



**National E-Conference on  
Advances in Business,  
Management &  
Technology**

**NCABMT 2021**

**[25<sup>th</sup> & 26<sup>th</sup> June 2021]**



**ORGANISED BY  
DEPARTMENT OF MANAGEMENT SCIENCES,  
MAHATMA GANDHI CENTRAL UNIVERSITY  
MOTIHARI, BIHAR**

## BACKGROUND

The environment in which organizations operate is dynamic and challenging. The global economic environment due to pandemic is undergoing transformation and there has been quantitative and qualitative shift in trade and business opportunities across nations.

Furthermore, with the advent of new normal and focus on FDI reforms, and innovations in information & technology, there has been a significant increase in international mobility of human capital, knowledge, technology and materials. Globalisation, economic and monetary integration as well as global financial crisis are the prominent factors affecting macro as well as microeconomic business environment.

India has initiated various reforms and policies to facilitate in doing business both for domestic and foreign investors. In the current scenario there is requirement for critical thinking and a desire to question and seek creative answers and outcomes in order to create a healthy business system. Moreover, in spite of long history of introducing various initiatives, there is a challenge to implement and sustain these initiatives over time. Thus, we need to focus not only on timely implementing change but also on managing it.

In this context this e-conference provides opportunities to present and discuss issues dealing with changing economic and competitive environment from the perspective of managers, businesses, academicians, sociologists, psychologists and economists.

## ABOUT THE UNIVERSITY

The University came into existence by an Act of Parliament, Central Universities (Amendment) Act 2014 (No. 35 of 2014). The University became functional on 3rd February 2016. MGCU is situated in Motihari (Bankat), on National Highway 28.

MGCU is proving to be an excellent centre of Higher Studies in both Basic, Applied and Technical educational fields. There are as many as total 04 Undergraduate; 22 Postgraduate; 19 M.Phil. and 20 Ph.D. Programmes of Study running under total 07 Schools and 20 teaching Department under them. This is one of the salient characteristics of the University which has attracted the enthusiastic learners from different parts of the country to seek admission here. Needless to reiterate, the well-experienced and competent Faculty of the University is the central basis for the academic excellence being sustained herein.

The location of the University in Motihari, Bihar does take us to the glorious historic year of 1917 when Mahatma Gandhi started his well-known SATYAGRAHA, the first ever anti-colonial struggle against the British. It is rightly said that Motihari made Mahatma Gandhi the BAPU, the premier MASS LEADER who henceforward revolutionized the whole India through miraculous mantras of Truth and Non-Violence. No wonder, MGCU is committed towards inculcating the spirit of SATYAGRAHA, TRUTH and NON-VIOLENCE among our learners towards rendering their invaluable services to the humanity.

Christened after Mahatma Gandhi, FATHER OF NATION, MGCU is one of the emerging public Central Universities of India. The Motto of the University is enshrined in the LOGO which is an invocation of Vedic Chant “मयि श्रीः श्रयतां यशः” meant for showering the prosperity of name, fame and riches upon all. This is the guiding principle behind the educational spirit of this University. All the Members of the University (both Teaching & Non- Teaching) work heart and soul towards enabling our students/ learners to achieve the all-round success and prosperity.

It is notable that MGCU is being galvanized under the visionary and dynamic leadership of our Hon'ble Vice-Chancellor, Prof Sanjeev Kumar Sharma. It's remarkable that our VC is a man of prodigious versatility, excellent academic vision and wonderful administrative acumen. Quite naturally, the all-round development and betterment as regards pedagogy, extra-curricular activities, administration, infrastructure, research, innovation are being harmoniously and steadily realized herein the ideal ambience of our University.

## ABOUT THE DEPARTMENT

Department of Management Sciences incepted in the year 2016 with the state of the art infrastructure to impart need based and result oriented management education to develop talented managers to face the Global challenges and align them to today's societal needs. The Department through its latest and unique teaching pedagogy ensures development of sound and strong domain skills in students. The Department stands as an important pillar under the Pandit Madan Mohan Malviya School of Commerce & Management Sciences. The department stands committed to provide the best of management education focusing on developing intellectual power as well as building leaders. The Department is endowed with Faculty members who are deeply engaged in education research and consultancy and carry their research experience into the classroom.

## OBJECTIVE OF THE E-CONFERENCE

- ★ To facilitate discussion on business and organizational environment that will expedite nation's growth and stability.
- ★ To bridge the gap between academic wisdom and practical knowledge.
- ★ To develop a series of focused research achievements that will benefit the academic world and industry.

## CALL FOR PAPER WITH SUGGESTED THEMES

Original papers on the following indicative topics, but not limited to, are welcome to be submitted for the conference. Participants presenting their papers before the panel will be issued certificates.

### Track -01 Emerging Trends in Marketing

- ★ Social Media Marketing World
- ★ Advertising & Brand Management
- ★ Digital Sales & Marketing World
- ★ MSME's and Startup
- ★ Sustainability & Green Marketing
- ★ Transitional Entrepreneurship
- ★ Agricultural & Rural Marketing
- ★ Consumers & Firms in a Global World
- ★ Research Methods for Strategic Marketing
- ★ Supply Network & Reverse Logistics

### Track-02 Emerging Trends in Human Resource

- ★ Employee Engagement & Experience in Organization
- ★ Leadership and new normal
- ★ HR Analytics

- ★ Talent Management in Indian Organization
- ★ Transformational Human Resource
- ★ Managing Virtual Teams & Environment
- ★ HRMS in Service Industry
- ★ Reimagining the Workplace
- ★ Digitalization in HR and Disruptive Technologies
- ★ Impact of Artificial Intelligence in HR
- ★ New labour Codes in India

### Track-03 Emerging Trends in Finance

- ★ Financial impact of Privatization of Governmental Functions and Government Enterprises
- ★ Crypto Currencies
- ★ Micro-Finance and Financial Inclusion
- ★ Trends & Challenges in Banking & Financial Services
- ★ Financial Inclusion: Challenges & Opportunities

- ★ Corporate Finance: Mergers and Acquisitions
- ★ Indian Financial System and Economic Development
- ★ Financial Markets- Growth and Opportunities.
- ★ Sustainable Finance and Practices
- ★ Mutual Funds, Insurance and other Financial Services
- ★ Monetary Policies & Governance
- ★ Financial Risk Management

### **Track-04 Emerging Trends in International Business**

- ★ Service export opportunities in new region.
- ★ Cross Border & Open Border Trade Role in Economy
- ★ Liberalization in Cross Border Trade
- ★ Risk of International Business in Current Scenario.
- ★ Man power Export: Role in Economy
- ★ Effects of Social Factors on FDI
- ★ Growth in Globalization of International Business
- ★ Crowd Funding Practices by Different Nations
- ★ Cross Border Entrepreneurship
- ★ Role of Make in India: Exports in Economy

### **Track-05 Emerging Trends in Technology**

- ★ Big Data Analytics
- ★ Big Data Analytics with AI for Marketing
- ★ Business Intelligence and Data Analytics
- ★ Data Analysis and Business Modelling
- ★ Cyber Risk Management Strategies
- ★ Internet of Things
- ★ Data Mining and Intelligent Computing
- ★ Future Technology and Big Data

### **Track-06 Emerging Trends in General Management**

- ★ GIG Economy
- ★ Crisis Management
- ★ Disaster Management
- ★ Culture and Ethics in Business
- ★ SME Finance
- ★ E-Commerce
- ★ Operations Management
- ★ Risk Management

## **TARGET AUDIENCE/ PARTICIPANTS**

- |                                  |   |
|----------------------------------|---|
| ★ Industry Experts               | ★ Rating Agencies & Law Societies/ Trusts |
| ★ Policy Makers & Regulators     | ★ Firms                                   |
| ★ Financial Consultants          | ★ Banks/ NBFCs/                           |
| ★ Academicians and Practitioners | ★ Economists                              |
| ★ Research Scholars              | ★ Company Secretaries                     |
| ★ NGOs                           | ★ Importers/ Exporters                    |


# PAPER SUBMISSION GUIDELINES

The manuscript should be prepared in the following format:

The Abstract and Full paper should be sent to the email Id : [seminar.mgmt@mgcub.ac.in](mailto:seminar.mgmt@mgcub.ac.in)

- ★ Title of the Paper, Name, Designation, Affiliation, Contact no. and Email address should be at the head of the abstract
- ★ Abstract of approximately 300-500 words with 3-4 key-words at the end of the abstract
- ★ Title of the paper should be in font size 16 and should be centrally aligned
- ★ The subheadings should be font size 14 with body of the text in font size 12 (Font : Times New Roman)
- ★ The final paper word limit is 3000-5000 words, along with the abstract
- ★ There must be 1.5 line spacing throughout the manuscript
- ★ All the tables and diagrams should be appropriately numbered
- ★ All references should follow APA style (7<sup>th</sup> edition)

## Registration Procedure:

The interested Participants are requested to fill the online registration form by clicking the mentioned link: <http://rebrand.ly/7lc59xo> 

## CRITERIA FOR SELECTED PAPER:

The paper (in English) should be original, non-reviewed and unpublished offering new insights, new approach or new knowledge to the existing literature. Papers will go through blind review process and selected papers will be published in reputed edited books. For publication and procurement of the hard copy of the edited book the participants will be requested and expected to pay the sum of rupees (1000/-) “one thousand only”. (\*including postal charges)

# CONFERENCE DETAILS

The Conference will be held through online platform Google meet and the details will be sent to the registered participants.

## IMPORTANT DATES

Last Date for Abstract Submission	20 <sup>th</sup> May 2021
Notification of Acceptance of Abstract	30 <sup>th</sup> May 2021
Last Date for Full Paper Submission	15 <sup>th</sup> June 2021
Conference Date	25 <sup>th</sup> & 26 <sup>th</sup> June 2021

## For Further details, Please Contact:

### FOR REGISTRATION ENQUIRY

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### FOR ABSTRACT/ FULL PAPER SUBMISSION

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### FOR CONFERENCE DETAILS

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