



Durgadevi Saraf
institute of management studies
WE CREATE LEADERS



Durgadevi Saraf
global business school



Remsons Group
management research centre
MANAGEMENT RESEARCH



7th REMSONS

INTERNATIONAL RESEARCH CONFERENCE

The New Normal in Businesses – Readiness and Resilience

27th March 2021

Award winning papers will be published in our Journal "The Management Quest" ISSN (online) 2581-6632
Selected other papers will be published in our conference proceedings under ISBN 978-93-5196-952-5



BACKGROUND

The unprecedented pandemic of covid-19 has created turmoil across the globe, adversely impacting life and businesses. With the flights grounded, trains halted, manufacturing paused and physical stores getting shut during the lockdown amid the virus outbreak, the industries are indeed dealing with the challenges and creating fresh strategies in the new normal while the businesses are gradually opening.

The businesses to survive must adapt new approaches whilst looking for appropriate technologies to support. The customer behavior is in a continuous flux owing to the uncertainty in the business environment. The Covid-19 pandemic has impacted business of most sectors around the world. According to NITI Aayog, Government of India, at 13.46, the World Pandemic Uncertainty Index by IMF for Q1 2020 is comfortably higher than all other pandemics in the last twenty years. The previous high was 4.40 at Q2, 2003, during the SARS outbreak. The Uncertainty Index has historically coincided with economic impact and this pandemic is no different.

While businesses are impacted to a smaller or greater extent, many of them have exhibited resilience by reinventing themselves, finding novel ways to keep their operations going by leveraging technology and keeping the single-mindedness on customers. The standard operating procedures (SOP) and models followed before pandemic outbreak, were of little applicability during the

lockdown; therefore, it became pertinent to seek a new direction to steer the businesses forward.

Resilient adherence to first principles in businesses and empathetic leadership are critical for businesses to navigate through indeterminate times. The accumulative diffusion of data and internet services and availability of remote networking technologies at a low cost provides effective ways of gaining insight into customers. The altering inclinations and enthusiasms of customers also present new opportunities. A 2010 Harvard Study shows that, throughout history, businesses that maintained a balance between operational efficiency and investment into future trends during a crisis had a 37% chance of outperforming their competitors. As Satya Nadella put it, 'Longevity in business is about being able to reinvent yourself.'

This International Conference is poised to resonate the voices of professionals and academicians to unravel the new structures and processes to navigate over the post pandemic situation in the The The context of the International Conference is marked by heightened optimism of economic resurgence in the news of a global vaccine rollout plan. A distinguished cohort of researchers and practioners, across disciplines and areas, are expected to deliberate and discuss on revisiting the lessons learnt during the pandemic and the way forward in the New Normal.

SUB THEMES

Remsons Centre for Management Research (RCMR) invites academicians, researchers, industry professionals and management practitioners to submit original, unpublished research work in form of extended abstracts, centered on the theme of the conference, envisioning and rethinking strategies for businesses in New Normal. The manuscripts may be submitted in the following indicative, but not limited tracks:

Finance and Economics

- Fintech – Transformation in Financial Sector
- Role of Regulatory Authorities with reference to Digitized Financial Products
- Digital Transformation in Banking and other Financial Institutions during pandemic
- Impact of Mergers, Acquisition and Divestiture of Distressed Assets
- Economics of Digital Transformation during and after lockdown
- Support for MSMEs and Inclusive Growth
- Economy during lockdown and resilience of financial markets



Marketing

- Digitisation and Digital Transformation in the New Normal
- Impact of Digital Transformation in customer facing businesses
- Digital Transformation and Customer Experience during and after lockdown
- Impact of changed buyer behavior on E-Commerce



Human resources

- Role of HR in Work Form Home
- Digital Transformation Silos, Responsibility And Skills in New Normal
- Digital Transformation and Change Management during and after lockdown
- Impact of Digital Transformation on Organizational Structure in the New Normal



Operations

- Supply Chain Strategies in the New Normal
- Manufacturing and Operations Management in the New Normal
- Predictive Analytics, Artificial Intelligence, Machine Learning and Business Intelligence in the New Normal



These sub themes are just indicative and good papers in all the area will be considered for the conference.

Important dates

- | | |
|---------------------------|---------------------|
| Abstract Submission | : 20 February 2021. |
| Abstract Acceptance | : 22 February 2021. |
| Full paper Submission | : 10 March 2021. |
| Acceptance of Paper | : 15 March 2021. |
| Deadline for Registration | : 20 March 2021. |



Prizes-Best Paper

Prizes-Best Paper: The Three Best Research Papers will be awarded with cash prizes and certificates. The award-winning entries will also qualify for publication in ISBN indexed Journal The Management Quest.



The abstract/paper should be submitted to rcmr@dsims.org.in

Registration fees

All the presenters and participants are required to register for the conference. Please fill the "Delegate registration form" with the Registration fees.

International Delegates	US \$50
Delegates from India	
1. Academicians & Industry Professionals	INR 1000/-
2. Students & Alumni & Researchers	INR 500/-
3. Accompanying guests/ Co-authors	Waived off

► Registration fees is non-refundable. However change in nomination is permitted.

Payment of Fees:

- Registration fee can be paid through Demand Draft favoring "RS- DSIMS" payable at Mumbai.
- Fees can also be paid through online payment through NEFT (For Indian participants)

A/c's Name : RS-DSIMS

Bank name : Bank of Baroda

Branch : Sunder Nagar, Malad (West)

A/c's Type : Savings

A/c's No. : 35020100005207

IFSC Code : BARB0SUNGOR (fifth character is zero)

Call for papers/submission guidelines

- We invite research papers, case studies and perspectives from academicians, industry professionals, researchers, students and alumni on the mentioned themes and sub themes.
- Only original and unpublished research work is sought. Any research submitted i.e. identical and substantially similar to work already published, under review for another conference or publication will not be considered.
- The contributors should certify that manuscript has neither been published anywhere nor is being considered presently for publication anywhere.
- Abstract(not exceeding 250 words)with key words should reach us latest by deadline in soft copy
- Submission should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address, contact number and email address of author(s) with title of the paper.

Instructions

- All papers must be written in Times New Roman font style, font size 12, 1.15 line spacing, margin all around 1.0 and A4 paper size setting.
- All headings must be capital and bold. All subheadings must be bold and italicized.
- All tables and figures, sequentially numbered must be within the main text of the paper.
- All tables and figures must be in an editable format.
- While writing the paper, papers need to follow APA style of citation. Please check [url:https://www.library.cornell.edu/research/citation/apa](https://www.library.cornell.edu/research/citation/apa).
- Acceptance of papers and suggested modification will be provided within 10 days of the receipt of the paper.
- The complete paper in approximately 5000-6000 words (Max.10 pages) must reach us latest by 10 March 2021 in soft copy form. Electronic submission of final paper must be in MS Word doc format only.
- At least one author needs to be pre-register for the conference and present the paper to be eligible for the paper to be published
- The editorial committee of the conference is authorized to edit the paper if required.
- A maximum of two papers can be submitted by one author.

Publication Opportunity

All the selected papers will be published in the form of conference proceedings under ISBN 978-93-5196-952-5. The outstanding papers (award winning papers) will be considered for publication in our research journal "The Management Quest" ISSN (online) 2581-6632.

CONFERENCE ORGANIZERS

CHIEF CONVENOR

Dr. Sumana Chaudhuri

Professor-In-Charge Research
sumana.chaudhuri@dsims.org.in

CONVENORS

Prof. Pooja Goswami

pooja.goswami@dsims.org.in

Dr. Dhanashree Potey

ghanashree.potey@dsims.org.in

Ms. Sunita Pujar

sunita.pujar@dsims.org.in

Research Advisory Board

Dr. Sadhana Ghosh | Dr. Sharad Kumar

PATRONS

Dr. Sarita Vichore

Director, DSGS

Dr. C. Babu

Director, DSIMS

ADMINISTRATIVE SUPPORT

Ms. Sneha Sawant

sneha.sawant@dsims.org.in | Call: 022-45207711 extn-2351/52

ABOUT RAJASTHANI SAMMELAN EDUCATION TRUST

Rajasthani Sammelan Education Trust, a registered public charitable trust was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society. During the last six decades, the trust has played a vital role in promoting and providing better education from KG to PG in the fields of Commerce, Management and Information Technology. Apart from its other educational pursuits, Rajasthani Sammelan Education Trust, also caters to the social and humanitarian needs of the community.

ABOUT DSIMS

DSIMS is promoted by the esteemed members of the distinguished Rajasthani Sammelan Education Trust, renowned for its contribution in the field of education in India. We aim to follow a consultative style of management which encourages participation in the development of the institute. The Board of Governors is committed to developing an institution of quality and integrity. To this end, it has established an independent Management Council comprising of eminent educationists, administrators and achievers from all walks of life. The Management Council brings to the school, its expertise in administration, technology-aided learning and education management.

REMSONS CENTRE FOR MANAGEMENT RESEARCH

Durgadevi Saraf Institute of Management Studies (DSIMS) attaches high priority to Management Research. It conducts conferences and seminars to bring together the researchers from academia and industry to share their perspectives. It has therefore set up the Remsons Centre for Management Research which is an advanced center of excellence focusing on developing contemporary and usable research in various areas of Management. It is set up by Late Shri Vishvapraakashji Harlalka in the memory of his mother Smt. Radhadevi Harlalka to bring academic relevance to industry practices with the help of the magnanimous donation from Remsons Group of Companies. This Centre is headed by Dr. Sharad Kumar, who is the Remsons Chair Professor for Management Research.



ABOUT MUMBAI

Mumbai, formerly called Bombay, is a sprawling, densely populated city on India's west coast. On the Mumbai Harbour waterfront stands the iconic Gateway of India stone arch, built by the British Raj in 1924. Offshore, nearby Elephanta Island holds ancient cave temples dedicated to Shiva.





















The city is also famous as the heart of the Hindi-language Bollywood film industry.

The seven islands that came to constitute Mumbai were home to communities of fishing colonies. For centuries, the islands were under the control of successive indigenous empires before being ceded to the Portuguese and subsequently to the British East India Company when in 1661 King Charles II married the Portuguese Catherine of Braganza, and as part of her dowry, Charles received the ports of Tangier and seven islands of Bombay. During the mid-18th century, Bombay was reshaped by the Hornby Vellard project, which undertook reclamation of the area between the seven islands from the sea. Along with the construction of major roads and railways, the reclamation project, completed in 1845, transformed Bombay into a major seaport on the Arabian Sea. Bombay in the 19th century was characterized by economic and educational development.

During the early 20th century it became a strong base for the Indian independence movement. Upon India's independence in 1947 the city was incorporated into Bombay State. In 1960, following the Samyukta Maharashtra movement, a new state of Maharashtra was created with Bombay as the capital. The city was renamed as Mumbai in 1996.











Institutions

 Kudilal Govindram Seksaria sarvodaya school INSPIRE, INVENT, INITIATE	 Kudilal Govindram Seksaria english school INSPIRE, INVENT, INITIATE	 Ramniwas Bajaj english high school UNLEASH YOUR POTENTIAL	 Mainadevi Bajaj international school GIVING WINGS TO YOUR DREAMS
 Durgadevi Saraf junior college IN PURSUIT OF EXCELLENCE	 Ghanshyamdas Saraf college of arts & commerce EDUCATION EMPOWERS	 Kirandevi Saraf institute of complete learning WIDENING HORIZONS	 Durgadevi Saraf institute of management studies WE CREATE LEADERS
 Deviprasad Goenka management college of media studies INDIA'S PREMIER MEDIA SCHOOL	 Ladhidevi Ramdhar Maheshwari night college of commerce ENLIGHTENING FUTURE	 Ramdhar Maheshwari career counseling centre STEERING TO SUCCESS	 Kunjbihari S. Goyal online academy LEARNING BEYOND BOUNDARIES
 Draupadidevi Sanwarmal women's hostel HEAVENLY DOMICILE	 Pravinchandra D. Shah sports academy FITNESS REGIME	 RS CA study centre INTELLECTION HUB	 Mainadevi Bajaj international playschool YOUNG EVOLVING MINDS
 Jankidevi Bilasrai Bubna boys hostel A WISE HIVE	 Nalini Shah music academy MUSICAL HARMONY	 Rajasthani Sammelan skill development centre SCULPTING SKILLS	 Rajasthani Sammelan teachers' training institute BUILDING FOUNDATIONS

Endowment Funds & Research Chair

 Remsons Group management research centre MANAGEMENT RESEARCH	 I R B scholarship endowment fund HONOURING EXCELLENCE	 B K T endowment freeship fund FOSTERING KNOWLEDGE	 Jankidevi Bilasrai Bubna endowment freeship fund EMBOLDENING STRENGTHS
---	--	---	---

Facilities

 Dhurmaal Bajaj bhavan COMMUNITY PARADISE	 Durgadevi Saraf hall TREASURING MEMORIES	 Trivenidevi Deora chikitsa sahayata kosh HELPING TO HEAL	 Ramnarayan Saraf educational outlet ONE STOP EDUC-SHOP
 Vijay Pal Singh health centre WEALTH OF WELLBEING	 Kirandevi Saraf library and reading room WORLD OF KNOWLEDGE	 Rajasthani Sammelan I.T. hub LINKING GLOBALLY	 Rajasthani Sammelan food court FOOD FOR THOUGHT

RSVP: Prof. Pooja Goswami

Email: pooja.goswami@dsims.org.in | Call: 022-4520 7711

DURGADEVI SARAF INSTITUTE OF MANAGEMENT STUDIES

RSET Campus, S.V. Road, Malad (W), Mumbai-64 | Email: rcmr@dsims.org.in