

International E- Conference

Being Covid Antifragile

The Sustainability & Growth Perspective



11-12 February 2021

Highlights

1. Pre - Conference Workshop
2. SCOPUS/ABDC/UGC Care Publication

Organised By



Independent MBA Business School

Affiliated to Gujarat Technological University, India





About the Conference

COVID-19 and its containment policies which are aimed at controlling it have changed the concept of work and business dynamics. The pandemic has dampened corporate growth and could hurt future growth prospects too. The epidemic has changed the way we work and what we consume. Various economic sources predict that economies globally are showing signs of acute weakness.

History shows that such changes are not always temporary—crisis can fundamentally reshape our beliefs and behaviours. For instance the 9/11 terrorist attacks also have reshaped transportation and security policies worldwide. The 2003 SARS outbreak in China changed attitudes toward shopping and many consumers turned to online retail. Though the crisis was not very extended many consumers continued to use e-commerce channels afterward, paving the way for the rise of Alibaba and other digital giants.

Lasting shifts in social attitudes, policy, work, and consumption will likely also emerge from the COVID-19 pandemic. The business community has already experienced major upheaval and disruption as a result of the virus. Many businesses and organizations were forced to close shop altogether, but others were able to continue their work ,though in a more limited fashion, by shifting employees from office-based working to remote working.

It's hard to predict precisely how the pandemic will shape our perspectives on society, but it's plausible that we could see a greater focus on crisis preparedness, systems resilience, social inequality, social solidarity, and access to health care. Major disruptions can cause fundamental shifts in social attitudes and beliefs, which pave the way for new policies, ways of working, and consumer needs and behaviours, some of which may persist in the long run. This can be reflected in strategic movements/shifts in domains such as trade and commerce, border controls, health care, crisis preparedness, foreign affairs, employment, and social welfare and environment.

As India and other nations look to boost up its economy, it is worth reflecting on the other systemic actions that are needed to shift towards a more sustainable, resilient and thriving economy. With such profound changes taking effect against a backdrop of unprecedented disruption, this is precisely the time where the business community can change it's focus from sustainability to thriving. In better words to being anti-fragile.

With the above objective in mind, the conference organisers aim to provide a platform for academicians, research scholars, practitioners and students to contribute their research work relevant to the theme. The core theme of the conference is divided into various sub themes and researchers are encouraged to write on the relevant area of interest which can be inclined with the core theme of the conference.

The conference will be preceded by workshop on Qualitative Research and Case Writing .



About Conference Organizers

About Som Lalit Education And Research Foundation

Som-Lalit Education and Research Foundation is a trust registered under the Societies Act. The academic activities under the aegis of this Trust commenced from August 12, 1996. The foundation has worked on the philosophy of being for the students, by the students and of the students. Corporate seminars, industry expert talks, skill development workshops, industrial projects, operational workouts and trainings are some extra elements through which students get a real world experience and an understanding of challenges that they will face in the future. Apart from academics, Som-Lalit Institute has always been known for its stupendous placement records also. The institute has well placed alumni across India and abroad. The alumni meets are lively and become a valuable platform for sharing experiences, achievements and challenges met within the corporate world. With over two decades of experience, understanding and strong vision for its students, Som-Lalit has been among the top choice for quality education for management studies.



About Tolani Motwane Institute of Management Studies

Established in 1995, Tolani Institute of Management Studies (TIMS), an institute of repute, has been instrumental in nurturing the dreams and aspirations of some of India's brightest minds through a mix of intensive curricular and co-curricular activities. Since inception, TIMS is progressively moving ahead on the pathway defined by its mission of becoming one of the Best Management Institutions. This was made evident when TIMS was rated for the fifth consecutive time as A+ Grade management Institute by Business India Survey in 2014. TIMS has now transformed itself into TMIMS. Tolani Institute of Management Studies is now Tolani Motwane Institute of Management Studies, affiliated to Gujarat Technological University from the year 2016. TMIMS has gained tremendous attraction both from the students and corporate on the grounds of producing ethically & morally strong qualitative managers. TMIMS is exhibiting excellent results in University also. The program at TMIMS is aimed at making them well shaped leaders of the highest professional competence. Our students acquire various entrepreneurial qualities and management skills by organizing and executing plethora of events and fests round the year. The state of Art infrastructure at the Campus and well experience faculty supports to raise the standards of our graduates commensurate with the demands of the industry and the society. TMIMS is committed to the development of priceless managerial and humane skills of the students so that they can contribute in making the world, a better place to live.



About Conference Organizers



About Narmada College of Management

Narmada College of Management was established in the year 2000 as one of the pioneering B-Schools in South Gujarat. We as a team of dynamic, sincere and learned academicians are continuously examining and implementing newer pedagogy to ensure effective teaching - learning. Along with blended teaching - learning initiatives, we also undertake various activities aimed at enhancing the employability skills of Management graduates to make them industry - ready and exhibit contributory personality traits. Located amidst a serene natural surrounding, we engage in many extension activities enabling our students with the sensitivities they must possess. Exchanging knowledge and keeping abreast of latest developments in Business and Society through active research and industry - institute linkages as well as alumni engagement is our strength. We aspire and endeavour to expanding such exchanges nationally and internationally to contribute to the evolving knowledge society. Our support staff carries the same passion and vigor in supporting all activities – academic and otherwise, thus extending a family culture within the Institute. Collectively – we along with all stakeholders, have earned great recognition as an Institute of repute and are poised to grow global as a Center of Excellence.



The above three Colleges are affiliated to the Gujarat Technological University, Gujarat India

Gujarat Technological University is a premier academic and research Institution which has driven new ways of thinking since its 2007 founding, established by the Government of Gujarat vide Gujarat Act No. 20 of 2007. Today, GTU is an intellectual destination that draws inspired scholars to its campus, keeping GTU at the nexus of ideas that challenge and change the world. GTU is a State University with 486 affiliated colleges in its fold operating across the state of Gujarat through its FIVE zones at Ahmedabad, Gandhinagar, Vallabh Vidyanagar, Rajkot and Surat. The University caters to the fields of Engineering, Architecture, Management, Pharmacy and Computer Science. The University has about 4,00,000 students enrolled in a large number of Diploma, Under Graduate, Post Graduate programs along with the robust Doctoral program. GTU has emerged as an International Innovative University in its pursuit of bringing innovation and internationalization in professional education. Within a really short span it has achieved several national accolades for its endeavour in bringing excellence in professional education. GTU is a pioneer in introducing some innovative learning methodology.

About Conference Organizers

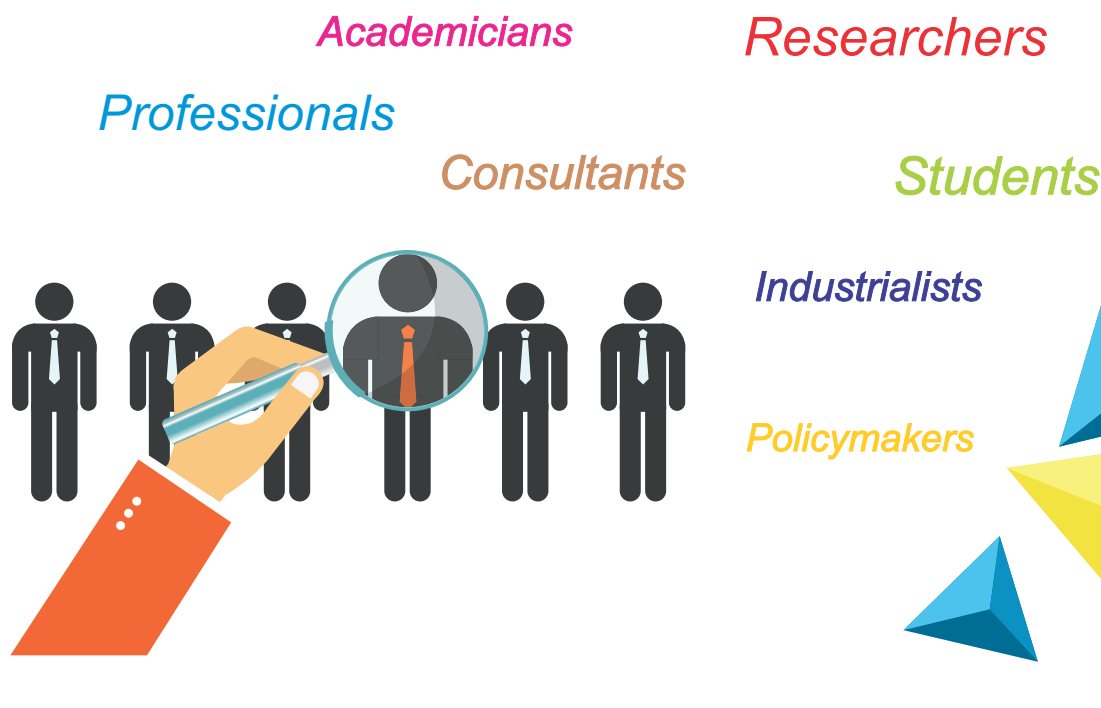
About Universal Business School, Sydney, Australia

Student success at UBSS is supported by a world class team of PhD specialised academics and student support staff. We are committed to students seeking to build or further their business leadership and accounting careers, based on an international education with an Australian experience, leading edge innovation and digital technology for those who want to be job ready when they graduate.

Part of our global citizenship is our student body that reflects the multi-cultural make up of both the high growth Asia Pacific region and the immediate surrounds of Sydney. The UBSS experience brings together international education, a solid Australian Business foundation with colleagues and alumni who will form the basis of your long term friendships and business contacts.



Who Should Attend the Conference ?





Call For Papers \ Themes

The conference committee invites original, unpublished papers, from academicians, professionals, research scholars, consultants, policy makers and other stakeholders to send their original abstracts, research papers, case studies on the broader theme of the conference. There are various perspectives from which the theme may be addressed, they are listed below the three main themes.

CONFERENCE TRACKS AND INDICATIVE SUB THEMES

A) MOVING TOWARDS SELF-SUFFICIENCY AND ECONOMIC PARITY- ROLE OF VARIOUS INDUSTRY SECTORS

- Designing and Delivering Fiscal and Economic Policies, Systems, and Strategies (Logistics, Housing, Infrastructure, Education, etc.)
- Increasing Economic Equitability between Urban and Rural India
- Achieving Global Parity w.r.t Quality and Productivity in Products and Services
- Measures for Improving Per Capita Income
- Optimizing the Balance Between Agriculture and Industrialization
- Economic Crises- Causes, Prevention and Pro-action
- Achieving 5 trillion Economy – Role of Organised and Unorganised sectors/ Role of MSMEs Changing Preferences in Investment Pattern
- Leveraging existing platforms and effectively utilizing delivery mechanisms
- Research and Innovation : A Call for Serious Action by Universities and Manufacturing and Service Organisations
- Promoting growth of Entrepreneurship

B) ENVIRONMENT SUSTAINABILITY AND GROWTH

- Organisational Roles towards Sustainability and growth
- Careful use of Resources
- Preventing Depletion of Natural Resources
- Human Activities and Environmental Implications
- Political Dimension of Environmental Sustainability and growth
- Technological Innovations and Environment
- Productivity and Competitiveness for Environment Sustainability and growth
- Renewable Energy Sources and Applications
- International Policies on Environment and Business Growth
- Ethical and Philosophical Issues on Environment
- Alternate Pathways to Environmental Protection / Preservation
- Building Environmental Sensitivities Through Education System
- Changing Life Styles for a Healthier Ecological Environment
- Strategising for Co-Existence – Respecting Nature
- Contribution by Corporates for a healthy Ecology

c) ETHICAL BUSINESS AND SOCIETAL SUSTAINABILITY

- Ethics and Business
 - Social , Political, Individual and Institutional Ethics –The New Direction
 - Reshaping National Ethics for Attracting FDI
 - Individual and Institutional Ethics : The New Direction for Emerging as A World Leader
- 

- Ethics: External and Internal Influencers
- Ethics : The Emerging Hallmark for Global Competitiveness
- Ethics : A Practice or Personality
- Ethics for Brand Building to Ethics for Nation Building
- Redefining Norms for CSR Spendings

Papers for the above tracks can be developed acknowledging the contributions made by various stakeholders of a global society of holistic wellbeing, in terms of the contributions made by them or expected of them. These stakeholders could be categorised as Entrepreneurs, Establishments/ Organisations (service/manufacturing/NGOs), Government, and Educationalists. An indicative list of perspectives of all mentioned stakeholders in terms of contributing to growth and sustainability in economy, environment and ethics & society, are mentioned below:

1. ENTREPRENEURSHIP PERSPECTIVE

- Entrepreneurship and GDP
- Innovation and Entrepreneurship
- National Eco-System for Entrepreneurship
- Changing Business Environment and Investment Climate : Challenges and Opportunities for Entrepreneurship
- Agri-preneurship
- Backward Integration and Role of Entrepreneurship
- Entrepreneurship in Non-Conventional Areas
- Entrepreneurship and Employment Generation

2. EDUCATION PERSPECTIVE

- Knowledge Management : A National Perspective
- Role of Educational Institutions in Nation Building
- Redefining the Role of Educators
- Need for Multidisciplinary and Interdisciplinary Education
- Gurukul Education Format: Travelling Back
- Redefining the Model and Psychology of Universities and Institutions
- MOOCs and its importance
- Educational System for Social Sensitivity and Emotional Intelligence

3. E-GOVERNANCE PERSPECTIVE

- Improving Awareness of Government Policies – Strengthening and Empowering Panchayats
- Supportive Government Policies for Business, Agri Business and Societal Well Being
- Educational Programmes and their Impact of Increasing Effectiveness of Government Programmes
- Stakeholder Participation in Governance
- Hub and Spoke Model for E-Governance

4. ESTABLISHMENTS PERSPECTIVE

- Building A Better India Balancing Permanent Employment, Contractual Employment and Outsourcing of Activities
- Creating Better Employment Avenues
- Industry Contribution to enhancing Employability Skills
- NGOs and Employment Opportunities
- Capacity Building of Teachers for Improving Employability Skills
- Restructuring Organisations for Improving Team Culture and Team Motivation
- Strategies of Inward looking organizations
- Employee Engagement and Organisational Development Strategies
- Team Leadership and Organisation Development for Sustainability
- Building High Performance Work Systems Through Employee Engagement
- Organisational Cultures and Employee Motivation
- Need for High Emotional Quotient amongst Emerging Leaders
- Social and Psychological Counselling
- Redefining Performance Appraisal Parameters to Promote Sustainability Culture and Practices



Publication

PUBLICATION OPPORTUNITY

Selected papers would be published in ABDC /Scopus indexed/ UGC-Care list journals. All the other selected papers would get published in the Conference Proceedings with ISBN.

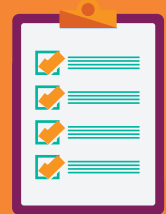
BEST PAPER AWARD

Best paper awards will be given in each Technical Session. There shall be Cash Reward for ONE BEST PAPER of the Conference.

HOW TO SUBMIT

Please submit your abstract and full paper to intconfnstu@gmail.com

For any other query you can write to the above email.



Conference Dates

11th February 2021 Thursday

12th February 2021 Friday

Conference Venue

Virtual Mode



Important Dates

A	Last date for receiving abstract	10 th December 2020
B	Last date for receiving full paper	25 th December 2020
C	Last date for registration	31 st December 2020

Paper Submission

Contributors are requested to submit the paper as per the guidelines given below:

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. Please do not indicate author(s) name, affiliation, or any other such information in the manuscript elsewhere.

Abstract should contain brief background/introduction, method, major finding/ issues discussed in article/paper and key words .

For Scopus Listed journal

Please refer <https://www.inderscience.com/mobile/inauthors/index.php?pid=71> for paper guidelines

For UGC care listed journal

1. Manuscripts should be typed on one side of the paper in Times New Roman Font size 12 for English
2. Maximum length of article/research paper should not exceed 3000 words including an abstract of 250 -300 words.
3. All diagrams, figures and tables should be in black and white only.
4. Proper biographical references must be given alphabetically in APA style

Abstract should not be more than 300 words written in italics followed by a list of 5 keywords which are to be written in alphabetical order.

General guidelines for paper submission

- Last page of the manuscript must have a brief autobiographical sketch of the author(s), about 100 words.
- Plagiarism: All the submissions would be processed through plagiarism detection software in accordance with international norms. Maximum plagiarism allowed is 20%. The corresponding author must write covering letter along with declaration certificate regarding plagiarism.
- Papers submitted for publication should be solely original and unpublished. All individuals listed as author or co-authors must have made substantial contributions and the approved final version of the article/research paper should be sent to be published.
- The corresponding author must confirm that the author list is complete, that all co-authors have agreed to be included in the author list, and that all co-authors have read and agreed to submit the manuscript.
- The contribution of other individuals/organizations or sources should be recognized as per law.
- Authors are responsible for any copyright clearance, factual inaccuracies and opinion expressed in their respective paper/s.
- Author/authors must disclose all conflicts of interest in the cover letter of their submission for consideration by the Journal.
- After getting the manuscript, the acknowledgement will be sent to the corresponding author through email which does not guarantee for publication. The editorial board will review article/research paper and the approved/recommended articles/ research papers will be sent to the reviewers/ referees for critical review of the paper.
- All the papers will be sent to the referees for their suggestions and modifications. The corresponding author will be intimated for the same if any.
- The acceptance letter will be issued after getting clearance from reviewer/reviewers/ referees.
- The views expressed in the articles/research papers are the views of author/authors. It is not essential for editorial board members to be in agreement or disagreement. The sole responsibilities of the views expressed in article/paper are of the author/authors.
- All final decisions regarding publications rests on the committee.

Registration Details

	CATEGORY	Indian Authors/ Delegates	Foreign Authors/ Delegates
A	Industry Delegates & Experts	₹ 3500/-	\$ 250
B	Faculty / Research Scholar / Academician	₹ 2500/-	\$ 150
C	Delegates (Only for Attending Conference)	₹ 500/-	\$ 50

Fees shown in above table are charges per paper.

Payment can be done through digital medium

Bank Account Holder Name : Narmada College of Management, MBA Programme

Bank Account No : 13140200000037

Bank Name : BANK OF BARODA

IFSC Code : BARBOGNFCOM (Digit 'zero' is placed after the second B)

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Direct Deposit in the bank account is mandated.

The registration fee includes:

- Attendance at the workshop
- E-Certificate to registered participant
- Participation of the registered authors in the Conference.
- Publishing of the abstracts & full papers as mentioned in the publication details



Conference Conveners

Dr. Trupti S. Almoula

Director

*Narmada College of Management, Bharuch, Gujarat
Dean – Faculty of Management, (GTU, Gujarat, India)*

Dr. Ashok Chanda

Provost

UBSS Virtual Campus Sydney, AUSTRALIA

Dr. Sampada Kapse

Director

*Tolani Motwane Institute of Management, Adipur, Kutch, Gujarat
Associate Dean – Faculty of Management, (GTU, Gujarat, India)*

Dr. Supriya Bhutiani

Addl Director

*Som-Lalit Institute of Business Management, Ahmedabad, Gujarat
Associate Dean – Faculty of Management, (GTU, Gujarat, India)*



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Hon.Vice Chancellor
Gujarat Technological University
Gujarat, India

Prof. K.S.Shastrri
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Som-Lalit Education & Research Foundation,
Ahmedabad, Gujarat, India
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Motwane Foundation
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Dominic Blakely

*Innovation & Entrepreneurship Strategist at
J Herbert Smith Centre for Technology Management & Entrepreneurship,
Faculty of Engineering, University of New Brunswick, Fredericton, Canada.*

Dr. A.C. Brahmbhatt

*Research Mentor at PDPU (Pandit Dindayal Petroleum University),
Raison, Gujarat, India.*

Dr. Neha Patel

Director, Som-Lalit Institute of Management Studies, Gujarat, India

Shri Hemant Gajjar

Vice President, Operations, Torrent Power ,Gujarat, India.

Shri Shankarnarayan

Vice President, Operations, Solvay International, Gujarat ,India.

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Sofia University "St. KlimentOhridski", Bulgaria.*

Dr. Radev Todor

Professor and Rector, Varna University of Management, Bulgaria.

Dr. Vijay Kulkarni

*Professor, and Head of the Department (HOD),
Centre for Research, Ajeenkya. D. Y Patil University,
Maharashtra, India.*

Dr. Keyur Nayak

Director, Laxmi Institute of Management , Gujarat, India.



Program Organising Committee

Dr. Twinkle Trivedi

Faculty, Som-Lalit Institute of Business Management

Dr. Pratibha Nair

Faculty, Tolani Motwane Institute of Management Studies

Ms. Rashmi Ghamawala

Faculty, Narmada College of Management

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Faculty, Tolani Motwane Institute of Management Studies

Ms. Iram Khan

Faculty, Narmada College of Management

Ms. Reshmi Banerjee

Faculty, Som-Lalit Institute of Business Management

Prof. Sagar Tanna

Faculty, Tolani Motwane Institute of Management Studies

Mr. Kanu Raval

System Analyst, Narmada College of Management



Paper Reviewing & Publication Committee

Dr. Reshmi Menon

Faculty, Som-Lalit Institute of Business Management

Dr. Tejash Pujara

Faculty, Tolani Motwane Institute of Management Studies

Dr. Chetna Makwana

Faculty, Narmada College of Management

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Faculty, Som-Lalit Institute of Business Management

Dr. Subhash Yadav

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Librarian, Tolani Motwane Institute of Management Studies

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