



ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to University of Mumbai, Approved by AICTE, DTE & Govt. of Maharashtra,
and NAAC Accredited institute)

&



ATHARVA SCHOOL OF BUSINESS

(Approved by AICTE, DTE & Govt. of Maharashtra)

presents

INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES"

NOVEMBER 26, 2022 (SATURDAY)
NOVEMBER 27, 2022 (SUNDAY)

AET CAMPUS

Malad-Marve Road, Charkop Naka, Malad (West), Mumbai - 400 095, Maharashtra, India

ATHARVA



ABOUT US

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

At Atharva, we believe in creating value through continuous effort to build up future managers. The journey of Atharva Institute of Management Studies (AIMS) began in the year 2003 with our Executive President, Mr. Sunil Rane who envisaged the need for the Quality and Value Education. Mr. Sunil Rane believes in sensitizing the students. The purpose of AIMS is to create, develop, and nurture a sustainable environment for business managers, who in turn will provide a sustainable solution to complex situations and create corporate global citizens to create sensitivity through a sustainable environment.


Mr. Sunil Rane has humanized the brand AIMS through his belief in excellence by pursuing his vision "Excellence in Education" by empowering students' development. AIMS started with merely 25 students in 2003, which is now ranging to a strength of 300 students per year under our flagship programs affiliated to University of Mumbai viz. Masters in Management Studies(MMS) and three years Management Program for working executives in Finance, Marketing & HR. AIMS has set quite a few benchmarks in the industry and across the Nation by introducing the corporate concept of Mentor-Mentee Program, Stock Market Simulation Program, IT Awareness Program 'IT Talks', E-Cell, Leadership Talks, Alumni Speaks, Expert Talks, International Research Conference and Live Projects with reputed brands.

ATHARVA SCHOOL OF BUSINESS

At Atharva School of Business(ASB), we believe in creating value through continuous efforts to build up future Managers & Leaders with a new and practical approach. Atharva School of Business has started a flagship programme, Post Graduate Diploma in Management(PGDM). Its multi-disciplinary approach offers a fine blend of General Management & Functional Specialization in Finance, Marketing, Human Resource, Operations & Information Technology approved by AICTE. With a strong emphasis on Acquisition, Application and Assimilation of knowledge: this programme focuses on creating the confident and strong managers of tomorrow. ASB also went onto set quite a few benchmarks in the industry under the guidance of the Director of ASB, Dr. Harshita Kumar by introducing the corporate concept of ASB-MAP (Mentor Accelerated Programme), Mentor-Mentee Programme, promoting cross Functional Leadership, Stock Market, Simulation Programme, Mentor Accelerated Programme and Live Projects with reputed companies.

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ATHARVA

FROM OUR PATRONS



Shri Sunil Rane

Executive President,
Atharva Group of Institutes

Atharva believes in creating value through continuous efforts to build up future Managers. The efforts started in 2003 when our Executive President, Mr. Sunil Rane created an educational brand Atharva Institute of Management Studies. The purpose of the brand was to create, develop and provide business managers to provide solutions to complex business situations. Mr. Sunil Rane has humanized the brand AIMS through his belief in excellence by pursuing his vision "Excellence in Education" by empowering students' development. AIMS runs two flagship programs viz. Masters in Management Studies (MMS) and Part-time MMS in Finance (MFM), Marketing (MMM) & Human Resource Management (MHRDM) affiliated to the University of Mumbai and approved by AICTE.



Ms Varsha Rane

Vice Chairman, Atharva Foundation,
Trustee - Atharva Group of institutes

We have a vision to build up excellent center of Technical and Professional Education coupled with Industrial Interaction. This will be structured with the Academic Excellence that the institution has set for itself. The Institute is committed to highlight the fundamental values in life by directing our students to achieve excellence in their fields. I wish luck to all the participants for the International Research Conference and hope that this conference will scale the magnitude of Research in their minds and they will work for our society after participating in our Conference.



Ms Pallavi Rane

Trustee,
Atharva Group of Institutes

Atharva believes in Excellence in Education with our deep roots in Research, Technology and Innovation have moved further towards "Learning beyond Education". Creating a sustainable future for Business Education requires the cultivation of meaningful relationships with Business Partners & Communities, built on trust and action. I am heartened that AIMS & ASB today reflects a holistic Educational System that brings both Educational Best Practices and real-life Corporate exposure to give its students the right mix of management inputs for them to emerge as Industry relevant Managers. AIMS & ASB is proud to convene an International Conference on Sustainability in order to explain how Higher Education and Business Experts can sustain in the market and work for the benefit of the society and the planet. I welcome you all to this Hybrid International Conference.

FROM THE DIRECTOR'S DESK

ATHARVA INSTITUTE OF MANAGEMENT STUDIES



Dr. Harish Kumar S. Purohit
Director

We at Atharva Institute of Management Studies (AIMS), always strive for Excellence in Academics reinforced with Research. The present "International Research Conference on Sustainability in VUCA World: Innovation, Research & Practices" is another step in that direction. We look forward to meaningful contributions by Researchers from both the Academicians and corporate practicing world to share their work/thoughts with peers on this platform. I am quite confident that this conference will be a win-win proposition for all the stakeholders. We commit to provide the best environment during the conference and look forward to seeing you there.

ATHARVA SCHOOL OF BUSINESS



Dr. Harshita Kumar
Director

Dear Researchers,
It is my immense pleasure to welcome you all at International Research Conference on "Sustainability in VUCA World :Innovation, Research & Practices" on 26th & 27th November 2022. This Conference will provide you an opportunity for the meeting of International Researchers, Management Faculty & Specialist from various domain. I hope the eminent Speakers will cover the theme in an innovative manner from different perspectives. I am sure that this conference will offer solutions to major topics/ issues. I am also thankful to the supporting organizations which have provided support to this conference. Please accept my personal invite to come and join this conference and I wish all of you great success in future endeavors. Happy Researching!!

ABOUT THE INTERNATIONAL CONFERENCE

International Research Conference on Sustainability in VUCA World : Innovation, Research & Practices will focus on innovative areas in management, technology, economics and how it applies to the real world challenges. International Research Conference on **"Sustainability in VUCA World : Innovation, Research & Practices"** 2022 provides a leading international forum that brings together researchers and practitioners from diverse fields with the purpose of exploring the fundamental roles, interactions as well as practical impact of innovation. The conference programme will include paper presentations along with prominent keynote speakers and a panel discussion. After presentation in conference, the authors are encouraged to submit their improved papers to "Metamorphosis - A Journal of Management Research", published by SAGE and listed in UGC CARE.

OUR PUBLICATION PARTNER

Metamorphosis - A Journal of Management Research, is a bi-annual, peer reviewed UGC listed Journal published by SAGE. It is dedicated to promoting the understanding of management among academics and practitioners through empirical investigation, theoretical analysis, and exchange of thoughts by rigor and relevance. The journal covers a wide range of research/ academics on all topics relevant to management. This journal is a member of the Committee on Publication Ethics (COPE). SAGE is the world's leading independent publisher. Your articles will have global reach through SAGE's principal offices in Los Angeles, London, New Delhi & Singapore. The authors can submit their papers as per the journal guidelines and policies on the online portal of Metamorphosis. Also mention that the paper was presented in "International Research Conference on **Sustainability in VUCA World : Innovation, Research & Practices - 2022**". The papers would undergo the usual screening and review process.

The details about the journal including the submission process are available at <https://journals.sagepub.com/home/met>

Disclaimer/ Plagiarism Policy: The core work carried out by the author shall be based on original ideas and shall be covered by Zero Tolerance Policy on Plagiarism. In case plagiarism is found and claimed, then it would be brought under Plagiarism Disciplinary Authority (PDA) for necessary and maximum penalty.

ABOUT THE INTERNATIONAL CONFERENCE

TWO STEP SCREENING PROCESS

1. The papers will be reviewed at AIMS, Mumbai by Experts. After presentation in International Research Conference on Sustainability in VUCA World : Innovation, Research & Practices - 2022, the authors can submit their improved papers as per the journal guidelines and policies on the online portal of Metamorphosis.
2. The paper presented would undergo the usual screening and review process of the Journal. The details about the journal including the submission process are available at <https://journals.sagepub.com/home/met>
3. Registration only confirms your paper presentation and attendance in the Conference.

IMPORTANT DATES

Last Date of Registrations with Abstract	October 15, 2022
Notification for Acceptance	October 18, 2022
Date of Submission of Camera Ready-Paper	November 2, 2022
Date of Conference	November 26, 2022 & November 27, 2022

INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

SUGGESTED THEMES

SYSTEMS

- Green Computing
- Sustainable Computing
- Green Servers
- IT Act
- Clean Energy
- Energy Efficient Algorithms
- Artificial Intelligence
- Data Analytics
- Data Mining
- Sustainable Information Systems and Management
- Cloud Computing
- Robotics
- Machine Learning
- Big Data and Data Processing Techniques
- Exploratory Data Analysis
- Management Information System
- Enterprise Resource Planning
- E-Governance
- Ethical Hacking
- Sustainable Innovation

FINANCE

- Advances in Finance & Accounts
- Behavioral Finance
- Investment Management
- Financial Crisis, Systemic Risk & Macro Finance
- Crowd Finding & Financial Inclusion
- Quality of Financial Reporting
- Digital Transformation of Financial Services
- Green Accounting
- Taxation Policy
- Risk Management Strategies under VUCA World
- FDI & Economic Growth
- Crypto Currencies : Issues & Perspective
- Digital Payment & Private Credit Data
- Green Finance
- Blockchain in Financial Institutions & Markets
- Micro Finance
- Cost Management
- Electronic Payment System

HUMAN RESOURCE

- Changing Dynamics of HR
- Emotional Intelligence
- Digitalization of HR
- Human Resource Management Practices for Sustainable Business Growth
- HR as Business Partner

INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

MARKETING

- Digital Marketing
- Customer Engagement
- Social Media Marketing
- Sustainable Marketing
- B2B Marketing
- Real Time Marketing
- Artificial Intelligence & Social Media
- Marketing Innovation
- Omnichannel Marketing
- Marketing Analytics
- Content Marketing
- Ethical Marketing
- Mobile Marketing
- Tourism Marketing

OPERATIONS

- Supply Chain Management
- Sustainable Supply Chain
- Inventory Management
- Clean Production
- Green Buying
- Bench Marking
- Green Supply Chain
- Waste Management
- Quality Management
- Six Sigma
- Materials Handling
- 5 S
- Enterprise Resourcing Planning(ERP)
- Blockchain in Supply Chain Management
- Machine Learning
- Industry 4 , Just-in-Time
- Kaizen , Kanban
- Lean Manufacturing
- World Class Manufacturing
- Zero Defect
- Spending Analysis
- Strategic Purchasing
- Sustainable Global Supply Chain
- Sustainable Logistics and Transportation

OTHERS

- New Education Policy
- Skill Based Education
- Environment Protection
- Emotional Quotient
- Financial Literacy
- Social Responsibility
- Corporate Governance
- Group Cohesiveness
- Business Ethics
- Small Scale Industries
- Entrepreneurship and Digital Transformation

INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

REGISTRATION DETAILS

1. The Presentation can have a maximum of ten slides.
2. Fifteen minutes (15 min) will be allotted to every presenter followed by Five minutes (5 min) for a Question & Answer Session.
3. An E-certificate will be given to the presenter for the paper presentation in the Conference.
4. The paper presentation does not confirm paper publication.

DOWNLOAD TEMPLATE:

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CATEGORY	FEE
Indian Authors	Rs. 1000
International Authors	USD 50

WANT TO REGISTER

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INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

KEYNOTE SPEAKERS



Dr. Deepak Waikar

Ex-Chair, IEEE Power & Energy Society Chapter, Singapore
Chair, IEEE Education Society Chapter, Singapore



Dr. Vikas Pareek

Dean, School of Computational Sciences, Information &
Communication Technology, Mahatma Gandhi Central
University, Motihari, District- East Champaran, Bihar, India
[A Central University established by an Act of Parliament]



Dr. Devershi Pallavi Bhatt

Associate Professor & HOD, Department of Computer
Applications, Manipal University Jaipur(MUJ), Jaipur,
Rajasthan, India [NAAC A+ Accredited]

PANELISTS



Mr. Sumit Bhardwaj

Sr. Vice President,
CitiusTech., Mumbai, India



Dr. Abhijeet Sarkar

Sr. Vice-President & Country Head - Administration &
Procurement (Sharekhan Ltd), MBA (HR), PhD (Management
Studies), Mumbai, India



Dr. Sachin P Rane

Executive Vice President, Head Software Solutions
Datamatics Global Services Limited, Mumbai, India

INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

JUDGES



Prof. (Dr) Inderjeet Singh Sodhi

Head, Department of Public Administration, Dean (Research), Dean (Students' Welfare), Rajiv Gandhi National Institute of Youth Development (Institute of National Importance) Sriperumbudur, Tamil Nadu



Prof.(Dr) Sharmishta Sarma

Professor, Institute of Innovation in Technology and Management(IITM), Guru Gobind Singh Indraprastha University New Delhi, India



Prof. (Dr) Sangeeta Trott

HOD (Decision Sciences), ITM Business School, Navi Mumbai, India



Dr. Seshanwita Das

Associate Professor, School of Commerce, Finance & Accountancy, CHRIST (Deemed to be University), Delhi NCR, India
Editor, Education Research & Development Association (A Not for Profit Organization)



Dr. Tapas Das

Associate Professor, School of Business and Management, CHRIST (Deemed to be University), Delhi NCR, India



Dr. Vaibhav Bhatnagar

Assistant Professor (Senior Scale), Department of Computer Applications, Manipal University Jaipur(MUJ), Jaipur, Rajasthan, India



Prof.(Dr.) Sumit Kumar Gupta

State Coordinator of Space Development Nexus , Vigyan Bharti (VIBHA)
DST Coordinator Inspire Cam, Director ,Academic of Physics IIT-JEE

INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

CONFERENCE SCHEDULE

DAY 1 (NOVEMBER 26th, 2022)

Convener's Address 10.00 - 10.05 hrs	Dr. Shubhi Lall Agarwal
Trustee's Address 10:07-10:12 hrs	Ms. Pallavi Rane
Director's Address (AIMS) 10:15-10:20 hrs	Dr. Harish Kumar Purohit
Keynote 1 10.30 - 11.30 hrs	Dr. Deepak Waikar
Keynote 2 11.35 - 12.35 hrs	Prof. (Dr.) Vikas Pareek
Vote of Thanks by Co-Convener 12.37 - 12.40 hrs	Dr. Sudhir Purohit
12.40 - 14.00 hrs	Lunch
14.00- 16.40 hrs	Plenary Sessions for Research Paper Presentation

INTERNATIONAL RESEARCH CONFERENCE ON "SUSTAINABILITY IN VUCA WORLD : INNOVATION, RESEARCH & PRACTICES" - 2022

CONFERENCE SCHEDULE

DAY 2 (NOVEMBER 27th, 2022)

Co-Convener's Address 10.05 - 10.15 hrs	Dr. Sudhir Purohit
Director's Address (ASB) 10.17 - 10.25 hrs	Dr. Harshita Kumar
Keynote 3 10.30 - 11.30 hrs	Dr. Devershi Pallavi Bhatt
Panel Discussion 11.35 - 13.00 hrs Topic: Human Resource Management Practices for Sustainable Business Growth	Mr. Sumit Bhardwaj Dr. Abhijeet Sarkar Dr. Sachin P Rane
Vote of Thanks by Convener 13.05 - 13.20 hrs	Dr. Shubhi Lall Agarwal
13.25 - 14.00 hrs	Lunch
14.05 - 16.40 hrs	Plenary Sessions for Research Paper Presentation
Valedictory Ceremony 16:40 hrs	Ms. Pallavi Rane





ORGANIZING COMMITTEE



Dr. Shubhi Lall Agarwal
Convener

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Dr. Sudhir Purohit
Co-convener

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STUDENT'S COMMITTEE

Mr. Jay Darji MMS, Batch 21-23 +91 84520 91409	Ms. Ekta Garani MMS, Batch 21-23 +91 84510 22371
Ms. Priyanka Gaikwad MMS, Batch 21-23	Mr. Abhijeet Gomsale MMS, Batch 21-23
Ms. Prapti Rathod MMS, Batch 21-23	Ms. Kruti Shah MMS, Batch 21-23
Ms. Sayali Patil MMS, Batch 21-23	Mr. Karan Mhatre MMS, Batch 21-23
Mr. Abhishek Patil MMS, Batch 21-23	Ms. Nishita Shetty PGDM, Batch 21-23
Ms. Sanjukta Gavali PGDM, Batch 22-24	Mr. Anush Apte PGDM, Batch 22-24

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Designed by
Sayali Patil
(MMS 21-23)