

9TH APRIL
2022

7TH
INTERNATIONAL
CONFERENCE

**MANAGING BUSINESS ENTERPRISES:
SURVIVAL, TRANSFORMATION
AND REDISCOVERING GROWTH
IN POST PANDEMIC WORLD**

(IN VIRTUAL MODE)

9TH APRIL, 2022

International Academic Partner



Bharatiya Vidya Bhavan's
USHA & LAKSHMI MITTAL INSTITUTE OF MANAGEMENT
New Delhi
www.bulmim.ac.in/conference

ABOUT THE CONFERENCE

The Seventh International Conference on 'Managing Business Enterprises: Survival, Transformation and Rediscovering Growth in Post Pandemic World' is being organized by Bhartiya Vidya Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM) on 9th April, 2022 in virtual mode.

Over the past year, the business landscape has become much more precarious due to protracted uncertainty and confusion in pandemic response approaches, the challenges of vaccine rollouts and emerging virus variants - and spillover effects into other risks. Businesses have had to manage economic and health crises, which have driven new employee and customer engagement protocols, remote working on an unprecedented scale, the re-engineering of supply chains, and numerous bankruptcies, consolidations and creative partnerships. These developments and the long-term risk outlook have forced businesses to think how to prepare for what may lie ahead. Foremost on their mind is their survival and building resilience.

To meet the challenges posed by the pandemic, businesses around the world had to react in agile and decisive ways. The business landscape may face greater uncertainty in the post-COVID period. As we move into the next phase, now is the time for businesses to seek out and seize the opportunities emerging in the recovery. While many businesses have innovated and adapted to rapidly-changing circumstances - seizing market share in the process, but not all have experienced success. Businesses must be ready for a disorderly shakeout during this volatile recovery period. Further, they will need to strengthen and constantly review their risk mitigation strategies to improve their resilience to future shocks.

Building organisational resilience by establishing high-level resilience governance, revisiting and rethinking about crisis management structure and response strategy, and fostering a culture of resilience is the need of the hour. This involves conducting an "after-action review" to collect data and insights on lessons learned from the pandemic, and then using these to prioritise actions to enhance business value today and build strategic resilience for tomorrow. Businesses that pursue these steps now will be better-placed to capitalise effectively the opportunities arising in the post-pandemic phase and strengthening their market position.

With this backdrop, the conference provides a perfect forum to researchers, academicians and industry practitioners to present and discuss their research work, perceptions and ideas on the themes of the conference. The conference will strive to achieve richness in discussions and deliberations to understand appropriate and effective strategies in dealing with opportunities, threats, and challenges of managing businesses amidst the fast-changing environment in the post pandemic era.

FOR WHOM IT'S MEANT ?

- Academicians, Research Scholars, and Students in the domain of business management.
- Entrepreneurs, Founders and Entrepreneur-Managers of Corporate, MSMEs and Start-ups.
- Practicing Managers and Researchers.
- Planners, Policy makers and Consultants.

KEY TAKEAWAYS

- An intuitive and hands-on way to deal with issues and challenges associated with managing business enterprises.
- Ways to investigate and assess business options in global markets, representations and contextual analyses of best practices and interventions around the world.
- Opportunity to develop further in the areas of globalization, innovative marketing techniques, economics, market environment, trade policies, brand management and so on.
- Dissemination of knowledge and sharing experiences in dealing with advances in management of business.

CONFERENCE THEMES

IT, INNOVATION AND ANALYTICS

- AI – Artificial Intelligence
- 5G Impact
- Virtual and Augmented Reality (AR,VR)
- Hyper connected world
- Risk Mitigation and Risk Management
- Hybrid Engagement Skills
- Innovator's dilemma

MARKETING FOR A BETTER WORLD

- Digital Marketing in the Era of Technological Disruption
- Digital Marketing and Artificial Intelligence
- Internet of Things & Enterprise Information System
- Consumer Research
- Co- creation of the Value Using Power of Internet and Mobile Technology
- Marketing automation
- Hybrid Sales and Sales Management
- Big Data and Marketing Analytics

FINANCE & ECONOMICS

- Cashless Economy
- Taxation in Digital Economy
- Economics of the Gig economy
- Transactional Economics in the Era of 'Mergers and Acquisitions'
- Digital Economy: Challenges and Opportunity
- Digitalization and its Impact on Traditional Indian Business Practices
- Cryptocurrency: Issues and Challenges
- Banking 2.0 , 3.0

ENTREPRENEURSHIP AND START-UPS

- Data-driven entrepreneurship and sustainability
- Dynamic capabilities and digital transformation in entrepreneurship
- Women Entrepreneur
- Green entrepreneurship
- Entrepreneurial culture

GENERAL MANAGEMENT

- Generational change
- Understanding Millennials or Gen Z
- Transformative Online Pedagogies
- Reimagining Online Education for Better Futures
- New Business and Delivery Models for Changing Times
- Global Challenges and Glocal Solutions
- Hybrid Leadership
- International Business Strategies in Digitally Connected World
- Cross Cultural Management in a Digital World

Conceptual and empirical submissions not specifically catering to the above specified themes, but falling within the broad domain of business and management are also encouraged.

PAPER SUBMISSION

We invite academicians, researchers, policy makers, consultants, experts and management practitioners to contribute case study/ research papers/review papers on any of the above specified themes. Both empirical and conceptual submissions are welcome.

SUBMISSION TYPES

Research Papers / Case Study Submissions

Prospective authors are invited to submit papers on any of the themes related to the conference. In addition, philosophical papers presenting an argument and papers presenting a process that have been developed and is now ready for wider use, are equally welcome. In all cases, concepts and underlying principles should be emphasized, with enough background information to orient any reader who is not a specialist in the particular subject area. The work must be original and must not have been published elsewhere and also should not be intended to be published elsewhere during the review period. Case Study submissions should be written to publishable standards. Case study review will be subject to the same criteria and processes as research papers.

SUBMISSION GUIDELINES

In the first instance, we request all willing contributors to submit an abstract describing the proposed paper/ case study etc. Abstract should be of 300-350 words with three to five keywords. The last date for abstract submission is 25th February 2022. Review decision arrived based on the submitted abstract will be sent within one week from the date of submission.

SUBMITTING THE FULL PAPER

The last date to submit full paper is 22nd March, 2022 subject to acceptance of the abstract. All abstracts and papers must be submitted electronically via e-mail to conference@bulmim.ac.in. All submissions must be typed double spaced with 2.5 cm or 1-inch margins using 12-point Times New Roman font in a single MS Word file. All submissions must include a title, Author name(s), affiliation(s), email(s) and a notation (*) of the corresponding author. Final paper should not exceed 5000 words including the Abstract, body of the text (Introduction, Theory, Methods, Findings, Discussions, Conclusions and Implications). For reference APA style guide should be followed.

ACADEMIC OUTPUT OF THE CONFERENCE

Abstracts of all papers/case studies presented in the conference will be summarized in the conference proceedings. From the presented research papers/case studies few best papers would be considered for publishing in the forthcoming issues of the Institute's bi-annually published research journal titled **BULMIM Journal of Management and Research (ISSN: 2455-3298)**.

BEST PAPER AWARD

To recognise exceptional contribution, the authors of top three selected papers (based on marks awarded by Technical Session chairpersons) shall be conferred with the best paper award. Based on the recommendations of an Award Committee, three best papers will be awarded a certificate and a cash price of Rs 3000, Rs 2000 and Rs 1000 respectively.

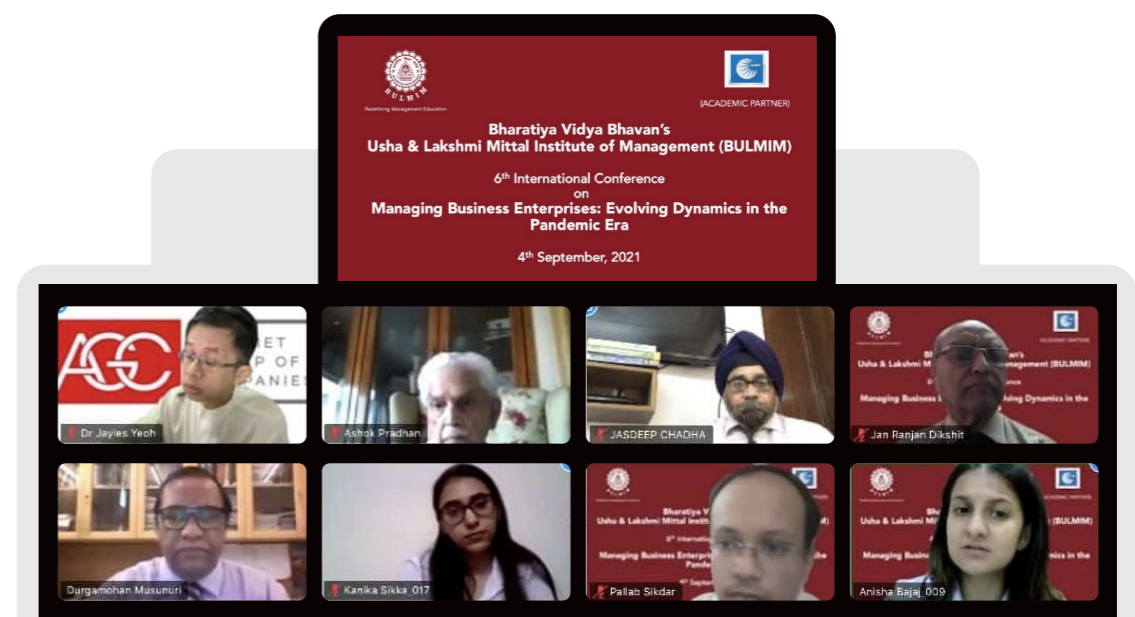
PAPER PRESENTATION (IN ONLINE MODE)

Research papers/case studies will be presented through a virtual platform. E-Certificates will be provided to all the participants who will register and present their papers/case studies in the conference through virtual platform.

DETAILS FOR NEFT/RTGS TRANSFER OF REGISTRATION FEES

BULMIM, New Delhi
UCO Bank, K G Marg New Delhi
Account No. 20360110001509
IFSC-UCBA0002036.

In case of IMPS/NEFT transfer, please email to conference convener (conference@bulmim.ac.in) providing the following details: Name and Designation of the Participant, Bank Name, UTR Number, Date of Transfer, Amount of Transfer.



THE IMPORTANT DATES

Submission of Abstracts	25th February, 2022
Intimation of Acceptance	4th March, 2022
Submission of Final Full Papers/Case Studies	22nd March, 2022
Conference Registration	26th March, 2022
Conference Date	9th April, 2022

REGISTRATION LINK

<https://forms.gle/CbhNiYeQv7FcnXbk7>

REGISTRATION FEE *

Early Bird Fee (On or before March 26, 2022)

Academician	Rs. 1000
Corporate Executive	Rs. 1500
Research Scholar	Rs. 250
Student (UG/PG)*	Rs 150

Registration Fee (After March 26, 2022)

Academician	Rs.1200
Corporate Executive	Rs. 2000
Research Scholar	Rs. 500
Student (UG/PG)	Rs. 250*

*20 per cent bulk discount in registration fee for the students if the number of students falls between 5-10 students from one institute.

ABOUT BHAVAN'S USHA & LAKSHMI MITTAL INSTITUTE OF MANAGEMENT

Bharatiya Vidya Bhavan was founded in 1938 by Kulapati Dr. K.M. Munshi, a prominent Indian independence movement activist, a prolific writer and educationist. It is an internationally reputed Institution. Several distinguished scholars, statesmen and leaders of modern India renaissance, namely Dr. Rajendra Prasad, C. Rajagopalachari, Jawaharlal Nehru, Sardar Patel and so on, have been its founding member.

Since its inception, Bhavan has evolved into a great intellectual, cultural and educational movement. It has wide network of educational institutions including Management Institutes such as S.P. Jain Institute of Management and Research in Mumbai, Bhavan's Usha and Lakshmi Mittal Institute of Management (BULMIM) in Delhi. BULMIM has been offering AICTE approved Post Graduate Program in Management from the year 1995.



Bharatiya Vidya Bhavan's USHA & LAKSHMI MITTAL INSTITUTE OF MANAGEMENT

Copernicus Lane,
Kasturba Gandhi Marg,
New Delhi - 110001

Website:
www.bulmim.ac.in

Tel. : +91-011-23073852/30 lines
+91-011-23070911
+91-9871899829
+91-9810168639

CONFERENCE COMMITTEE

Patron-in-Chief

Shri C R Gharekhan
Chairman, BVB, Delhi Kendra

Patron

Shri Ashok Pradhan
Director, BVB, Delhi Kendra

Conference Advisor

Dr. M. Durgamohan, Director, BULMIM

Conference Advisory Board

Prof Bernhard Blessing,
FHV University of Applied Sciences, Dornbirn, Austria

Prof R. Venkataraman,
Dean, ICFAI Business School (IBS), Gurgaon

Dr Richa Dahiya, Dean, J K Business School, Gurgaon

Dr Savita Bhagat, Principal, Department of Economics,
DAV Centenary College, Faridabad

Dr Kiran Bala,
Professor and Dean, School of Journalism & Mass
Communication, K R Mangalam University, Gurgaon

Mr Sougat Chatterjee,
CEO (Preventive Health Care) Apollo Group of Hospitals

Dr Bikash Sharma, President and Founder Trustee,
International Academic & Management Association

Mr Bijoy Paulose, Managing Director,
VS & B Containers Group

Mr Sanjay Kapoor, Entrepreneur, Educator and Consultant
(Government Certified Trainer)

Conference Convener

Dr Renu Verma,
Associate Professor, BULMIM (+91-9871899829)

Conference Co-Conveners

Dr Swati Singh, Associate Professor, BULMIM
(+91-9953995375)

Dr J R Dikshit, Assistant Professor, BULMIM,
(+ 91-9654008437)

Dr Pallab Sikdar, Assistant Professor, BULMIM
(+91-8383035278)

Dr Alok Agrawal, Assistant Professor, BULMIM
(+91-9936883750)

For further details, visit: www.bulmim.ac.in

E-mail:

For general information: info@bulmim.ac.in

For admission query: admission@bulmim.ac.in

For placements and Internship: cro@bulmim.ac.in