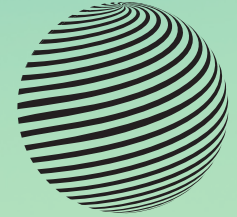


13th International Business Research Conference



Challenges and Changing Business Practices in Recent Times

Saturday, Jan 21, 2023



IES's Management College and Research Centre

'Vishwakarma' M.D. Lotlikar Vidya Sankul, Plot No. 791, S.K. Marg, Bandra Reclamation, Mumbai-400 050, India
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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

Change is not a new-fangled phenomenon. The world has been altering for generations. In the last few centuries, the human race has enthused a long way from being merely an agricultural economy to an industrial / service-centric economy. The pace of change is incessantly increasing. And relentless change is coming from many instructions than in the past. Change is also coming rapidly in terms of demography, urbanisation, and migration. Every field of existence like Health care, Education, Travel, Communications, Politics, Demographics, Infrastructure, Construction, Finance etc. is undergoing swift change. Handling the business in such circumstances becomes more and more stimulating. Political constancy and comprehensive accord on reforms are also a big twitch for expanding companies, and the well-developed banking system and vivacious capital market highlight the adulthood of its financial arrangement

The biosphere of business has experienced a major rhytidectomy over the last two decades. While some business practices have remained similar, other aspects of doing business are radically different today. The way companies market to customers and engage in business transactions has taken on a new life of its own. The external environment for all enterprises is swiftly altering. The alteration is fuelled by technology, particularly digital technology and increasing information processing power. Technologies in themselves transform nothing but it is empowering people in transforming enterprise's scenes. India is one of the fastest-growing countries in the environment, it is also going through a period of extraordinary economic deliverance, yielding overseas investors entering more to its huge and diverse market than always. A huge, fledgling population and a robust export sector anticipate expanding businesses, with a latent consumer base that far outperforms most other countries in the advanced and emerging world. Doing business in India can still be a wearisome effort, and having home-grown assistance can transform the achievement of any endeavour. Hence ever-changing business environment is the order of the day. Additionally, the pace of change itself is increasing and the waves of change are coming from many directions. In such a situation businesses cannot be run by practices of yesterday, they respond by reinventing the way they are run.

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: Challenges and Changing Business Practices in Recent Times



Sub themes

Marketing challenges & changes

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

Human Resources challenges & changes

- 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

Operations and IT challenges & changes

- 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

Economic and Business Environment challenges & changes

- 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

Finance challenges & changes

- 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

Entrepreneurial Challenges & changes

- 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 (3000-6000 words) + 250 words abstract, 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 researchconference@ies.edu
- 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*
- 05/01/2023**

- Intimation of Acceptance (within 5 working days)

Registration Details

Registration Fees

Academicians, Research Scholars, and Corporate Representatives	Rs. 800
Students	Rs. 200
International Delegate	US \$50

Bank Details

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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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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 13th 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.

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