



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



**ADMIFMS IMRC 2019-20**  
**International Management Research Conference**  
**on**  
**'Global Challenges: India's Opportunities in Business Adversity'**

**14th & 15th February, 2020**

Venue: Joraver Bhavan, Opp. New Boys Hostel,  
Tagore Link Road, Vidyanagari Campus, Santacruz (E),  
Mumbai, Maharashtra 400 098



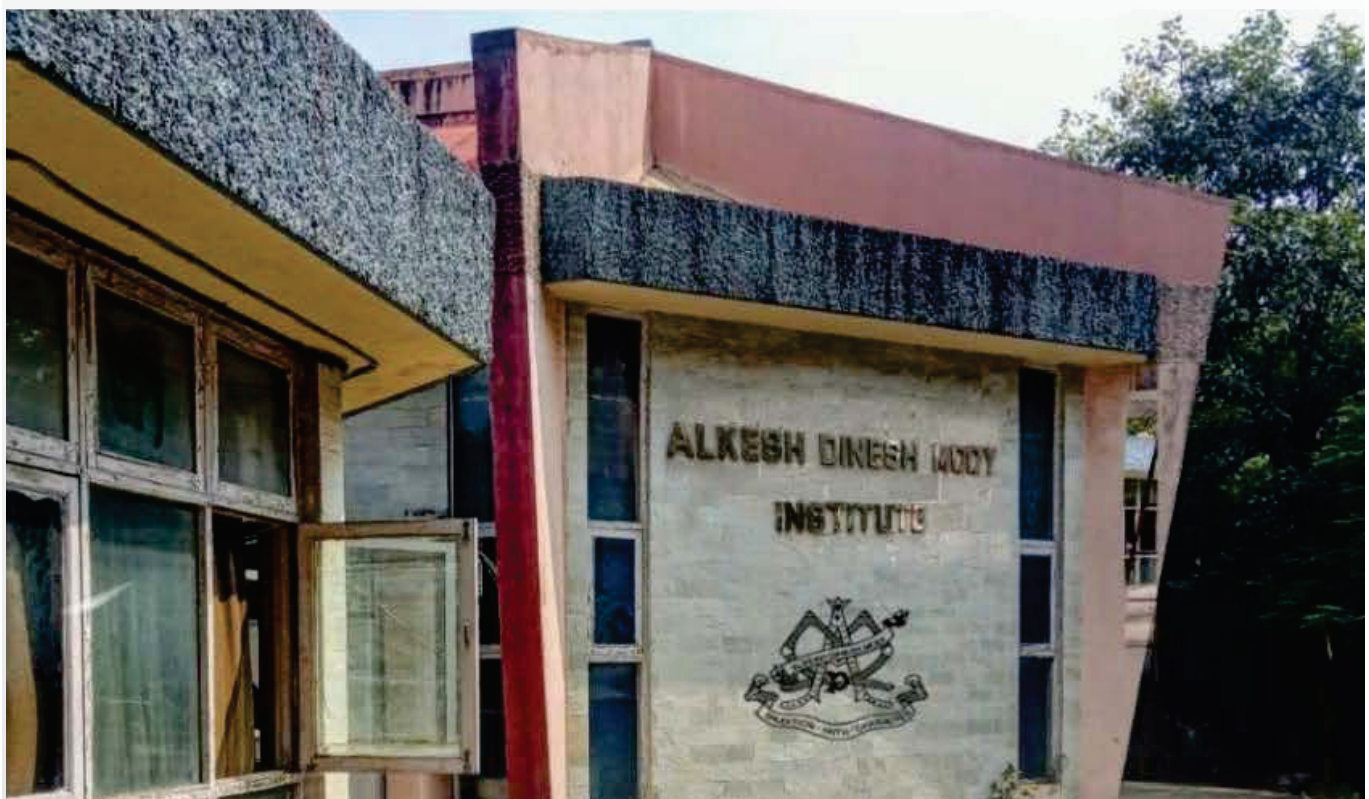
## About the University of Mumbai:

The University of Mumbai is one of the oldest and premier Universities in India. It was established in 1857 consequent upon “Wood's 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 “University of Bombay” to “University of Mumbai”, vide notification issued by the Government of Maharashtra and published in the Government Gazette dated 4th September, 1996. The University was accorded 5 star status in 2001 & '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 University of Mumbai, offering Management Education with a focus on Financial Services. ADMIFMS later initiated its prestigious Masters in Management Studies Program 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:

### 'Global Challenges: India's Opportunities in Business Adversity'

The global growth overall is continuing, but at a slow pace. The advanced countries in particular are facing an anaemic and bumpy recovery, with an unacceptable high rate of unemployment. The Euro area debt crisis has worsened and the financial strains are rising. Needless to say that, without a collective and bold action, there is a big risk that the major economies will slip back, instead of moving forward and progressing.

While many advanced economies face these cold headwinds, many emerging markets are facing too much heat—inflation pressures, strong credit growth, rising current account deficits, etc., the low-income countries have been experiencing reasonable growth, but remain highly vulnerable to economic dislocation from elsewhere in the world—including from commodity price volatility, which comes with heavy social costs. Three distinct, albeit related, issues that need to be isolated are—balance sheet pressures sapping growth, instability in the core of the global economic system, and social tensions.

India is a 'Land of Opportunities' as there are tremendous challenges in India in the areas such as transportation, agricultural infrastructure, medical (record says 1 doctor for 2000 Indians), power generation & distribution, education, healthcare and solving these challenges mean setting up of businesses that lead to economic growth. The projects started by the Government of India like 'Make in India', 'Digital India', 'Skill India' and 'Start-up India' address the increasing opportunities in India. Growing consumption and shrinking agricultural land show that there is a lucrative market for companies with products or technologies in the following areas:

**Food & Beverages:** Food processing, food packaging, food warehouse, etc.

**Healthcare:** Diagnostics & testing, medical equipment, health supplements, etc.

**Education:** Medical/nursing, automotive, mechanics, medical technicians, etc.

**Consultancy Services:** Engineering, business development, product development, etc.

**Infrastructure:** Waste Management, solar and wind technologies, temperature-controlled warehouses, etc.

Similar business prospects abound in other sectors such as media & entertainment; hospitality management; financial investment services etc. With the efforts put not only by the Government of India but also by the business conglomerates & entrepreneurs will certainly increase opportunities for India in the time of adversity.

The efforts put in by the Government of India and the business conglomerates & entrepreneurs will certainly increase opportunities for India during the time of adversity.

## Conference Sub-themes:



### Finance: 'Indian Banking and NBFCs at Crossroads':

Papers are invited on the main theme, the sub-theme and their related impact on Money Markets, Capital Markets, Foreign Exchange Markets, Commodity Markets, Banking and Insurance, Risk Management, Asset and Liability Management, Mergers and Acquisitions, Mutual Funds, Private Equity Investments, Taxation Inflation and other related topics.

### Marketing: 'Up in Downturn: Marketing in a Slowing Economy':

Papers are invited on the main theme, the sub-theme and their related impact on Global Marketing, Retail Marketing, Customer Relationship Management, Branding and Re-Branding, Green Marketing, Marketing of Services, Advertising, Sales Promotion and other related topics.

### **Operations Management: 'Technology and Operations Management':**

Papers are invited on the main theme, the sub-theme and their related impact on Operations Planning and Control, Logistics and Supply Chain Management, Materials Management, Manufacturing Management, Business Process Re-engineering, World Class Manufacturing Practices, Materials Management, Innovative practices adopted by organizations in operations/production management and other related topics.

### **General Management: 'Skills for Future Businesses':**

Papers are invited on the main theme, the sub-theme and their impact on creating innovative organizational culture/Systems/New enterprises

### **HR: 'Designing of HR for Gig Economy':**

Papers are invited on the main theme, the sub-theme and their related impact on Manpower Planning, Recruitment, Employee Engagement, Talent Management, Performance Appraisal, Compensation and Benefits, Leadership, Industrial Relations, Labour Welfare, Training and other related topics.

### **IT/Systems: 'Education and E-commerce':**

Papers are invited on the main theme, the sub-theme and their related impact on ERP, MIS, IT Governance, IT Risk and Management, E-Commerce, Cloud Network and Computing, Information Security and Audit and other related topics

## **Guidelines for the Paper:**

Word Limit: Maximum 4000 words  
Font: Times New Roman  
Font Size: 14 pt for the titles, 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](mailto: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 & develop research design. Chapterisation has to be focused.

### **Heading 2: Review of Literature**

The literature review should contain adequate understanding of the relevant literature in the field & 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 & their selection process along with the steps taken for scientific vigour in the analysis. This section should also specify sampling size, sampling technique, hypothesis developed.

### **Heading 4: Analysis and Interpretation**

The analysis and interpretation have to be stated. 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 bind together all the elements of the research paper. It should summarise the results & provide clear implications for the field investigated by the researcher.

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



## Registration Charges:

International Delegates: USD 100

Corporate Delegates: INR 3500

Academicians: INR 2500

Paper in Absentia: INR 1500

Research Scholars: INR 1000

## Procedure for Registration:

The registration charges are to be paid through Demand Draft payable at Mumbai & 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 – BARB0KALINA**

**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](mailto:conference@admi.mu.ac.in).**

**Note:** Research papers selected and accepted 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 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 will be final and binding in decision making regarding the publication of such papers.

**Accommodation in Mumbai:**

ADMIFMS will extend support to all the out station delegates in arranging for accommodation within the University premises at very nominal charges at University facilities like the ICSSR Guest House & WRIC Guest House. However, the out station delegates need to provide intimation for the same to ADMIFMS by 20th January, 2020. They will also be required to complete the registration formality by the same date to enable ADMIFMS to make arrangements for their accommodation.

## Important Deadlines:

Last Date for Abstract Submission – 20th December, 2019

Communication for the Acceptance of Abstract – Within 2 days of the submission of the Abstract

Last Date for the Submission of the Complete Research Paper – 10th January, 2020

Communication of Acceptance of the Complete Research Paper – 15th January, 2020

Last date of Registration – 25th January, 2020

## Conference Patrons:

### Dr. Suhas Pednekar

Hon'ble Vice-Chancellor,  
University of Mumbai

### Dr. Ajay Bhamare

Dean of Commerce and Management,  
University of Mumbai

### Dr. Ravindra Kulkarni

Pro Vice-Chancellor, University of Mumbai

### Dr. Ajay Deshmukh

Registrar, University of Mumbai

## Conference Core Team:

### Dr. Smita Shukla

I/C Director & Professor

### Dr. Aruna Deshpande

Associate Professor

### Mrs. Radha Iyer

Assistant Professor

### Dr. Anshu Mala Gautam

Assistant Professor

## Conference Support Team:

### Dr. Sanjeev Thakur

Mrs. Sushmita Mukerji

Mr. Rakesh Malusare

Dr. Ashish Hattangadi

Dr. Naina Salve

Mr. Abhiraj Shivdas

Mr. Javed Kalangade

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 2019-2020

Address: Joraver Bhavan, Opp. New Boys Hostel, Tagore Link Road,  
Vidyanagari Campus, Kalina, Santacruz East, Mumbai, Maharashtra - 400098.

Submission Details: [conference@admi.mu.ac.in](mailto:conference@admi.mu.ac.in) Phone: 022-26505515





## University of Mumbai's

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## 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: ☐ Academician ☐ Corporate ☐ Student☐ International Participant ☐ In-AbsentiaRegistration Fees Payable: ☐ Rs. 3500☐ Rs. 2500☐ Rs. 1500☐ Rs. 1000☐ USD 100Mode of Payment: Demand Draft ☐

DD Number: \_\_\_\_\_ Date: \_\_\_\_\_

Drawn on (Bank Name): \_\_\_\_\_

(DD to be made in favour of "UOM, Alkesh Dinesh Mody Institute for Financial and Management Studies" payable at Mumbai)

Mode of Payment: NEFT ☐

NEFT Transaction/Reference Number: \_\_\_\_\_

NEFT Details: Bank Name – BANK OF BARODA Account Type – SAVINGS

Account Number – 06720100018030

IFSC Code – BARB0KALINA

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Signature of the Participant: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_

