



PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH

(An Autonomous Institution Established in 1994, Accredited Twice Consecutively with Grade "A" NAAC, UGC)



XV INTERNATIONAL CONFERENCE (VIRTUAL CONFERENCE)

ON

RETHINKING BUSINESS STRATEGIES, ENTREPRENEURIAL CHALLENGES & SOCIETAL VALUES IN A CHANGED GLOBAL SCENARIO

JANUARY 30 - 31, 2021



IN COLLABORATION WITH



North-Eastern Federal
University in Yakutsk
(NEFU), Russia



**SYNERGY
UNIVERSITY**

Moscow, Russia



London School of
Business & Finance, Singapore



**POLTAVA UNIVERSITY OF
ECONOMICS AND TRADE, UKRAINE**



**Mississippi
College**

A CHRISTIAN UNIVERSITY
Mississippi College,
Mississippi University, USA



ABOUT THE CONFERENCE

From an open economy to a more inward looking economy, from challenges of recession to depression, from epidemic to pandemic, businesses around the world have become vulnerable to change. Thinking and more aggressively rethinking the business strategies is the need of an hour. The current crisis has made businesses susceptible to change. Businesses need to prepare for a post-crisis landscape and provide a road map for getting the entire industry back on track. The first six months of 2020 have solidified that new strategies for business entrepreneurial ventures and societal behaviours are crucial and the new norm.

In these challenging times, the Prestige Institute of Management and Research, Indore provides a

platform for intellectuals from academia and industry to participate in its 15th International Conference on “Rethinking Business Strategies, Entrepreneurial Challenges and Societal Values in a Changed Global Scenario”. As every challenge and destruction paves the way for innovation, we anticipate the emerging intellectual researchers can provide solutions and strategies to the business community, entrepreneurs, and society at large. We hope that this virtual conference will help in proposing and adopting a set of strategies and societal values in the changed global scenario to enhance economic growth, human wellbeing, and prosperity.

CALL FOR PAPERS

PIMR 15th International Conference (Virtual Conference) on the theme “Rethinking Business Strategies, Entrepreneurial Challenges and Societal Values in a Changed Global Scenario” invites empirical and conceptual research papers from academicians, professionals, consultants, practitioners, research scholars, and students related to the following themes and subthemes.

SUB THEMES

Research Papers can be submitted on broad sub-themes mentioned below. However, research papers can also be submitted to any related area or discipline under the broad theme of the Conference.



CONFERENCE TRACKS

ECONOMICS & INTERNATIONAL BUSINESS

- Transportation Economics
- Economic Effect on Trade
- Exchange Rate and Consumer Price
- Supply Chain and Innovation
- Government and Economic Resiliency
- Employment Economics
- COVID Economics
- Economic Slowdown, Labour & Migrant Workers
- Agricultural Economics
- Monetary Economics

ENTREPRENEURSHIP

- Entrepreneurial Behavior
- Innovative Industries
- Entrepreneurial Finance & Venture Capital
- Entrepreneurship and Gender
- Role of Universities in Promoting Entrepreneurship
- Academic Entrepreneurship
- Startup and Entrepreneurship
- Entrepreneurship Growth and Competitiveness
- Studies of New Businesses
- Corporate and Strategic Entrepreneurship

FINANCE

- Banking 4.0
- Roles of NBFCs
- Asset Pricing and Portfolio Valuation
- Financial Analytics
- Behavioral Finance
- Financial Stability
- Financial Innovation
- Financial Markets
- Micro Finance
- Structured Finance

HUMAN RESOURCE

- Diversity at Work
- Ethical Work Practices
- Intrapreneurship
- Green HRM
- Talent Acquisition and Management
- Immigration and Ethnicity
- Industrial Sociology
- HR Outsourcing
- Training, Coaching, & Leadership
- HR Analytics

INFORMATION TECHNOLOGY

- Novelty Gadgets in Business
- Disruptive Technology and Blockchain
- Digital Transformation/ Innovation & Business Strategy
- Cyber Security
- Technology Driven Growth
- Text Mining and Digital World
- Big Data
- Technology Scouting
- Data Science Applications
- Technology Life Cycle

LAW

- Human Rights Law
- Environmental Law
- Media Law
- Employees Rights
- Immigration Law
- Consumer Law
- Insurance Law
- Information Technology Act
- Privacy Law
- Juvenile Law

MARKETING

- Neuromarketing and Effect on Advertising
- Relationship Marketing
- Tourism Marketing
- Marketing Strategies and Digitalization
- Social Media Marketing
- Marketing and Sustainability
- Consumer Wellbeing
- Marketing in Healthcare
- Green Marketing Strategies
- Retail Marketing & Field Experiments



WHO SHOULD ATTEND?

- Senior Managers/ Practitioners
- Research Scholars (Along with Doctoral Workshop)
- Indian/ Foreign Students.
- Academicians (Faculty/Consultants)
- Foreign Delegates

CONFERENCE HIGHLIGHTS

- **Doctoral Workshop:** Two days doctoral workshop on “Impact of Research Methodology to Solve Research Issues” by Dr. Dileep Kumar M. (Professor African Business School, Mohammed VI Polytechnic University, Morocco).
 - **Law Workshop:** One day law workshop by a resource person of national repute.
 - **Publication Opportunity:**
 - # Selected high-quality research papers will be published in ABDC/ Scopus/ UGC listed journals.
 - # Remaining selected papers will be published in the special issue of Prestige International Journal of Management and Research (A peer-reviewed journal with a high impact factor of SJIF 6.841 and indexed in Proquest, ISSN 0974-6080).
- Note:** All the papers will be checked for plagiarism through Turnitin Software. Papers with a 10% or less similarity index will only be selected for publication.

IMPORTANT DATES TO REMEMBER

Last Date for Submission of Abstract along with Full Paper	November 22, 2020
Intimation for Acceptance	November 26, 2020
Early Bird Registration	November 28, 2020
Last Date for Registration	December 15, 2020
Conference Presentations	January 30-31, 2021

CONFERENCE REGISTRATION FEES

Category	Amount
Senior-Managers/ Practitioners	₹1500
Academicians (Faculty/ Consultants)	₹1200
Research Scholars (Along with Doctoral Workshop)	₹1000
Indian Students	₹500
Foreign Delegates	US\$ 50
Foreign Student	US\$ 20

Note: In case of group registration from a single institute (more than 2) then a flat discount of 10% will be offered. In the case of early bird registration until November 28, 2020, a 10% discount will be offered.



THE REGISTRATION METHODOLOGY

1. The mode of payment is NEFT / RTGS / Online payment in INR only.
2. The online registration link will be opened from October 22, 2020 at www.pimrindore.ac.in. Registration form and link will also be emailed to the selected participants.
3. The registration fee is non-refundable. However, change in nomination(s) is acceptable
4. In the case of more than one author, the presentation certificates would be given to only those authors who registered for the Conference and present the paper in the Conference.
5. You can register by paying the registration fee through NEFT / RTGS / Online Payment (UPI Bank Transfer). For online payment please find the following information:

BANK DETAIL FOR NEFT/RTGS

ACCOUNT NAME: PIMR NATIONAL CONFERENCE

- Bank: Punjab National Bank
- Branch: PIMR, Scheme No. 54, Indore
- Account No.: 2892012100000092
- IFSC Code: PUNB0625100
- Branch Code: 6251
- MICR Code: 452024015

Note: Please mention the Transaction ID of NEFT payment along with the participant's name in the registration form.

ABSTRACT & PAPER SUBMISSION GUIDELINES

- Kindly send the abstract and full paper in soft copy to the E-mail-id: internationalconference@pimrindore.ac.in and a Copy (cc) should be sent to alok_bansal@pimrindore.ac.in.
- Abstract of minimum 150 to 200 words must be typed clearly in Calibri font of size 12; mentioning Title of Paper, Name, Affiliation and Contact Details of Author(s) with at least three keywords.
- Full Paper must be submitted in English, with MS Word docx format, typed clearly in Calibri font of size 12; mentioning Title of Paper (typed in Calibri font of size 14 in Title case (upper-lower), bold and flush to the left margin.) on A4 size paper in 1.5 line-spaced with adequate margins on both sides. Use a single column layout with left and right margins justified. The paper should be well structured with proper indexing. You are required to use your unique ID provided by organizers as your MS Word file name.
- References should include in case of paper/article - Name of Author(s), Year of Publication, Title of Paper/Article, Name of Journal, Volume (Number), and Page Number(s). In the case of the book, it should include - Name of Author(s), Year of Publication, Title of Book, Place of Publication, Name of Publisher, and Page Number(s). Example
 - * Balmer, J.M.T. and Dinnie, K. (1999). Corporate Identity and Corporate Communications. Corporate Communications: An International Journal, 4(4), 182-92.
 - * Lucas, Henry C. (2008). Information Technology for Management, New Delhi, Tata McGraw-Hill, 76.
- Tables/Annexures should be given after references with proper connectivity in the manuscript of the paper by table/annexure number(s). Figures can appear within the manuscript.



THE METHODOLOGY FOR PAPER PRESENTATION

1. Papers can be presented in the Conference through online Zoom/Skype/etc. Platforms.
2. The weblink with session ID and password will be shared two hours before the Conference.
3. The conference delegates will be required to submit their camera-ready PowerPoint presentations (PPT) to the organizers via email by January 21, 2021 using their unique ID provided to registered participants well in advance.
4. You are required to use your unique ID as your PPT file name.
5. According to the pre-informed schedule, the conference delegates will be required to present a paper live through the screen share option for the stipulated time.
6. E-Certificates of presentations will be e-mailed post-Conference.



BEST Ph.D. THESIS CONTEST

1. The Contest is open to full-time faculty members of B-Schools/Management Institutes in India and Abroad.
2. Copy of the Abstract/Summary of the Ph.D. thesis duly typed in 1.5 line space must be submitted in a soft copy in the format of 12 point text single font – Calibri in MS Word by the Contestants.
3. The Abstract/Summary should contain the topic of the thesis, rationale, objectives, method (study, design, sample, and tools), salient findings, and implications of the study.
4. To be eligible for admission to the Contest, the Ph.D. degree must have been awarded between January 2018 and December 2020.
5. The Abstract/Summary of the thesis should be routed through Head of the B-School to which the Contestant belongs. The title of the thesis should be indicated by the Head of the B-School in the cover letter while forwarding the entry for the Contest.
6. The Abstract/Summary of the Ph.D. thesis must be accompanied by proof of the award of the degree.
7. The Abstracts/Summaries will be screened by a panel of Subject Experts and three to five best candidates will be invited to make a presentation based on the complete thesis before the Panel.
8. The last date for receipt of entries is December 30, 2020 on email: internationalconference@pimrindore.ac.in
The address of communication is Prestige Institute of Management and Research, 2 Education and Health Sector, Scheme # 54, Near Bombay Hospital, Indore-452 010 Madhya Pradesh, INDIA.
9. Attractions: The Contestants invited for presentation will not be charged a delegate fee.



BEST RESEARCH PAPER AWARD (FOR DELEGATES)

1. The award would be given in each track of the conference to paper presenter's (delegate from India and Abroad) other than the faculty members of the Prestige Group of Institutions.
2. The award will be judged by the senior panel of session chairs.
3. The winner and runner up of this contest would receive a certificate. All participants will receive a certificate of presentation.

JIGYASA (BEST RESEARCH PAPER CONTEST FOR STUDENTS)

1. The contest is open for regular students from India and Abroad.
2. Two students can form a team. However, the paper with sole authorship would also be acceptable.
3. The winners and runner up of this contest would receive a cash prize of '₹3000' & '₹2000' respectively and a certificate. All participants will receive a certificate of presentation.
4. The registration fee for a team of a maximum of two students is ₹250.

ABOUT PIMR

Prestige Institute of Management and Research is conceived as a unique growth-oriented institution of professional education and training. The Institute had in its genesis the solemn objective of catering to the educational and training needs of the students, Non-Resident Indians (NRIs), foreigners residing in India, defense personnel, and an executive from industry and government. The uniqueness of the Institute lies in its provision for an elaborate spectrum of professional programs under one roof. The Institute had made a beginning in 1994 by introducing MBA (Full Time) and MBA (Part Time) programs, and an undergraduate program in management discipline (Bachelor of Business Administration). The Institute, also started, Masters Program in MBA (Marketing Management), MBA (International Business), MBA (Financial Administration), MBA (Personnel Management), MBA Advertising and Public Relations), Bachelor of Computer Applications, B. Com. (Hons.), Masters and Bachelor in Mass Communication, Bachelor of Foreign Trade, BA LLB (Hons), B.Com. LLB, (Hons), BBA LLB (Hons), LLB, and LLM. The Institute is also a recognized research centre for the Ph.D. program in Management. It aims at

becoming one of the best self-financed educational and training centers in the country.

The Institute is an Autonomous Institution since 2006. It has been accredited by National Assessment and Accreditation Centre (NAAC) and has received NAAC 'A' Grade Accreditation by UGC twice consecutively in 2009 and 2014. It is an ISO 9001:2008 certified Institute. It is recognized by University Grants Commission under 2(f) and 12 (b). It has been recognized as a mentor Institute for the NAAC under the Paramarsh Scheme of University Grants Commission. Its MBA program has been accredited by the National Board of Accreditation under AICTE since 2000 and has been re-accredited in 2003 and further reaccredited in 2012.

It has been ranked consistently in the upper edge of top-ranking business schools in the nation-wide surveys carried out by agencies like Business Today, Cosmode, Ministry of Human Resource Development, Business India, and Outlook which has enabled the Institute to achieve, significant position amongst B-schools in the country. The achievement of the Institute in a short span of twenty-six years of its existence has been widely appreciated.



For More Details Contact

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