



Fr. C. Rodrigues Institute of Management Studies



12th November 2022

**International Management and Business Research
Conference (Online)**

On

Managing Businesses in Challenging Times

12th November, 2022

**Fr. C. Rodrigues Institute of Management Studies
Vashi, Navi Mumbai - 400703, Maharashtra - India**

About FCRIMS

Fr. C. Rodrigues Institute of Management Studies (FCRIMS) is a B – School in Fr. Agnel Technical Education Complex, located in the heart of Navi Mumbai and is also known as FABS (Father Agnel Business School).

Established in the year 2001, Fr. C. Rodrigues Institute of Management Studies has made rapid strides in gaining a “preferred status” amongst the aspirants of MMS Program. This is a natural outcome of the wholehearted, dedicated, and, selfless contribution of the entire team of FCRIMS.



About Conference Theme and Conference

We know how the COVID-19 pandemic showed the weaknesses of our systems, societies, and economies, simultaneously it provided the opportunity to come out with innovative practices in various economic activities. However, businesses are naturally subjected to external influences of instability and uncertainty. For instance, the rising geopolitical tensions, economic instability, technological disruptions, and social and cultural upheavals have been remarkably influencing and shaping businesses both globally and locally. Hence, the present and future challenges for businesses must systematically address how they should respond to the changes and how they can build more resilient systems.

We Welcome quantitative, qualitative and mixed-method approaches and, overall research articles constituting empirical, conceptual, and theoretical research for addressing the quick re-emergence from the disruption.

FCRIMS IMBRC 2022 aims to bring together leading academicians, researchers, industry personnels, and young scholars to share their cutting-edge research work in line with the theme of the conference i.e. **Managing Businesses in Challenging Times**. Apart from this specific aim, the conference will have the **Pre-conference Workshop** intended to provoke intellectual discussion and dialogue among a diverse range of participants.

Pre-Conference Workshop I

(11.00 AM - 12.00 PM)

Topics to be covered in the session:

- Identifying topics worth investigating
- Identification and selection of journals for possible publication
- Use of social media to collaborate and popularise one's study

About the Facilitator

Dr. Sajeet Pradhan

Assistant Professor- (OB & HR)

Indian Institute of Management - Tiruchirapalli



Dr. Pradhan is an Assistant Professor in OB & HR at IIM Tiruchirapalli. He has completed his Ph.D. from IIT, Kharagpur. He holds an MBA degree in HR from KIIT University. He is also UGC-NET qualified. Dr. Sajeet has more than seventeen years of experience in teaching, training, and consulting. He is a well-known behavioural trainer having rich experience of more than 4000 training hours in various organizations like IOCL, L & T, TAFE, RailTel, BEML, Exim Bank, IDBI, NHPC, GAIL, Petronet LNG Ltd, ORG MARG AC NIELSEN, KIIT University, and DAV schools. He has trained government officers and corporate executives from more than 50 countries.

He has authored 30 ABDC/ABS articles having 1200 plus citations. He is a regular ad-hoc reviewer to ABDC "A" journals like British Journal of Management, International Journal of Conflict Management, Journal of Enterprise Information Management, International Journal of Manpower, International Journal of Contemporary hospitality management, and Personnel Review. His scholarly work has also been published in BBC worklife. He was previously the associate editor of journals like Global Business Review (SCOPUS, ABDC) and Emerging Economy Studies (Sage). Sajeet is currently the editor of the official journal of IIMT. He has conducted several FDPs on various data analysis tools like SPSS, AMOS, Process Macro, SmartPLS, NVivo, and DELVE for Indian and international researchers. Before joining IIM Trichy, he was working at IMI New Delhi as an Associate Professor in the area of OB & HR.

He can be contacted at sajeet@iimtrichy.ac.in

Pre-Conference Workshop II

(12.00 PM - 1.00 PM)

Topics to be covered in the session:

- Drafting manuscripts for journal submission and identifying publication outlets
- Handling review and revision process: revising manuscript, responding to reviewers' comments, minimizing rejections at the revision stage
- Forging research collaborations and partnerships

About the Facilitator

Dr. Gordhan K. Saini

Associate Professor

School of Management & Labour Studies

Tata Institute of Social Sciences



Dr. Saini is an Associate Professor at the School of Management & Labour Studies at the Tata Institute of Social Sciences (TISS), Mumbai. He's a post-doctoral fellows from Indira Gandhi Institute of Development Research (IGIDR), Mumbai.

His areas of research interest include employer branding, social marketing and pricing. He has published more than 40 research papers in national and international journals including Industrial Marketing Management, Journal of Product & Brand Management, Marketing Intelligence and Planning, Journal of Brand Management, Journal of Consumer Marketing, Social Marketing Quarterly, Career Development International, Asia-Pacific Journal of Human Resources, International Journal of Non-profit and Voluntary Sector Marketing, Journal of Global Marketing and Economic and Political Weekly,

He has co-authored chapters in four edited volumes and has one book to his credit. He has taught at premier management institutions such as IIM Indore, IIM Rohtak, IIM Kozhikode, IIM Ranchi and IIM Kolkata. He has consulting experience of research projects for corporates, government & non-government organizations. He was the Member of Expert Committee for evaluating CSR projects of various organizations for National CSR Awards 2019 and 2020.

Dr. Saini can be contacted at gksaini@tiss.edu.

CHIEF PATRON

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Fr. Agnel Technical Education Complex, Vashi, Navi Mumbai

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Management Studies, Mumbai

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Indian Management Schools)

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President- Rotary Club

Navi Mumbai Central

CONFERENCE SUPPORT TEAM

Anil Yadav

Subhash Chavan

Vijay Mandhare

Vidya Nemane

Gajanan Dandage

Call for Authors

Prospective authors are cordially invited to contribute to help shape the conference through submissions and presentations of their research papers describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of Managing Businesses in Challenging Times.

Topics for submission of Conference Papers include, but not limited to

Finance

- Geopolitical Risks and its impact on the world economy and securities market
- Sustainable Capital Markets and Investments in the light of global wars.
- Corporate Valuations, pre and post Covid -19 in the light of current macro-economic uncertainties
- Gold as a safe haven amidst a plethora of global challenges
- RBI's decision on the monetary policy amidst global challenges – in the past, now and then and its implications on the Indian Economy

Marketing

- Changing modes of marketing communication
- Advances in the field of Digital Marketing
- Increasing popularity of OTT and its impact on advertising medium
- Retail Industry -- Trends and Advances
- Consumer Behaviour and its impact on Marketing strategies
- Role of Marketing Analytics in marketing Decisions - An Applied Approach
- Impact of Technology on the Services Industry
- Emerging Trends in Marketing

Operations

- Supply chain management in digital era
- Lean operations management
- Service operations management
- Humanitarian logistics
- Future trends in manufacturing for business sustainability
- Innovations in Operations Management (Sectorial Focus)

HR

- HRM policies and practices in organisations that can help to improve the mental health of the workforce
- Managing change due to shifting business strategies
- Building a culture of continuous learning
- Beyond the Great Resignation
- Resilient leadership for crisis management
- Reimagining the world of work
- Training and managing the gig workforce
- Aligning skills with the changing nature of work - upskilling
- Leveraging microlearning for performance in the hybrid workplace
- Post pandemic Talent management

General Management

- Role of Big Data analytics in managing business in challenging times
- Communication Technologies for Virtual Communication
- Corporate Social Responsibility practices in challenging times
- E-business and new entrepreneurship models
- Economic activity adjustment to cope with new normal status in both advanced and developing countries.
- Circular economy principles, strategies and indicators
- Financial and social inclusion of women entrepreneurship
- ESG, climate change, and reshaping of global value chains



Guidelines for submission of Abstract and Final Papers

Word Limit (Abstract)	: Maximum 300 words (Max. 5 keywords)
Word Limit (Full Paper)	: Maximum 4000words
Font	: (Not more than 6 pages of A4 Size) Times New Roman
Font Size	: 14pt for titles and 12pt for subtitles
Body Text	: 12pt 1.5 lines
Spacing	: 1.5 lines
Margin	: 1 inch on all sides
Referencing Style	: APA Referencing Style


All papers received in specified time and format will be evaluated based on originality and relevance to the theme of conference. Authors need to mention correct name, email ID and affiliating organization in Abstract and Full paper. A declaration should be submitted by corresponding author along with final paper stating the originality of the research work and non-violation of any copyright.

Note: Technical session will begin at 2.00 PM onwards.

Papers can be submitted at imbrc2022@gmail.com

Publication

All authors will get a copy of Conference Proceedings with ISBN Number. Selected papers will be published in UGC Care Journal subject to the acceptance by Editorial Board of the Journal. Authors will be informed about the necessary formalities to be completed once their paper is accepted for publication. All presenters and attendees will be given E - Certificates.



Prizes

First three best papers in the conference shall be awarded with cash prize by Rotary Club of Navi Mumbai Central, Nerul.

1st Best Paper – 5000 INR

2nd Best Paper – 3000 INR

3rd Best Paper – 2000 INR

Important Deadlines:

**Abstract Submission:
25th September 2022**

**Communication for acceptance of
Abstract: 30th September 2022**

**Submission of complete
Research paper: 25th
October 2022**

**Communication for acceptance of
complete research paper:
30th October 2022**

**Last Date for registration:
5th October 2022**

Online Conference Registration

Registration Charges :

Foreign Authors	: INR 3000
Corporate Delegates	: INR 1500
Academicians	: INR 1000
Students/Research Scholars	: INR 500
Paper in Absentia	: INR 500

(Without paper presentation)

Co-author/s of the paper have to pay full registration charges.

Details for Payment of Registration:

Authors can make online payment (NEFT/RTGS) for registration:

Beneficiary Name : Fr. C. Rodrigues Institute of Management Studies

Bank : Indian Overseas Bank

SB A/C No : 0596 010000 10975

IFSC Code : IOBA0000596

MICR Code : 400020037

Branch : Sector 4, Vashi

Pin Code : Navi Mumbai - 400 705

Participant should send a scanned copy of online payment for confirmation to imbrc2022@gmail.com

Please visit our website: <https://www.fcrims.com/imbrc/2022>



Registration Form

FCRIMS IMBRC - 2022

**International Management and Business Research Conference
on
Managing Businesses in Challenging Times**

Registration Form:

Name of the Main author/Co-author:

Designation:

Department and College/University/Organization:.....

Address for Correspondence:

.....Pin Code:

Tel No. (O): (R):

Mobile No: Email:

Title of the Paper:

Category of the participant- Foreign Authors/Corporate Delegates/Academicians/Students/
Research Scholars/Paper in Absentia.....

Payment Details:

Mode of Payment: NEFT/RTGS/IMPS

Transaction ID No.:.....Amount.....Date.....

Details of Bank:

Signature of the participant:Date.....Place.....

https://docs.google.com/forms/d/1uHsZNPI5J4AwSnet-xzUz17D3hfA_nD_5L1Lp-rIZNc/



For any query, please contact:

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