



Mahatma Education Society's Pillai Institute of Management Studies and Research

organizes

Global Conference on "Emerging Business Practices: Sustainability - The New Normal"

8th October, 2022



Mahatma Education Society

Mahatma Education Society (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. The institutions are recognized by authorities like University of Mumbai, Government of Maharashtra and All India Council of Technical Education.

Pillai Institute of Management Studies and Research

The Pillai Institute of Management Studies and Research (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 MMS and PGDM courses.

PIMSR Research and Development Committee (PRDC)

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

According to a 2019 HSBC report, the driving force behind 24 percent of organizations' investments in sustainability is to improve their ability to recruit and retain the best people. Sustainable business practices enable companies to prosper and flourish by engaging in environmentally friendly activities without jeopardizing operating profitability. India is not new to sustainability. But the practice has not been implemented fully. Many leading Indian companies consider social and environmental issues significant to their growth and many don't acknowledge it at all.

The impact of Covid 19 pandemic on business growth through sustainable practices has been critical. Businesses looked into alternatives that are economical though not completely sustainable. Ensuring sustainable growth is indispensable in the post covid recovery period and profitability with better and greater sustainable management is the need of the hour.

Objective of the Conference

The objective of this global conference is to discuss and debate on the opportunities and challenges of adapting to sustainable business practices in the post covid times. As we are embarking on the path of recovery, it is important that we contemplate on business practices that are economical, social and environmentally sustainable. It is important to specially focus on India which is at the threshold of becoming one of the fastest growing economies in the world. Participation is invited from practitioners, faculty and students from colleges of Management, Commerce and Education to present and discuss the most recent trends and concerns of sustainable business practices in the post covid era.

Call for Submissions and Guidelines

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 2000-3000 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 arranged in alphabetical order and as per the APA (American Psychological Association) guidelines.

Theme of Conference: "Emerging Business Practices – Sustainability – The New Normal"

GENERAL TRACK FOR PAPER PRESENTATION

1 General Management

Corporate Governance
Management Ethics
Corporate Social Responsibility
Sustainable Management Processes & Practices
Waste Management
Business Environment
Innovation & Entrepreneurship

2 Marketing

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

3 Banking and Finance

Micro-Finance & Rural Finance
Green Investing, Green Bonds
Sustainable Financial & Accounting Practices
Financial Innovation & Analytics
Crypto Currency & BlockChain
Digital Banking & E-wallets

4 Human Resources

Green HRM practices
Talent management and acquisition
Organizational Culture & Employee Engagement
Diversity & Inclusion
Work-life Balance and Stress Management
Artificial Intelligence and HR Analytics

5 Operations

Product Designing
Material Planning and Advantage
Manufacturing Processes
Green Building
Operations Analytics and Innovation In Product Design
Green Projects and Green Technology

6 IT & Systems

Data-driven Analytics and Business Management
Big Data Applications, Challenges and Opportunities
Business Intelligence and Technological Advancements in Social Media
Cloud Computing and Algorithms
Artificial Intelligence, Data Science and Machine Learning
Education Technologies and e-Learning



Important Deadlines and Dates:

Last date for submission of Abstract – 30th July 2022

Intimation of acceptance – 20th August 2022

Last date for registration and submission of full paper – 20th September 2022

Date of Conference – 8th October 2022

Abstract and Full Research Paper to be submitted to
pimsglobalconference@mes.ac.in

Registration

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

Registration Link: <https://forms.gle/wWvUvdJYCMdVRFyp7>

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	USD 50

Mode of Payment

The registration fees should be paid Online 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

Publication Opportunity

All selected manuscripts will be published in the form of ISBN numbered compendium. If the paper is to be published in a UGC CARE/SCOPUS indexed journals it will involve additional charges.

A participation certificate will be issued to all paper presenters at the conference.

Ethics Policy:

- We sincerely respect authors' right to freedom for expression but it has to be scholarly based, balanced and constructive.
- We do not publish articles which are negative and destructive in approach and betray bias and prejudice.
- We discourage plagiarism in any form, and authors must reference the source. We check on social sciences citation indexes for similar matters.

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