



भारत 2023 INDIA

# Global Conference on Advancements in Management Practices and Research

30th September, 2023

Organized by  
Mahatma Education Society's  
**Pillai Institute of Management  
Studies & Research**



**Mode of Conference - Hybrid**

Dr. K.M. Vasudevan Pillai Campus  
Sector 16, New Panvel, Navi Mumbai - 410206, Maharashtra, India.

## About Mahatma Education Society

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Mahatma Education Society ([www.mes.ac.in](http://www.mes.ac.in)) is a trust that runs around 48 institutions (Pillai Group of Institutions) in the city of Mumbai and Navi Mumbai ranging from schools affiliated to all boards and colleges of higher education, all recognized by authorities like University of Mumbai, Government of Maharashtra and All India Council of Technical Education.

## Pillai Institute of Management Studies & Research

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The Pillai Institute of Management Studies and Research ([www.pimsr.ac.in](http://www.pimsr.ac.in)) is a renowned institution under the umbrella of Mahatma Education Society. It was established in 1998 and is affiliated to the University of Mumbai and recognized by the AICTE. The Directorate of Technical Education, Government of Maharashtra, has awarded the institute an 'A' grade. The Institute today provides quality education through their Master of Management Studies Programme (MMS) course.

## PIMSR Research and Development Committee (PRDC)

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PIMSR Research and Development Committee strives to facilitate, encourage, and coordinate interdisciplinary research among academics, scholars, students, and industry in order to improve research expertise and academic achievement. As a research facilitator, the committee's goal is to improve research standards by fostering a real-world problem-solving approach through knowledge-sharing platforms.

## About the Conference

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In recent years, there has been a significant shift in how management practices are applied throughout industries. The advent of new technology in the form of artificial intelligence and machine learning are disrupting traditional decision-making processes; whether it's digital currency paving the way for financial issues or digital marketing upending once-viable marketing tricks. The trend of machines replacing human labour is another challenge for businesses. Given this changing landscape in the business environment it is imperative to adapt and adopt for sustainable continuity. A flexible mindset to understand and visualize the impact of technology is also important. In this context, the advancements in management practices should be researched, discoursed, discussed and deployed for effective resource building and utilization.

## Objective of the Conference

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The objective of this global conference is to discuss and debate on the advancements in management practices for improving overall productivity and profitability of business.

## Calls for Submissions and Guidelines

Participation is invited from industry professionals, academicians, research scholars and students from colleges of Management, Commerce and Education to present and discuss the most recent trends and concerns of advancements in management practices and research.

Participants are requested to contribute unpublished, empirical, high quality research papers relevant to the theme of the conference and make a presentation. A separate title page should include an informative title, name(s), affiliations, address(es) of Institute/Organization, corresponding address, email id(s), contact no(s) of all authors. Abstract should be of 200 words followed by 3-4 keywords. Manuscripts should be of 2000 - 5000 words including tables, graphs and charts. Both abstract and research paper should be written in Times New Roman Font, Size 12 with double spacing and 1-inch margins on all the sides of A4 size paper. References should be as per the APA (American Psychological Association) guidelines.

# General Track for Paper Presentation

## 1. ADVANCEMENTS IN GENERAL MANAGEMENT

*Corporate Governance & Ethics*  
*Entrepreneurship*  
*Leadership Practices*  
*Corporate Social Responsibility*  
*Sustainable Management Processes & Practices*  
*Environmental, Social and Governance (ESG)*

## 2. ADVANCEMENTS IN MARKETING

*Marketing Analytics*  
*Social & Digital Media Marketing*  
*Green Marketing,*  
*Rural Marketing*  
*Tourism & Sports Marketing*  
*E-Commerce*



## 3. ADVANCEMENTS IN BANKING AND FINANCE

*Micro-Finance & Rural Finance*  
*Sustainable Accounting Practices*  
*Financial Innovation & Analytics*  
*Crypto Currency & BlockChain*  
*Digital Banking & E-wallets*  
*Sustainable Lending Practices*

## **4. ADVANCEMENTS IN HUMAN RESOURCE**

*Green HRM practices*

*Talent acquisition and management*

*Organizational Culture & Employee Engagement*

*Diversity & Inclusion*

*Work-life Balance and Stress Management*

*Artificial Intelligence and HR Analytics*

## **5. ADVANCEMENTS IN OPERATIONS**

*Sustainable Product Designing*

*Material Planning*

*Sustainable Manufacturing Processes*

*Supply Chain & Logistics*

*Operations Analytics and Innovation in Product Design*

*Green Technologies*

## **6. ADVANCEMENTS IN IT & SYSTEMS**

*Data-driven Analytics in Business Management*

*Big Data Applications, Challenges and Opportunities*

*Business Intelligence*

*Technological Advancements in Social Media*

*Cloud Computing and Algorithms*

*Artificial Intelligence, Data Science and Machine Learning*

### **Important Deadlines & Dates**

Last date for submission of Abstract: **20th July 2023**

Intimation of Acceptance: **1st August 2023**

Last date for registration and submission of full paper: **1st September 2023**

Date of Conference: **30th September 2023**

Abstract and Full Research to be submitted to: [pimsrglobalconference@mes.ac.in](mailto:pimsrglobalconference@mes.ac.in)

### **Publication Opportunity**

All selected abstracts will be published as conference proceedings with ISBN number. Selected papers by the Research Committee will be forwarded for publication in UGC-Care List/Scopus Indexed journal. The full research paper publication will further be subject to the peer review process of the concerned journal. The decision of the journal will be final and binding. Any additional publication and processing fee would be borne by the authors. A participation certificate will be issued to all paper presenters at the conference.

## Registration

The registration fee includes conference kit, participation in conference proceedings and lunch.

Registration Link: [Click here](#)

The registration fees (including GST) are as given below:

Participants	Participation and Presentation Fee
Students	Rs. 500/-
Research Scholars	Rs. 1,000/-
Academicians	Rs. 1,500/-
Industry Delegates	Rs. 2,000/-
Participation In-absentia	Rs. 2,000/-
International Participants	30 \$ USD

## Mode of Payment

The registration fees should be in the form of Cheque/DD/Online transfer to

Bank	ABHYUDAYA CO-OP. BANK LTD.
Branch	NEW PANVEL
Name of the Account	M/S MAHATMA EDUCATION SOCIETY PILLAI INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH
Account No	018011100069181
IFSC Code	ABHY0065018

## Our Patrons

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