



# PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE

(An Autonomous Institution Established in 1994, Thrice Accredited by NAAC with Highest Grade, now A++)



## PIMR XVII INTERNATIONAL CONFERENCE

ON THEME

# ASSIMILATING THE TRANSFORMATION IN BUSINESS, ENTREPRENEURIAL & SOCIAL PRACTICES FOR LEAPING INTO THE FUTURE

FEB. 19-20, 2022

IN ASSOCIATION WITH



# ABOUT THE CONFERENCE

Any business and entrepreneurial effort cannot be static. Organizations and entrepreneurs need to work in a disrupted scenario where change is enduring. The transformation of business and entrepreneurial practices to inculcate change for social prosperity is the most important thing today. In the current scenario, longer-term strategic changes maybe needed to navigate the competitive landscape to manage the challenge posed by environmental, technological, socio-political, and institutional changes. Through innovative transformation organizations are creating new technologies, developing new products and services, handling changes in processes, developing new business models, and inculcating new approaches to work itself. Thus, enterprises need new and more flexible strategies to confront the unformulated road ahead.

Entrepreneurs develop new ideas and opportunities and the notion of innovation is at the very core of transforming the concept of entrepreneurship. The pandemic has also

accelerated transformation and development of new technologies, which further dominates the discourse on entrepreneurship. Social practices also need to be such that they can assimilate transformation for the development of those who are at the bottom of the pyramid.

In these times of enduring changes the Prestige Institute of Management and Research (PIMR), Indore provides a platform for intellectuals from academia and industry to participate in its 17th International conference on **“Assimilating the Transformation in Business, Entrepreneurial and Social Practices for Leaping Into the Future”**. As every transformation paves the path for business, entrepreneurial and social practices to change for better future, it is important to conceive and nurture it to the fullest. We hope that this hybrid conference will help in proposing and adopting a set of innovative transformational strategies in the changing global scenario to enhance economic growth, human wellbeing, sustainability and prosperity.

## CALL FOR PAPERS

PIMR Seventeenth International Conference on **“Assimilating the Transformation in Business, Entrepreneurial and Social Practices for Leaping Into the Future”** invites empirical and conceptual research papers from academicians, professionals, consultants, practitioners, research scholars and students on related themes and subthemes of the conference.

# SUB THEMES

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

## CONFERENCE TRACKS

### (A) BUSINESS PRACTICES

#### I) MARKETING

- Recasting the Practices in CRM
- Stering up New Practices in Consumer Analytics
- Revamping Selling Strategies
- Rebuilding Promotion Strategies
- Dynamic Strategies in Branding
- Remolding Product Management Practices

#### II) FINANCE

- Transforming New Investment Practices
- Reconstituting Fiancial Practices
- Transforming Fund Management and New Dynamic Practices
- Revolutionized Budgeting Practices
- Recasting The Practices in Currency market
- Monetary Policies In The New Revolutionised Economy

#### III) SUPPLY CHAIN MANAGEMENT

- Changing Structure in Logistics Management
- New and Reconstructing Practices in Operations
- Transforming Inventory Management Practices
- Innovative Practices in Warehousing
- Remolding Services Delivery Practices
- Metamorphosis in E-commerce Business

#### IV) INFORMATION TECHNOLOGY

- IT Enabled Practices
- Innovations in Technology Sector
- Stering Up IT In Education
- IT Revolutionizing The Society
- Remolding e-Governence
- IT Dynamics in Global Collaboration

#### V) HUMAN RESOURCES

- HRM and Business Transformation
- Business Transformation and Talent Acquisition
- Training Needs Identification in Changing Scenario
- Changing Skill Sets in Transformation Era
- HR Analytics
- Staretegic HRM

#### VI) ECONOMICS

- Transformational Business Practices for Developing Economies
- Sustainability Management Trends & Opportunities
- Green Businesses
- Economic & Social aspect of Business
- Global Warming & Green Energy Options
- Waste Management & Recycling Technologies



## (B) ENTREPRENEURIAL PRACTICES

- Entrepreneurship & Transformation
- Role of IT in Entrepreneurship
- Start-up Ecosystem
- Innovative Entrepreneurial Practices
- Rural Entrepreneurship
- Entrepreneurship and Women
- Entrepreneurship and Global Prosperity

## (C) SOCIAL TRANSFORMATION

- Inclusive Growth – Challenges & Opportunities ·
- Poverty & Human Development in India ·
- Products for Bottom of Pyramid ·
- Role of NGO's & SHGs in Prosperity
- Education & Skill Development for Social Development
- CSR & Social Development

## (D) LEGAL TRANSFORMATION

- Transforming Legal procedure and practices
- Legal Reforms in New Era
- Changing Trends in Intellectual Property Laws
- Digital transformation in Law, process and system.
- Recent trends in Legal Research & Development
- Re-constructing The Business Law

# WHO SHOULD ATTEND ?

• Senior Managers/ Practitioners

• Academicians (Faculty/Consultants)

• Research Scholars

• Foreign Delegates

• Indian/ Foreign Students.



# CONFERENCE HIGHLIGHTS

## #BEST PH.D. THESIS CONTEST

1. The Contest is open to full-time faculty members of B-Schools/Management Institutes in India and Abroad other than the faculty members of the Prestige Group of Institutions.
2. Copy of the Abstract/Summary of the Ph.D. thesis duly typed in 1.5 line space must be submitted in a soft copy in the format of 12 point text single font – Times New Roman in MS Word by the Contestants.
3. The Abstract/Summary should contain the topic of the thesis, rationale, objectives, method (study, design, sample, and tools), salient findings, and implications of the study.
4. To be eligible for admission to the Contest, the Ph.D. degree must have been awarded between January 2019 and November 2021.
5. The Abstract/Summary of the thesis should be routed through Head of the B-School to which the Contestant belongs. The title of the thesis should be indicated by the Head of the B-School in the cover letter while forwarding the entry for the Contest.
6. The Abstract/Summary of the Ph.D. thesis must be accompanied by proof of the award of the degree.
7. The Abstracts/Summaries will be screened by a panel of Subject Experts and three to five best candidates will be invited to make a presentation based on the complete thesis before the Panel.
8. The last date for receipt of entries is January 20, 2022 on  
[email:internationalconference@pimrindore.ac.in](mailto:internationalconference@pimrindore.ac.in). The address of communication is Prestige Institute of Management and Research, 2 Education and Health Sector, Scheme # 54, Near Bombay Hospital, Indore-452 010 Madhya Pradesh, INDIA.
9. **Attractions:** The Contestants invited for presentation will not be charged delegate fee & will be provided free lodging & boarding facilities during the Conference. The Institute will reimburse to &fro train fare of the shortest route of participant by second class AC.

## #BEST RESEARCH PAPER AWARD (FOR DELEGATES)



The award would be given in each track of the conference to paper presenter's delegate from India and Abroad other than the faculty members of the Prestige Group of Institutions.



The award will be judged by the senior panel members who will chair the sessions.



The winner and runner up of this contest would receive a certificate. All participants will receive a certificate of presentation.

# #JIGYASA BEST RESEARCH PAPER CONTEST FOR STUDENTS



The contest is open for regular students from India and Abroad.



Two students can form a team. However, the paper with sole authorship would also be accepted.



The registration fee for a team of a maximum of two students is ₹250.



The winners and runner up of this contest would receive a cash prize of '₹3000' & '₹2000' respectively and a certificate. All participants will receive a certificate of presentation.

## #PUBLICATION OPPORTUNITY

Selected papers will be published in the special issue of Prestige International Journal of Management and Research (A peer-reviewed journal with a high impact factor of SJIF 6.841 and indexed in Proquest, ISSN 0974-6080).

**Note:** All the papers will be checked for plagiarism through Turnitin Software. Papers with a 10% or less similarity index will only be selected for publication.

## IMPORTANT DATES TO REMEMBER

Last Date for Submission of Abstract	January 30, 2022
Intimation of Acceptance of Abstract	February 05, 2022
Last Date for Submission of Full Paper	February 10, 2022
Early Bird Registration	February 10, 2022
Last Date for Registration	February 15, 2022
Conference Presentations	February 19-20, 2022

# CONFERENCE REGISTRATION FEES

Category	Residential	Non-Residential	Online
Senior-Managers/ Practitioners	4000	3000	1500
Academicians (Faculty/ Consultants)	3500	2000	1000
Research Scholars	2000	1000	800
Indian Students	2000	750	500
Foreign Delegates	US\$ 150	US\$ 100	US\$ 50
Foreign Student	US\$ 100	US\$ 75	US\$ 20

**Note:** In case of group registration from a single institute (more than 2) then a flat discount of 10% will be offered. In the case of early bird registration until February 05, 2022, a 10% discount will be offered.

## THE REGISTRATION METHODOLOGY

1. The mode of payment is NEFT / RTGS / Online payment in INR only.
2. The online registration link will be opened from January 25, 2022 at [www.pimrindore.ac.in](http://www.pimrindore.ac.in). Registration form and link will also be emailed to the selected participants.
3. The registration fee is non-refundable. However, change in nomination(s) is acceptable
4. In the case of more than one author, the presentation certificates would be given to only those authors who registered for the Conference and present the paper in the Conference.
5. You can register by paying the registration fee through NEFT / RTGS / Online Payment (UPI Bank Transfer). For online payment please find the following information:

We plan to conduct the conference, in hybrid mode, predicting the situation becomes normal. If the pandemic situation does not permit offline functioning, we will conduct this conference through the virtual platform only as was done in the last year.

## BANK DETAIL FOR NEFT/RTGS

**Account Name: PIMR National Conference**

- Bank: Punjab National Bank
- Account No.: 2892012100000092
- Branch Code: 6251
- Branch: PIMR, Scheme No. 54, Indore
- IFSC Code: PUNB0625100
- MICR Code: 452024015

**Note:** Please mention the Transaction ID of NEFT payment along with the participant's name in the registration form.

# ABSTRACT & PAPER SUBMISSION GUIDELINES

1. Kindly send the abstract and full paper in soft copy to the E-mail-id: [internationalconference@pimrindore.ac.in](mailto:internationalconference@pimrindore.ac.in) and a Copy (cc) should be sent to any one of the following E-mail-ids:
  - (i) [tarun\\_kushwaha@pimrindore.ac.in](mailto:tarun_kushwaha@pimrindore.ac.in).
  - (ii) [raksha\\_thakur@pimrindore.ac.in](mailto:raksha_thakur@pimrindore.ac.in)
  - (iii) [arpit\\_loya@pimrindore.ac.in](mailto:arpit_loya@pimrindore.ac.in)
  - (iv) [swati\\_rai@pimrindore.ac.in](mailto:swati_rai@pimrindore.ac.in)
  - (v) [sumit\\_zokarkar@pimrindore.ac.in](mailto:sumit_zokarkar@pimrindore.ac.in)
2. Abstract of minimum 150 to 200 words must be typed clearly in Times New Roman font of size 12; mentioning Title of Paper, Name, Affiliation and Contact Details of Author(s) with at least three keywords.
3. Full Paper must be submitted in English, with MS Word docx format, typed clearly in Times New Roman font of size 12; mentioning Title of Paper (typed in font of size 14 in upper the lower case letters, bold and flush to the left margin.) on A4 size paper in 1.5 line-spaced with adequate margins on both sides. Use a single column layout with left and right margins justified. The paper should be well structured with proper indexing. You are required to use your unique ID provided by organizers as your MS Word file name.
4. References should include in case of paper/article - Name of Author(s), Year of Publication, Title of Paper/Article, Name of Journal, Volume (Number), and Page Number(s). In the case of the book, it should include - Name of Author(s), Year of Publication, Title of Book, Place of Publication, Name of Publisher, and Page Number(s). Example
  - Balmer, J.M.T. and Dinnie, K. (1999). Corporate Identity and Corporate Communications. Corporate Communications: An International Journal, 4(4), 182-92.
  - Lucas, Henry C. (2008). Information Technology for Management, New Delhi, Tata McGraw-Hill, 76.
5. Tables/Annexures should be given after references with proper connectivity in the manuscript of the paper by table/annexure number(s). Figures can appear within the manuscript.

## THE METHODOLOGY FOR PAPER PRESENTATION

1. According to the pre-informed schedule, the conference delegates will be required to present a paper in the Conference either Offline or through online Zoom/Skype/etc. Platforms.
2. The weblink with session ID and password will be shared two hours before the Conference.
3. The conference delegates will be required to submit their camera-ready PowerPoint presentations (PPT) to the organizers by February 15, 2022 using the google form link provided to registered participants well in advance.
4. You are required to use your unique ID as your PPT file name.
5. E-Certificates of presentations will be e-mailed post-Conference.



# ABOUT PIMR

Prestige Institute of Management and Research is conceived as a unique growth-oriented institution of professional education and training. The Institute had in its genesis the solemn objective of catering to the educational and training needs of the students, and executives from industry and government. The uniqueness of the Institute lies in its provision for an elaborate spectrum of professional programs under one roof. The Institute had made a beginning in 1994 by introducing MBA (Full Time) and MBA (Part Time) programs, and an undergraduate program in management discipline (Bachelor of Business Administration). The Institute, also started, Masters Program in MBA (Marketing Management), MBA (International Business), MBA (Financial Administration), MBA (Personnel Management), MBA (Advertising and Public Relations), Bachelor of Computer Applications, B. Com. (Hons.), Masters and Bachelor in Mass Communication, Bachelor of Foreign Trade, B.Voc., BA LLB (Hons), B.Com. LLB (Hons), BBA LLB (Hons), LLB, and LLM. The Institute is also a recognized research centre for the Ph.D. program in Management. It aims at becoming one of the best self-financed educational and training centers in the country.

The Institute is an Autonomous Institution since 2006. It has been accredited by National Assessment and Accreditation Centre (NAAC) and has received NAAC 'A' Grade Accreditation by UGC twice consecutively in 2009 and 2014. In the year 2021 the Institute received 'A++' Grade Accreditation by UGC. It is an ISO 9001:2008 certified Institute. It is recognized by University Grants Commission under 2(f) and 12 (b). It has been recognized as a mentor Institute for the NAAC under the Paramarsh Scheme of the University Grants Commission. Its MBA program has been accredited by the National Board of Accreditation under AICTE since 2000 and has been re-accredited in 2003 and further reaccredited in 2012. It has been ranked consistently in the upper edge of top-ranking business schools in the nationwide surveys carried out by agencies like Business Today, Cosmode, Ministry of Human Resource Development, Business India, and Outlook which has enabled the Institute to achieve a significant position amongst B-schools in the country. The achievement of the Institute in a short span of twenty-six years of its existence has been widely appreciated.



# FOR MORE DETAILS CONTACT

**Dr. Davish Jain**  
Chief Patron

**Mr. Dipin Jain**  
Patron

**Dr. Yogeshwari Phatak**  
Sr. Director and Conference Chair

## Conference Advisory Committee

Dr. Harshvardhan Halve • Dr. Murlidhar Panga  
Dr. Prateek Sharma • Dr. Sunita Arya • Prof. Ritupriya Gurtoo

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