

Heading 2: Review of Literature

The Literature Review should contain adequate understanding of the relevant literature in the field and cite an appropriate range of literature source and should specify the gap existing in the research.

Heading 3: Research Methodology

The paper can be qualitative or quantitative but has to emerge from a scientific or systematic study. This section should contain appropriate methodological processes used for scientific and objective assessment, variables/constructs under investigation and their selection process along with the steps taken for scientific vigour in the analysis. This section should also specify the sample size, sampling techniques and the hypothesis developed.

Heading 4: Data Analysis and Interpretation:

The data analysis and interpretation have to be stated in this section. This will enable the researcher to focus on the results which can be stated in a tabular format for both qualitative and quantitative approach.

Heading 5: Conclusion

The conclusion should adequately combine together all the elements of the research paper. It should summarise the results and provide clear implications for the field investigated by the researcher.

Note: Paper/cases on innovative organisations, industrial experiences and unique organization designs that have substantial academic value are also encouraged.

Registration Charges:

International Delegates	: USD 100
Corporate Delegates	: INR 2500
Academicians	: INR 1500
Research Scholars	: INR 1000

Procedure for Registration:

The registration charges are to be paid through Demand Draft payable at Mumbai and prepared in the favour of **'UOM, Alkesh Dinesh Mody Institute for Financial and Management Studies'** or through NEFT.

The NEFT details are as followed:

Bank Name – BANK OF BARODA

Account Type – SAVINGS

Account Number – 06720100018030

IFSC Code – BARBOKALINA

Bank Branch – KALINA

Note: PARTICIPANTS MAKING NEFT PAYMENT SHOULD SEND A SCANNED COPY OF THE PAYMENT SLIP FOR CONFIRMATION at conference@admi.mu.ac.in

Note: The research papers accepted and selected by the Conference Committee will be published in the **Conference Proceedings bearing ISBN.**

The research papers will be blind peer-reviewed. The suggestions given by the reviewers will have to be adopted. Plagiarism check will be conducted by the Institute. Only those papers which clear the Plagiarism Check will be shortlisted for publication.

Copyright of the published papers will belong to ADMIFMS.

Authors submitting the research papers in Absentia will be issued the 'Presentation-in-Absentia' certificate. The decision of the Conference Committee shall be final and binding in decision making regarding the publication of such papers.

Important Deadlines:

Last Date for Abstract Submission	: 26 th June, 2021
Communication for the Acceptance of Abstract	: 3 rd July, 2021
Last Date for Submission of the Full-length Research Paper	: 1 st August, 2021
Last Date for Registration	: 10 th July, 2021

Conference Patrons:

Prof. Suhas Pednekar

Hon'ble Vice-Chancellor, University of Mumbai

Dr. Ravindra Kulkarni

Pro Vice-Chancellor, University of Mumbai

Dr. Ajay Bhamare

Dean of Commerce & Management, University of Mumbai

Mr. Baliram Gaikwad

Registrar, University of Mumbai

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I/C Director & Professor

Dr. Aruna Deshpande
Associate Professor

Mrs. Radha Iyer
Assistant Professor

Dr. Anshu Mala Gautam
Assistant Professor

Conference Support Team

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Mr. Abhijeet Rawal
Mrs. Megha Bansal
Mrs. Kavita Mishra (Placement Officer)



**University of Mumbai's
Alkesh Dinesh Mody Institute for
Financial and Management Studies**

ADMIFMS IMRC 2020-2021

**International Management
Research Conference on "Socio-Economic
Impact of COVID-19 on Global Business Practices"**

3rd & 4th September, 2021



About the University of Mumbai:

The University of Mumbai is one of the oldest and premier universities of India. It was established in 1857, consequent upon 'Woods Education Dispatch', and it is one amongst the first three universities in India. As a sequel to the change in the name of the city from 'Bombay' to 'Mumbai', the name of the university has been changed from the 'University of Bombay' to the 'University of Mumbai', vide notification issued by the Government of Maharashtra and published in the Government Gazette dated 4th September, 1966. The university was accorded five-star status in 2001 and 'A' grade status in April 2012 by the National Assessment and Accreditation Council (NAAC).

About ADMIFMS:

The Alkesh Dinesh Mody Institute for Financial and Management Studies was established in the year 1994, as a department of the University of Mumbai, offering Management Education with a focus on Financial Services. ADMIFMS later initiated its prestigious Masters in Management Studies programme in 2002-2003 to live up to the increasing demand for Management Professionals.

The institute has been awarded with various prestigious awards. Some of them are **'B School with Best Academic Input Syllabus in Finance'** by Devang Mehta B-School Award and ABP News B-School Award for **'Best B-School with Excellent Industry Interface.'**

ADMIFMS has been ranked among the Top 20 Government B-Schools in the country by the **'Week Hansa Research Survey, 2019.'**

About the Conference Theme:

“Socio-Economic Impact of COVID-19 on Global Business Practices”

While the whole world is still reeling under the impact of COVID-19 Pandemic, it is no surprise that many global and national economies have already gone for a toss, as businesses across the globe are being met with unprecedented challenges in the management of their operations and supply chains. The COVID-19 Pandemic has brought about ever unimagined supply and demand shocks leading to large scale disruptions of supply chains and has eventually compelled global business operations to accelerate at levels, which were not aimed to be achieved in the near future, overcoming the huge inertia put in place due to the high levels of complexities and control present in the contemporary industries.

But as businesses tackle and steer through the ongoing Pandemic, they are simultaneously introspecting their massive reliance on offshore supplies for their operations and are recognizing a need for a strategic manoeuvre towards becoming self-reliant. This manoeuvre by the

businesses towards the new normal needs a significant helping hand from a great deal of scholarly work and discussions which our theme “Socio-Economic Impact of COVID-19 on Global Business Practices” aims to provide.

Our conference aims to bring together leading academicians, researchers and research scholars to exchange and share their experiences and research results on all aspects of Management and the related fields. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Management and related fields.

Call for Contributions:

Prospective authors are kindly encouraged to contribute to and help shape the conference through submissions of their research abstracts, papers and e-posters. Also, high quality research contributions describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of Management and related fields are cordially invited for presentation at the conference. The conference solicits contributions of abstracts, papers and e-posters that address themes and topics of the conference, including figures, tables and references of novel research materials.

Conference Sub-themes:



Finance: 'Investment Behaviour Post-Pandemic'

Papers are invited on the main theme, the sub-theme and their related impact on 'Fintech in the New Normal', 'Start-up Ventures and Financing Innovations', 'Financial Management in the New Normal' and other related topics.

Marketing: 'Marketing Challenges in the New Normal'

Papers are invited on the main theme, the sub-theme and their related impact on 'Branding Practices and Brand Architecture in the New Normal', 'Social Media marketing and Applications: Lessons Learnt from the pandemic Situation', 'International marketing and Marketing Techniques Post COVID-19', 'Predictive Analysis and Attribution' and other related topics.

Operations: 'Research and Practices in Operations Management: Lessons Learnt from COVID-19'

Papers are invited on the main theme, the sub-theme and their related impact on 'Global Supply Chains-Pandemic & Way Forward', 'Pandemic and Sourcing Strategies', 'Turnaround Innovations in Logistics and Transportation Practices', 'Industries 4.0 and Evolving Business Community' and other related topics.

HR: 'Fostering HR to Adapt in the New Normal Work-life'

Papers are invited on the main theme, the sub-theme and their related impact on 'Future of Learning and Development', 'Virtual Strategies for the Future of HR', 'Re-examining Hiring Models', 'Inclusive Leadership and Collaboration' and other related topics.

IT: 'Digital Transformation of Business in the New Normal'

Papers are invited on the main theme, the sub-theme and their related impact on 'Digital Education', 'Digital Marketing', 'Digital Businesses', 'Digital Politics' and other related topics.

Guidelines for Paper:

Word Limit : Maximum 4000 words

Font : Times New Roman

Font Size : 14 pt for the Title and 12 pt for the sub-titles

Body Text : 12 pt

Spacing : 1.5 line

Margin : 1 inch on all sides

Paper Submission Guidelines:

Papers can be submitted at: conference@admi.mu.ac.in

Structure of the Paper:

Heading 1: Introduction

The introduction should set the context of the paper by clearly developing the purpose of investigation and develop research design. Chapterisation has to be focused.

University of Mumbai's
Alkesh Dinesh Mody Institute for Financial and Management Studies
Joraver Bhavan, University of Mumbai Campus, Vidyanagari, Kalina,
Santacruz (East), Mumbai – 400098

International Management Research Conference on "Socio-Economic
Impact of COVID-19 on Global Business Practices"
3rd & 4th September, 2021

Registration Form

Name: _____

Designation: _____

Faculty/Department: _____

College/Institution/Company: _____

Mailing Address: _____

Email: _____ Mobile: _____

Accommodation Requirement: ☐ YES ☐ NO

Track of the Paper: _____

Title of the Paper: _____

Category of Participant: ☐ Corporate Delegates ☐ Academician
☐ Research Scholars ☐ International Delegates

Registration Fees Payable: ☐ INR 2500 ☐ INR 1500
☐ INR 1000 ☐ USD 100

Mode of Payment: Demand Draft _____ NEFT _____

DD Number: _____ Date: _____

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