



Sub themes

Marketing Strategies for Business

- Digital and Social Media Marketing
- Services Marketing
- Cause related Marketing
- International Marketing
- Branding and advertising
- Retailing & Merchandising
- Customer Relationship Management
- Green marketing
- Logistics & Supply chain management
- Industrial Marketing
- Consumer Behaviour
- Recent Trends in Marketing

Operations and IT Strategies for Business

- Service Operations Excellence
- Machine Learning and Big Data Analysis
- ERP and Business Process Re-engineering
- Role of ICT
- Project Management
- Total Quality Management
- IT Innovations in logistic and Supply Chain
- Management IT applications in Business Logistics
- E-Business Models Cognitive & Block Chain
- Technologies Recent Trends in Operations & IT

Finance Strategies for Business

- Corporate Governance
- Public Finance
- Banking, Insurance and Financial Services
- Corporate Finance
- Money and Capital Markets
- Behavioural Finance
- Corporate Restructuring and M&A
- Structured Finance and Financial Engineering
- International Finance
- Risk Assessment and Risk Management
- Financial Literacy and Financial Inclusion
- Recent Trends in Finance

Human Resources Strategies for Business

- Talent Acquisition, Management & Engagement
- Training & Development
- Leadership and Corporate Communication
- Workforce Diversity, Global HRM, Green HRM
- Performance Management
- Strategic HRM
- Employment Dynamics
- Stress Management and Work and Family Balance
- Team Development and Productivity
- Communication and Organizational Change
- Virtual Communication in HR
- Recent Trends in HR

Strategies for Economy

- Monetary and Fiscal Policy
- Humanitarian Logistics
- Healthcare
- Environmental Policies
- Smart Cities & Digital Villages
- Disaster Management and Role of NGOs
- Crisis Management
- Preservation of Indigenous Cultures and
- Livelihood and Agricultural Economics
- Service Economy and Inclusive
- Growth Government and Economic Reforms
- Labour Migration

Strategies for Entrepreneurship

- Entrepreneurship & Sustainable Development
- Rural Entrepreneurship
- Role of IT in Entrepreneurship
- Skill Development and Subsidiaries
- Start-ups, Social Entrepreneurship
- Developing Managerial Capabilities for MSMEs
- Cultural and Social Orientations towards
- Promotion of Entrepreneurship
- Sustainable Innovation and Eco-Entrepreneurship
- Cultural and Social Orientations towards
- Promotion of Entrepreneurship
- Recent Trends in Entrepreneurship

Author's guidelines

The editors invite original, unpublished, empirical, and theoretical papers, case studies, and scholarly articles consistent with the scope of the journal.

- Originality: Only original, unpublished work is sought. Any manuscript submitted to present identical or substantially similar work already published or under review for another conference or publication will not be considered.
- Review Process: All contributions submitted for publication will be subjected to peer-review. To allow blind review, authors are advised to provide their identification, affiliation etc. in a separate sheet and not in

the main text

- Format: Articles/Papers (5000-8000 words), and book reviews should be neatly typed as Word document on one-side of A4 size paper with double spacing in Times New Roman, 12-point font size justified text. The author(s) must also submit the soft copy of article/paper through e-Mail.
- Cover page: Manuscript must be submitted with the cover page bearing only the title of the paper, name(s) of author(s), designation and contact details of the author(s). Author(s) should mention in the Cover page that the manuscript has neither been published nor is being considered for publication anywhere else.
- Footnotes to the text should be avoided. If required, they should be numbered consecutively and presented as endnotes.
- In-text Citations and References: In-text Citations should be limited to the name of the author and year of publication. Each citation should have references at the end of the manuscript in alphabetical order by following APA style of referencing.
- Plagiarism: The authors are requested to check plagiarism before submission of the extended abstract. The organizing committee will also check the same from its end.

Submission Guidelines

- All submissions should be sent to <https://easychair.org/conferences/?conf=ibrc2022>
- The participants are requested to register for the e-Conference by filling up the registration form after the payment has been successfully completed. Each author of the extended abstract is requested to register independently for e-conference.
- The participants are requested to e-mail their easy chair code, registration form with screenshot of payment detail to researchconference@ies.edu.

Date to Remember

**Last date for
submission of the
Research Paper*
- 19/02/2022**

- Intimation of Acceptance
(within 5 working days)

Registration Details

Registration Fees

Academicians, Research Scholars, and Corporate Representatives	Rs. 750
Students	Rs. 200
International Delegate	US \$50

Bank Details

Account Name:	IES Management College and Research Center- Autonomous
Account Number:	30200044913
Name of the Bank:	The Greater Bombay Co. Op. Bank Ltd.
Branch Name:	Bandra Reclamation
IFSC Code:	GBCB00000018
Type of Account:	Savings Account

Mode of Payment

NEFT / RTGS / Online Payment is accepted
for submission of registration fees

Publication Opportunity

Selected papers will be published in Anvesha
(A peer reviewed journal indexed in ProQuest &
EBSCO, ISSN: 0974-5467). All extended
abstracts will be published in e-proceedings.



Best Paper Awards

Two Best Paper Awards: Academician / corporate
representative / research scholar category

Two Best Paper Awards: Student category.

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REGISTRATION FORM

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Declaration

This is to certify that the research paper of the paper/case study submitted by me/us for presentation and possible publication in the 12th International Business Research Conference as mentioned above is an original work of the author/s. This research paper has neither been published or presented nor sent for publication anywhere else.

Author #1's Name: _____ Signature: _____

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