

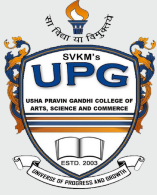


**IQAC and BMS Department
of**

**SVKM's Usha Pravin Gandhi College of Arts, Science &
Commerce**

Bhaktivedanta Swami Marg, Juhu scheme, Vile Parle (West), Mumbai - 400 056.

Website: www.upgcm.ac.in



NAAC ACCREDITED "A" GRADE

**ONE DAY INTERNATIONAL VIRTUAL
CONFERENCE ON:**

**“UNLOCKING THE
POTENTIAL OF
POST-COVID
DIGITAL
TRANSFORMATIONS
IN MANAGEMENT”**

**DATE:
30TH
JULY
2021**

About SVKM

Shri Vile Parle Kelavani Mandal is a Public Charitable Trust registered under the Society's Registration Act and Bombay Public Trust Act. From its humble beginnings in 1934, when it took over the Rashtriya Shala, a school established in 1921 in the wake of the National Movement, the Mandal today has grown into a big educational complex imparting high-level education to more than 35,000 students.

About the College

Usha Pravin Gandhi College of Arts, Science and Commerce is a young institution of Shri Vile Parle Kelavani Mandal (SVKM). Ever since its inception in 2003, the college has been striving for academic excellence in areas of Mass Media, Information Technology and Management studies, at undergraduate and postgraduate levels. At the same time the college is marching forward with a mission of professional, intellectual, personal and social development of students. It is this quest for excellence which led to the college being accredited 'A' Grade by NAAC.

About the Conference

The theme of the conference is "Unlocking Potential of Post-Covid Digital Transformation in Management". It revolves around the "new normal" and how our lives have been impacted by the pandemic and all the transformations that have taken place and are expected to in future. It highlights the importance of exploring digitization and its application in the field of management. The conference seeks to provide a platform to academicians, researchers, students and industry professionals to discuss their innovative ideas and research in this new normal brought in by the pandemic focusing on opportunities and breakthroughs which are bringing about a paradigmatic shift in the domain of management.

PAPERS ARE INVITED FROM ACADEMICIANS, RESEARCHERS, EXECUTIVES, GOVERNMENT REPRESENTATIVES AND STUDENTS:

SUB-THEMES:

- > **Finance** - Financial Markets • International trade and finance • Hedge Funds & Mutual Funds • Cryptocurrencies • Corporate Finance • Banking and Insurance Sector • Venture Capital and Private Equity • Sustainable finance • Accountancy • Taxation • Digital finance • Alternative investments • Commodities and Derivatives
- > **Marketing** – Social Media Marketing • Retail marketing • Rural Marketing • Sales and Distribution Management • Re-strategizing Communication • Role of Immersive Marketing • Pricing Strategies • Online Communities and Online Marketing • Digitization and Marketing • Consumer Behaviour • Customer Relationship Management • Marketing Communication
- > **Human Resources** - Resilient Organizations • Work from home • Digital Work • Compensation and Performance Management • Employee Motivation • Leadership • Training and Development • Recruitment and Selection • Spirituality at workplace • Stress Management • Conflict resolution
- > **Operations and IT** - Artificial Intelligence & Robotics • Block Chain Technology • Global Technological Integration • Operations and Supply Chain Management • E-commerce • Total Quality Management
- > **General Management** - Corporate Social Responsibility • Family Business Management • Stakeholder Management • Innovations for Smart Future • Sustainability as an Innovative Key Element • Entrepreneurship • Strategic Management • Corporate Governance
- > **Edu-Tech** - A Global outlook • Distance, Open & Online Learning • Education Policies and Reforms • Vocational education • Role of Technology in Education • Trends, Opportunities and Challenges in the post-pandemic education world (specially higher education) .

Convener of the Conference:

Dr. Mayur Vyas

Advisors:

Dr. Anju Kapoor

Prof. Shubhangi Nargund

Managing Committee:

Prof. Sriram Deshpande

Prof. Abhijeet Mohite

Prof. Lokesh Tardalkar

Dr. Naresh Sukhani

Dr. Sharyn Bangera

Guidelines for Submission -

The paper should be typed in Times New Roman font, Font Size -12, line and paragraph spacing - 1.5. Length of the full paper should not exceed 2500 words or 6 pages including graphs, tables and appendices. The paper must follow APA format.

Publication Details-

Online conference proceedings with ISBN number will be published. Selected papers will be published in UGC Care/ Scopus Journal/ Web of Science. Additional publication charges will have to be borne by the author/s for publication of in UGC Care/ Scopus Journal/ Web of Science and directly be paid into the bank account of the publisher apart from the registration fees. Kindly inform if you want your paper to be considered for publication in UGC Care/ Scopus Journal/ Web of Science. All participants and presenters will be provided E-certificates. Best paper from each track will also be provided E-certificate.

Important Dates-

Last date for submission of full paper and abstract (200 words) with registration fees: **23rd July, 2021**

Date of Conference: **30th July, 2021**

Registration Fees -

Indian Delegates:

Rs.600 per author for Academicians and Corporates

Rs.400 per author for Students

For Foreign Delegates:

\$ 20

(Co-authors to pay full registration fees)

Payment Details -

Name of Bank - Bank of Baroda

Name of accountholder - SVKMS Usha Pravin Gandhi

College of Arts, Science and Commerce

Account No.- 71240200000700

IFSC Code - BARB0DBJUHU

Registration link-

<https://forms.gle/AoGwEwg9m1SAmxbm8>

Contact person and email id:

Prof. Abhijeet Mohite

Prof. Sharyn Bangera

Email id - upgconference2021@gmail.com