



**R. K. Institute of Management & Research  
&**

**Institute of Management & Research**

Presents

**6<sup>TH</sup> INTERNATIONAL RESEARCH CONFERENCE**

**Building Resilience in Business and Beyond**

**8<sup>th</sup> & 9<sup>th</sup> April, 2022**

## CONFERENCE THEME

“Resilience is all about being able to overcome the unexpected. Substantiality is about survival. The goal of resilience is to thrive” (James Cascio). Resilience is defined as the power or ability of a person or an organization to adjust, respond and recover from adversity, changes, disruption and crisis. The last two years have thrown innumerable challenges, the biggest and unprecedented one in the form of the pandemic. The impact on humanity has been multifold, having a bearing on the economy and business. Traditional business strategies and designs have paved way for more contemporary and futuristic models of doing business. Agility has become the mantra for success and seeped across functions and domains. Leadership styles have adapted to newer realities in order to tackle challenges that were encountered. Human resources and their skill sets have been re-defined and re-modeled to face and mitigate the adversities. Business processes are being re-engineered and re-structured to cater to the new sets of demand. Financial and economic policies have been discussed and reviewed to contain the effects of the crisis. Technology, which often was perceived as a necessary evil has come to the rescue in these changed times. Innovation has taken centerstage and is bringing value to business and human existence.

It is the need of the hour to recognize and capture the story of resilience in businesses from the industry as well as academic perspectives. With this view point, Chetana's Ramprasad Khandelwal Institute of Management & Research (CRKIMR) and Chetana's Institute of Management & Research (CIMR) are organizing an International Research Conference on **‘Building Resilience in Business and Beyond.’**

The conference is designed to ensure audience and participation from academicians, researchers, corporates, policy makers and management students. A multidisciplinary approach to understand the problems and finding solutions is the core logic behind curating the theme and the sub-themes of the conference. The goal of

this conference is to contribute towards the body of knowledge around dimensions of business resilience. We want to deep dive and create an understanding on building resilience in marketing, finance, human resources, operations, technology and organization at large. The conference aims to highlight real-time and crucial issues faced by the businesses and serve as a platform to disseminate the best practices of business resilience.

## CALL FOR PAPERS

Original research articles are invited which are theoretically rigorous and empirically grounded in real-applications and offer insights into all and related aspects of the conference theme.

### Conference Sub-themes and Topics:

#### Resilience in Marketing

- Marketing Strategy using Agile Framework
- Marketing Analytics for Stronger Businesses
- Shaping Consumer Experiences in the Digital Age
- Tapping Rural Markets for Business Sustainability
- Business Transformation for the New-age Consumer
- Green Marketing as a Tool to Achieve Sustainability
- Go-to-Market Strategies for Start-ups
- Integrated Marketing for Building Resilient SMEs
- Decoding Consumer Behaviour in the Digital Age
- Marketing Strategies Built Around Gen-Z
- Marketing Automation

#### Resilience in Finance

- Ever-evolving Nature of Financial Markets
- FinTech Disruptions: Redesigning Financial Services
- Managing Financial Risk through Analytics

- Micro-Finance in Times of Disaster
- Role of Behavioral Finance in Robust Financial Forecasting
- Financial Inclusion: The Way Ahead
- Role of Financial Innovation in Financial Flexibility
- Role of Private Equity and Venture Capital in Building Resilient Businesses

#### **Resilience in HR**

- Managing Inclusiveness and Diversity
- Managing Work from Anywhere
- Agile Leadership for Managing Talent
- Psychological Resilience
- Developing Sustainable Business Culture
- Work Culture on Building Resilient Organizations
- Breakthrough Technologies for Better Employee Experience
- Diversity and Resilience
- HR Analytics for Employee Engagement

#### **Resilience in Operations**

- Competitive Advantage Using Sustainable Supply Chain
- Vendor Management for Operational Resilience
- Building Efficient Supply Chains for the Hinterlands
- Supply Chains for a Globalized World
- Impact of Global Supply Chain shocks on SMEs
- Warehouse Models for Resilient Businesses
- Role of Sourcing Decisions in Achieving Resilience in Manufacturing
- Resilient Assembly Lines in 21st Century
- Last Mile Logistics
- Building Resilience in Manufacturing through Automation
- Vendor Managed Inventory

#### **Resilience in Systems & IT**

- New-age Technology for Building Sustainable Businesses
- Cyber security and its Influence on Businesses
- IT Integration in Businesses to Build Resilient Systems and Organizations
- Cloud Management for New-age Businesses
- Smart Tech for Resilient Businesses
- AI-driven Businesses and Challenges
- IOT Frameworks for Transforming Businesses
- Big Data for Data driven Decision-making

#### **Resilience in General Management**

- Innovation and Creativity for Resilient Businesses
- Dynamic Risk Management for Uncertain Times

- New-Age Business Models for Resilient Businesses
- Social Entrepreneurship
- Role of Executive Board in Fostering Resilience

#### **Resilience in Retail**

- Resilient Retail Strategy using Omni Channel
- IoT and Sensor Tech in Retail
- Strengthening Retail Supply chain
- Predictive Analytics in Retail
- Dynamic Capabilities of Resilient Retail Entrepreneur
- Highway Retailing in India and its Way Ahead

*The sub-themes of the conference include but are not limited to the above topics.*

### **IMPORTANT DETAILS**

#### **Extended Abstract- Submission, Review and Presentation**

*Extended abstract should-*

- Be minimum 1500 and maximum 2000 words.
- Address the broad conference theme or any other theme broadly aligned with the sub themes.

*The review will-*

- Be done by anonymous reviewers.
- Determine the acceptance of the paper for presentation in the conference.

*The final selection of the paper for the presentation is the sole prerogative of the review committee*

*Presentation-*

- Will be done by the author/ authors on the day of the conference.
- The best paper will be selected for an award.

#### **Guidelines for Authors**

1. Extended abstracts must clearly define the introduction, objectives, methodology, results, significance and outcome of the study.
2. Acceptance, rejection or review comments for the revision of abstract will be communicated.
3. The submitted extended abstract should be original and not published earlier.
4. All authors and co-authors should register for the conference after the acceptance of extended abstract for presenting the paper at the conference.
5. Students need to collaborate with faculty members/industry professionals for submitting the research paper.
6. Title page must contain:
  - Title of the paper
  - Author(s) name(s)
  - Author(s) affiliation

- Contact details (complete mailing address, email address, mobile number)
  - Sub-theme under which the paper is submitted.
7. All abstracts must be submitted and presented with accurate grammar and spelling in English language, suitable for publication.
  8. The extended abstract should be in;
    - Times New Roman
    - Font size 12
    - Single line spacing
  9. References should be cited within the extended abstract using APA (American Psychological Association) style.
  10. For co-authored papers (with more than one author), the submitting author will serve as the corresponding author who has the responsibility to forward all correspondences to his/her co-authors (e.g., acceptance/rejection emails).
  11. The conference has the first right of publication on the papers presented. Authors will be solely responsible for any mistake / error in the extended abstract.
  12. Plagiarism will be checked on Turnitin software.
  13. The extended abstract should be submitted as an attachment in MS Word format by email to **conference.chetana@cimr.in**

## IMPORTANT DATES

Last date to submit Extended Abstract	7 <sup>th</sup> February, 2022
Announcement of acceptance of Extended Abstract	21 <sup>st</sup> February, 2022
Last date of Registration	25 <sup>th</sup> February, 2022

## REGISTRATION FEES

Registration fee for presentation per author (FDP complimentary) *	INR 2,000
Conference attendance (per delegate)	INR 1,000
Paper presentation in research conference by international author	USD 100
Academicians/ Research Scholars attending FDP only	INR 3,000
Industry professionals attending FDP only	INR 4,000

\* FDP will be complimentary for academicians, research scholars and industry professionals only.

### To register

<https://forms.gle/UL4Pr86S9qVHuXi6A>

## CONFERENCE ORGANIZING COMMITTEE

**Dr. Madhumita Patil**  
CEO, CRKIMR & CIMR

**Dr. Kalim Khan**  
Director, CRKIMR

**Dr. Nandita Mishra**  
Director, CIMR

**Dr. Rashmi Jain**  
Convener  
Mobile: +91 9769328793

**Dr. Balaji Sadavarte**  
Convener  
Mobile: +91 9967028541

**Conference Core Team:** Dr. Kavita Khadse, Dr. Athar Qureshi, Dr. Chetana Asbe and Prof. Tapish Panwar

## CONTACT US

For any queries please write to **conference.chetana@cimr.in**