



Dr. D. Y. Patil Vidyapeeth, Pune

(Deemed to be University)

(Re-accredited by NAAC with a CGPA of 3.62 on a four point scale at 'A' Grade)

3RD INTERNATIONAL CONFERENCE ON

“Nurturing and Transforming Business Practices in Global Village”

OPPORTUNITIES TO PUBLISH WITH :

- **International Journal of Consumer Studies**
(A category, ABDC indexed).
- **Emerging Market Case Studies**
(Scopus Indexed, Emerald publishing).
- **South Asian Journal of Business and Management Cases**
(Scopus Indexed, Sage Publication).
- **Metamorphosis – Journal of IIM Lucknow**
(UGC Care listed, Sage publication).

CONFERENCE DATES

22-23
OCTOBER 2021

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**GLOBAL
BUSINESS
SCHOOL AND
RESEARCH
CENTRE**

Pune, India-411033

Nurturing and Transforming Business Practices in Global Village (22 – 23 October 2021)



3RD INTERNATIONAL CONFERENCE

ABOUT THE CONFERENCE

On face of the pandemic COVID-19, world economy faced devastating challenges of the century. Life was jeopardized, many businesses came to abrupt halt that resulted into organizations downsizing. In the backdrop of this adversity there emerged some businesses which ruled the life of people and business working from home. Agile business practices combined with technology integration paved renewed path. Embracing these innovations fosters sustainable business.

The world being a global village it mandates nurturing both small and big businesses. It will result in paradigm shift: efficiency, transparency and productivity of business without compromising the necessities of future generations. This conference will deliberate on several business pillars pertaining to general management, finance, marketing, human resource, information technology and entrepreneurship. Scholarly, conceptual, empirical papers and case studies that address the conference theme are welcome.

ABOUT US

Global Business School & Research Centre (GBSRC) situated at Tathwade, Pune is the flagship institute of Dr. D. Y. Patil Vidyapeeth, Pune. It was established in 2006. In a span of 14 years, the Institute has carved a name for itself amongst the top business schools in the country. Global Business School & Research Centre offer BBA, MBA (Approved by AICTE) and Ph.D. program under Faculty of Management.

The Dr. D. Y. Patil Vidyapeeth, Pune has been re-accredited by NAAC with a CGPA of 3.62 on a four point scale at 'A' grade. Dr. D. Y. Patil Vidyapeeth, Pune is also an ISO 9001 : 2015 Certified University. Under National Institutional Ranking Framework (NIRF) 2020, conducted by Ministry of Human Resource Development (MHRD), New Delhi, the Dr. D. Y. Patil Vidyapeeth, Pune has achieved rank as 3rd in Dental Category, 24th in Medical Category & 46th in University Category in India.

OBJECTIVES OF THE CONFERENCE

The conference aims to encourage quality research discussion and debate on business practices, design and experimentation in the context of changing business requirement.

- To deliberate on effective ways to nurture both tiny startups as well as mammoth organizations in the face of adversity
- To provide a forum to academicians, scholars and practitioners to share their knowledge, research and best practices to transform business practices.

WHO CAN PARTICIPATE

- Academicians • Research Scholars and Students • Entrepreneurs • Professionals • Industry / Business executives

CALL FOR RESEARCH PAPERS / CASE STUDIES

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, reviews, promising ideas that demonstrate research focusing on main theme and sub themes of the International Conference. **All submitted work should mandatorily have similarity index below 10%.**

SUB THEMES

MARKETING MANAGEMENT

- Cause Marketing
- Customer Relationship Management
- Digital and Social Media Marketing
- Flywheel
- Neuro-Marketing
- Retailing And Sales Management
- Service Marketing
- Advertisement Management.

FINANCE AND ACCOUNTING

- Behavioral Finance, Neuro Finance
- Computational Finance and Financial Econometrics
- Derivative Market
- Financial Policy, Institutions And Regulation
- Green Finance
- Islamic Banking
- Mergers And Acquisition
- Venture Capital.

SUB THEMES

HUMAN RESOURCE MANAGEMENT

- Blue Ocean Strategy
- E- Recruitment
- Emotional Intelligence
- Equal Employment Opportunity
- HR Metrics and Organizational Performance
- Leadership in Adversity
- Legal HRM
- Succession Planning
- Talent Management.

GENERAL MANAGEMENT

- Change Management
- Corporate Communication
- Cross Cultural Management
- Disaster Management
- Innovation And Creativity
- Public Private Partnership
- Strategic Management
- Supply Chain Practices.

GUIDELINES FOR MANUSCRIPT PREPARATION AND SUBMISSION

Papers / Case Study must be based on themes and sub-themes of the conference.

- Submission of paper should be in word document only.
- Word Limit: Total word limit for each paper should be between 4000 - 6000 words.
- First Page: Title, Author (s), Name(s) and Affiliation (s) with contact number and email id.
- Second Page: Title, Abstract (200 words approx), Keywords (5) followed by main text.

ALL SUBMISSION SHOULD STRICTLY FOLLOW THE GIVEN FORMATTING STYLE:

- Heading : Times New Roman 14 point • Text font : Times New Roman 12 point • Margin: 1 inch all sides • Spacing : 1.5 lines, Single column • References: APA Style 7th edition
- **Papers to be submitted via easy chair using the following link- <https://easychair.org/conferences/?conf=3rdicntbpgv>**

IMPORTANT DATES

- Last date for full paper submission : **31st Aug. 2021**
- Notification of full paper acceptance: **20th Sept. 2021** (Early submission is encouraged)

Delegate Category	Registration fee in INR (SAARC nations) on or before 25 th Sept. 2021	Registration fee in US \$ (Other nations) till 30 th Sept. 2021
Industry	1500	30
Academician	1200	30
Research Scholar	1000	30
Students / GBSRC alumni	600	10

*Last date of registration (Rs. 300 late fee per author per paper) : 30th Sept. 2021

**Registration fee is non refundable (including 18% GST) and includes admission to all plenary sessions, paper presentation tracks and e-copy of certificate.

INFORMATION TECHNOLOGY

- Enterprise Resource Planning
- HCI And Computers Human Behavior
- ICT For Education, Healthcare, Finance And Other Sectors
- Crypto Currency And Block Chain Technology
- Technological Forecasting And Social Change.

ENTREPRENEURSHIP

- Economies of Entrepreneurship
- Entrepreneurial Finance
- Entrepreneurship Education
- Family Business
- Gender Issues in Entrepreneurship
- Intrapreneurship
- Role of Universities in Promoting Entrepreneurship
- Rural Entrepreneurship
- Social Entrepreneurship.

GUIDELINES POST SUBMISSION

- Registration will be confirmed only after acceptance of paper and the payment of registration fee.
- In a joint submission, author and co-author(s) should be registered for the conference individually.
- Author(s) with multiple entries must register for each paper separately.

PUBLICATION OPPORTUNITIES FOR HIGH QUALITY PAPERS

(After double blind peer review as per journal policy)

- International Journal of Consumer Studies (A category, ABDC indexed).
- Metamorphosis – Journal of IIM Lucknow (UGC Care listed Sage publication).
- Emerging Market Case Studies (Scopus Indexed, Emerald publishing).
- South Asian Journal of Business and Management Cases (Scopus Indexed, Sage Publication).
- Special issue of Prestige International Journal of Management and IT- Sanchayan.
- Conference Proceedings

PAYMENT MODE - NEFT DETAILS

Name : Global Business School and Research Centre

Account Number : 0522104000109062

Bank Name : IDBI Bank

Branch Name : Chinchwad

IFSC Code : IBKL0000522

City : Pune

CONTACT FOR QUERIES

Prof. : Mandar Brahme

Phone : +919657653130

Email : conference.gbsrc@dpu.edu.in

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Chancellor, Dr. D. Y. Patil Vidyapeeth, Pune

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Pro Chancellor, Dr. D. Y. Patil Vidyapeeth, Pune

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Global Business School and Research Centre, Pune

Mumbai-Bangalore High way, Tathawade, Pune, Maharashtra, India.

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Global Business School and Research Centre

Mumbai-Bangalore High way, Tathawade, Pune-411 033.

Tel. No. : 020-67919400. Email- conference.gbsrc@dpu.edu.in

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"Nurturing and Transforming Business Practices in Global Village"

DATE: 22nd - 23rd October, 2021

REGISTRATION FORM

Name of the Author	:	
Name of the Institute /Organisation	:	
Affiliating University	:	
Email Id	:	
Contact No	:	
Address for communication	:	
Name of the Co-Author	:	
Name of the Institute / Organisation	:	
Affiliating University	:	
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Date:

Place: