

Invitation and Call for Papers

5thNational Conference

On

**Impact of COVID-19 on changing business Strategies for
sustainable business growth**

Organized by

SCHOOL OF MANAGEMENT STUDIES

BADDI UNIVERSITY OF EMERGING SCIENCES AND TECHNOLOGY

On

Sept- 09, 2022 (Friday)

Venue: Seminar Hall, SEET block, BUEST Baddi



Mobile No- 9736509595, 9466775110, Email Id: ncimsg@baddiuniv.ac.in

Baddi University of Emerging Sciences & Technology Makhnumajra, Baddi,

District Solan, H.P.-173 205 Ph: 01795-247353, Fax: 01795-247352, www.baddiuniv.ac.in

About the National Conference

National Conference on '**Impact of COVID-19 on changing business strategies for sustainable business growth**' will provide a major forum for researchers, academicians and professionals to present their novel ideas in diversified areas of Management, Economics and Social Sciences. The conference focuses on building a network among the industries and academia by detecting research demand, exchanging best practices through experience in a global context and by deliberating the strategies to deal with the challenges and issues which the society faces through social sciences research. Keeping in mind the above realities the School of Management Studies is organizing the 5th one day National Conference on the theme '**Impact of COVID-19 on changing business strategies for sustainable business growth**' on September 09, 2022. National Conference 2022, seeks to provide a platform for the exchange of information, deliberations, cross fertilization of ideas and research outcomes so as to evolve ways and means to address the practical challenges encountered in all aspects of Business Management and Social Sciences.

Conference Objectives

The aim of the conference is to bring together leading academic scientists, professionals, researchers and research scholars as well as industrial professionals from all over the country to exchange and share their experience and research results on all aspects and influence on Social Science on Marketing, HRM, Finance in all sphere of Business Management. Original research papers, articles, case studies, are invited on the following themes. These themes are only indicative and not exhaustive.

Conference Topic:-

Impact of COVID-19 on changing business Strategies for sustainable business growth

Sub Theme: _

Marketing

- Marketing Innovation
- E-Commerce: Planning & Execution
- Retailing
- Branding & Product Strategies
- Marketing strategy for Business
- Destination Marketing and Customer Engagement
- Entertainment Marketing
- Branding of Professional Services
- Rural Marketing
- Buzz Marketing
- International Marketing
- Green/Eco-Centric Marketing
- Marketing Analytics
- Changing Context of Consumer Behavior
- Digital Marketing strategies

Operation Management

- Sustainable Operations Management
- Supply Chain Management
- Logistics Management
- Quality Management
- Project Management
- Advances in Inventory Management
- Behavioral Operations Management

Human Resource Management

- HR Analytics
- Building Agile organizations Sustainable HR practices
- Strategic Recruitment
- People, Process and Performance
- Organizational Learning
- Spirituality in Organizations
- Talent & Career Management
- Empowerment and Engagement
- Stress management & Psychological Aspects of Workforce
- Employee Happiness
- Managing Diversity at Workplace
- Worklife balance
- Knowledge Management

Finance

- Innovation in Financial Markets/Services
- Goods & Service Tax–Opportunities and Challenges
- Digital Economy: Financial Implications
- Financial competitiveness
- Demonetization and its Impact on Indian Economy
- Sustainable investment to earning Management
- Business Process Optimization
- Financial Informatics
- Managing Business Risk and Performances
- Green Accounting
- Internal Control and Auditing

Interdisciplinary

- Corporate Social Responsibility & Social Business
- Entrepreneurship for Innovation & sustainability and business Re-engineering
- Blockchain Technology
- Artificial intelligence in Marketing
- Education Policy and Leadership
- Entrepreneurship
- Learner Engagement & social media

Participants

- Academicians, Corporate Executives, Entrepreneurs, Research Scholars, Practitioners.

Guidelines for Conference Paper /Case Studies Submission

- Only original work should be submitted for the national conference.
- Authors are invited to submit an abstract, which should not exceed 300 words.
- Length of the full paper should not exceed 3000 words; the paper should be typed on
- A4 size paper in Times New Roman font, 12 font size with 1.5 line space.

- Tables, illustrations, chart, figures should be numbered and the source of the same should be mentioned below. The references that are actually utilized should only be mentioned in the reference list. APA style of referencing should be used for citation.
- The first page of the manuscript should have the title of the paper, Names of author(s), their complete postal addresses, email id, and phone/fax numbers.
- The electronic submissions can be mailed to email-id, *ncimssg@baddiuniv.ac.in*.
- LCD Projectors will be available for the presentation.

Note:- Conference papers will be published in our Journal “The Catalyst: Journal of Management” 9th Edition. ISSN- 2455-7927

Important Dates

Last date of submission of Abstract: - 16th August 2022
 Last Date for Submission of Full Paper (< 3000 words): 25th August 2022
 Confirmation of Acceptance of Full Paper: August 29, 2022
 Request for Accommodation: Sept 07, 2022
 Online registration: Sept 08, 2022

Registration Details

The registration form complete in all respect should reach us on or before 15th August, 2022. For multiple entries photocopies of the registration form can be used. The registration fee is payable through DD in favour of Baddi University of Emerging Sciences & Technology, payable at Baddi.

Conference Fees

Category	Registration Fee
Academicians, Corporate Executives, Entrepreneurs,	1000/-
Registration of accompanying author at conference venue	500/-
Participant (Non Author)	500/-
Research Scholars	500 /-

* Maximum three authors per paper

*Certificate will be sent by courier (Postal charges included)

- Conference’s fees include admission to conference’s sessions, lunch and registration materials.
- The registration fee is non-refundable / non-adjustable against any other program of BUEST, Baddi.

For Electronic transfers

Bank: Punjab National Bank, Baddi. **Account Name:** Baddi University of Emerging Sciences & Technology **Account No.:** 4131000100410858 **IFSC code:** PUNB0413100.

Organizing Committee

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Mr. Pradeep Srivastava, Chancellor, BUEST	Prof. (Dr.) J.K. Sharma, Vice-Chancellor, BUEST
	Prof. (Dr.) T R Bhardwaj, Adviser to Chancellor, BUEST
Mr. Gaurav Ram Jhunjunwala, Secretary, BUEST	

Conference Chair

Prof. Dr. Arun Kant Panoli
 Dean, School of Management Studies

Organizing Secretary

Dr. Poonam Bassi
 Associate Professor, School of Management Studies

Convener**Co-Convener**

Ms. Manpreet Assistant Professor, School of Management Studies	Mr. Harwinder Goyal Assistant Professor, School of Management Studies
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Advisory Committee

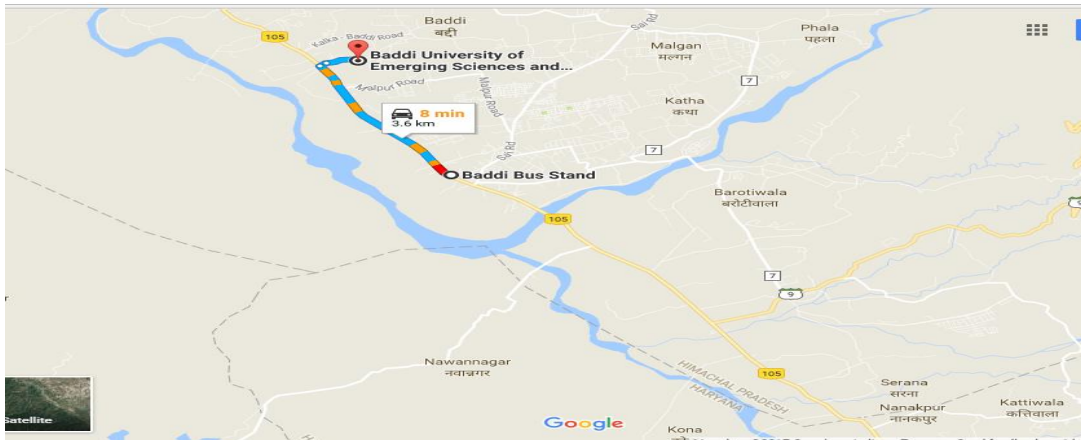
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Mr. Sanjay Khurana, Director, Baddi Foils Pvt. Ltd., Baddi		

About Baddi University of Emerging Sciences and Technology (BUEST)

Baddi University of Emerging Sciences and Technology (BUEST), formerly Institute of Engineering and Emerging Technology (IEET), is a private technical and professional higher education university located at Baddi, Himachal Pradesh, India. BUEST was established under Act No.21 of 2009 of Himachal Pradesh Government vide gazette notification No.EDN-A-Gha(8)-14/2006 dated 15 October, 2009. The university campus is spread over 40 acres of picturesque slopes in the midst of Shivalik Hills at Baddi in Solan district of Himachal Pradesh. It is promoted by the Society named Centre for Advanced Studies in Engineering (CASE). The university has the legacy for excellent academic performance and placement of students in top companies.

About School of Management Studies

The School of Management Studies (SMS) holds the vision of shaping leaders for exigent corporate houses the world over. Since its inception, the school has set standards to help in shaping proficient management students to reach the supreme echelons in the professional world. Its innovative teaching methodology helps students get better acquainted with the dynamics of the challenging world of business, along with imbibing a fine blend of traditional Indian ethics and values. The courses have been designed to empower students to get familiar with innovation, entrepreneurship and benchmarked management techniques. SMS aims to create an environment in which students undergo the process of empirical learning through exposure to a range of real world practical problems and utilizing opportunities to apply learned skills in diverse business situations. The proximity of the institute with Baddi, the industrial hub of India, translates into the symbiotic affiliation with the corporate magnets, equipping the students with business acumen to become tomorrow's leaders.



Way to Reach BUEST