



NCRD's Sterling Institute of Management Studies

Nerul, Navi Mumbai

(Approved by AICTE & Affiliated to University of Mumbai)

(NAAC Accredited)



In association with

University of Mumbai

Organizes

Two Days International Conference

On

"Transformation in Business and Social Practices : Creating a Sustainable Future"

25 & 26 November 2022



NCRD's

Sterling Institute of Management Studies

Plot No.93/93A, Sector 19, Near Seawoods Railway Station,
Nerul (East), Navi Mumbai, Pin-400706, Maharashtra, India

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ABOUT THE INSTITUTE

NCRD's Sterling Institute of Management Studies (SIMS) is one of the best B-Schools in Navi Mumbai region incepted in the year 2004. It is approved by AICTE, DTE and Government of Maharashtra and affiliated to the University of Mumbai. It is Accredited by NAAC and Cambridge B1 Certified Campus. With its mission to develop competent management and computer professionals for industry and business , Sterling Institute of Management Studies offers 2 years full time Masters in Management Studies (MMS) and Masters of Computer Applications (MCA) of the University of Mumbai. SIMS is ranked as "A" grade B-School by Competition Success Review-GHRDC B-School survey 2019 and 2021. SIMS ranked 37th in the Higher Education Review : Top 100 beyond IIMs B-School Survey-2022.

ABOUT THE CONFERENCE

The Government of India is strongly committed to the 2030 agenda of 17 Sustainable Development Goals of the United Nations. According to Hon'ble Prime Minister Narendra Modi, "These Sustainable Development goals reflect our evolving understanding of the social, economic and environmental linkages that define our lives."

Sustainability is the balance between the environment, equity, and economy. Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainability, Innovation and Transformation are interconnected with each other. Transformation in Business and Social Practices refers to the process of change in institutionalized relationships, norms and values over time. It is the manner in which business and society changes due to economic growth, technological innovations, change in mind set and lifestyle of the people. This International Conference at Sterling Institute of Management Studies aims to explore how organizations can transform themselves and society to foster a more sustainable future.

CONFERENCE SUB THEMES

Research Papers can be submitted on sub-themes mentioned below. However, research papers can also be submitted to any related area or discipline under the broad theme of the Conference.

Finance

- Quantitative Modelling in Financial Markets
- Portfolio Management & Mutual Funds
- Commodity, Debt and Foreign Exchange Markets
- Mergers, Acquisitions and Corporate Restructuring
- Financial Analytics
- Innovative Economic Strategies for Financial Inclusion

Human Resources

- Training , Retraining & Rescaling
- Diversity & Inclusion : The Need of the Hour
- Building Critical Skills & Competencies
- HR Analytics
- Business Transformation and Talent Acquisition
- Changing Skill Sets in Transformation Era
- Current & Future Leadership

Marketing

- Paradigm Shift in Customer Relationship Management
- Digital Sustainable Entrepreneurship
- Digital Marketing in the era of Technological Disruption
- Smart Marketing processes for Creating a Sustainable Future.
- Big Data & Marketing Analytics
- Integrated Marketing Communication

Operations

- Behavioural Operation Management & Industry 4.0
- Foster Innovations in Operations Management
- Changing Structure in Logistics Management
- Innovations in Product & Service Design
- Remoulding Services Delivery Practices
- Data Driven Analytics and Business Management

Information Technology

- Virtual Reality (VR)
- Artificial Intelligence & Machine Learning
- Internet of Things (IoT)
- Data Sciences
- Cyber Security
- Block Chain
- Emerging Trends in IT
- Cloud Computing & Algorithms
- Applying new ICT tools for Business

General Management

- Sustainability Management Trends & Opportunities
- Economic & Social Aspects of Business
- Technological Trends in Education
- Family-Owned Businesses
- Technological Innovation Process
- Business Ethics
- Creativity, Innovation and Entrepreneurship

CALL FOR PAPERS

The paper can address any aspect of theme. The conference welcomes submission of research papers, articles from research scholars, academicians, industry professionals, entrepreneurs, technology experts, policy makers, budding managers, technocrats and students.

GUIDELINES FOR AUTHORS

Cover Page: Title of the Paper, Author's Name, Designation, Organization Name and Address, Correspondence Address, E-mail ID, Mobile Number.

Abstract: Word limit: 250- 300 words, Keywords: 5-6.

Full Paper: Manuscripts should be in A-4 size, MS-Word format, word limit up to 2,500- 3,000 words, Font : Time New Roman, Font size: Heading-14 Regular, Bold, Text-12, Line Spacing: 1.5 with left and right margin justified.

All research papers should contain: Cover page, Abstract, Key words, Introduction, Review of Literature, Study Objectives, Research Methodology, Data Analysis & Interpretation, Results, Conclusion, Scope for Further Research, and References in APA pattern. Tables, Chart, Graphs should be numbered, cited and referenced properly.

Note: All the papers will be checked for plagiarism. Papers with a 15% or less similarity index will only be selected for publication.

PUBLICATION OPPORTUNITIES

- Selected quality Research Papers will be published in **UGC CARE Listed Journal - Shodhsamhita (Journal of Fundamental & Comparative Research - ISSN : 2277-7067), Frequency : Bi-annual, Discipline : Multidisciplinary**
- Selected papers will be published in our **Annual Online Peer Reviewed Journals-NCRD's Business Review (NBR); (ISSN: 2455 - 0264) or NCRD's Technical Review(NTR) (ISSN: 2455 - 166X).**
- **Book (ISBN)** titled as **"Transformation in Business and Social Practices: Creating a Sustainable Future"** will be published and released on the day of the Conference.

IMPORTANT DATES

Last Date for Paper Submission	15 October 2022
Acceptance Notification	31 October 2022
Submission of Camera Ready Paper	10 November 2022
Last Date for Registration	12 November 2022

**Note : Full papers are required to be submitted on
Email ID: ncrdconference@gmail.com**

CONFERENCE REGISTRATION FEES

Delegate Type	Registration Fee
Post Graduate Students	Rs. 1200/- (Per Author)
Academicians / Research Scholars	Rs. 1500/- (Per Author)
Corporate Delegates	Rs. 2500/-
Overseas Delegates	\$ 40

In case of multiple authors, each author is required to pay registration fees separately.

Publication in UGC CARE listed Journal	Rs. 2500 /-*
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***Publication Charges for Selected Papers for UGC CARE listed Journal will be at actual in addition to registration charges**

CONFERENCE REGISTRATION

Registration Fee can be paid by NEFT / Gpay / UPI Payment in the favor of NCRD's Sterling Institute of Management Studies (MMS) payable at Navi Mumbai.

ONLINE TRANSFER DETAILS

Bank Name	Bank of Maharashtra
Address	00976 Nerul Township SHPG Centre Sec-9 (CIDCO LTD) Nerul, Navi Mumbai Nerul Township 400706
Account Name	NCRD's Sterling Institute of Management Studies (MMS)
Account Number	60025011520
IFSC CODE	MAHB0000976
MICR CODE	400014090

CONTACT DETAILS

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