



ICTACADEMY

IITM
Nurturing Excellence

NATIONAL CONFERENCE



MANAGEMENT IN THE NEW NORMAL
CHALLENGES, OPPORTUNITIES & STRATEGIES

MARCH 20, 2021

INSTITUTE OF INNOVATION IN TECHNOLOGY AND MANAGEMENT
JANAKPURI NEW DELHI

KNOWLEDGE PARTNER : ICT ACADEMY

About IITM



The Institute aims to develop as a Centre of Excellence for imparting technical education and generating competent professionals with a high degree of credibility, integrity and ethical standards. The Institute is passionate about grooming leaders who are not only thorough professionals, but also good human beings with values and “sanskars”.

Education is a life-long process, but it must develop from firm and broad foundation. The goal of the Institute is to inculcate in the students a love for learning and a desire to excel at every level. The Institute also aims at equipping the students with the intellectual and practical skills that are necessary to meet the inevitable challenges in the future. The Institute has a sprawling campus where undergraduate programs in information technology and management are run in affiliation with Guru Gobind Singh Indraprastha University, Delhi and are approved by the Government of NCT of Delhi. The campus provides a pleasant and intellectually stimulating ambience.

Research Center

Institute has a Research Center named अन्वेषण. By bringing rigorous research and analysis critical thinking, and thought leadership to decisions that are often otherwise based on intuition, IITM Research Center works on real issues that have resulted in the publication of numerous articles in newspapers, and in the development of books and research papers.

The Institution strongly believes that the research and teaching goes hand in hand for knowledge accumulation. The faculty members are also encouraged to participate and present papers at conferences, seminars, symposia and workshops. They are assisted in drafting proposals for research work or in formulating project proposals for scholarship and fellowship, seeking grants in aid from external agencies (Govt. or Non Govt.). The Committee also regularly organizes research oriented Faculty Development Programs, workshops, Management Development Programs, Seminars & conferences in the campus.

Overview

It is worth noting that this new normal isn't a return to the pre-Covid era; this is, in fact, an intermediary stage where we have to learn to live with the virus. Organizations will have to open up their offices to avoid being steamrolled by the economic crunch, and as such, guaranteeing the safety of employees is going to be the utmost priority. New protocols would have to be set up and the traditional ways of working would have to be modified to survive these difficult times. Hence, the purpose of the conference is to critically analyze the challenges and opportunities the new normal has proffered to the organization.

Objectives

The primary objective of the conference is to provide opportunity for academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in discussion based on issues related to dynamic and challenging business world. It will also provide a platform to get acquainted with latest developments and trends in the new normal in the business environment coupled with their implications for the organizations. The forum will facilitate interaction among members inside and outside their own respective disciplines to enjoy the fellowship of other professionals and scholars in the field.

Important Dates

Deadline for submitting the abstract	2nd March,2021
Notification of Acceptance	4th March,2021
Deadline for submitting the paper	8th March,2021
Notification of Acceptance	11th March,2021
Deadline for registration	13th March,2021
Conference dates	20th March,2021

Management in the new Normal: Challenges, Opportunities and Strategies

Marketing

- Consumer buying patterns
- Online world of marketing / Digital Marketing
- Social Media Marketing
- Transforming Integrated Marketing Communications
- The new normal of retail sector
- Changing Consumer Profiles
- Changing face of supply chain and logistics
- Significance of 'S-commerce' or social commerce in the world.
- Rural market emerging as the next big target for business growth.
- The emergence of "new markets" under the changed global scenario.

Finance & Economics

- Indian Financial System in New Economic Scenario
- Financial Markets- Challenges and Opportunities
- Banking, Micro-financing and Financial Inclusion
- Cryptocurrency and Blockchain Technology
- Financial Literacy & Behavioral Financial
- Innovations in Banking
- Micro Financing and MSME's
- Digitalization of Financial markets
- Entrepreneurial Financing
- Financial Sustainability
- Issues in Rural Financing a challenge in new era
- Taxation structures and moratoriums
- Investor sentiments and market movements

Information Technology

- Green Projects and Green Technology
- Internet of Things & Industry 4.0
- Applying new ICT tools for business
- Data-driven Analytics and Business Management
- Big Data Applications, Challenges and Opportunities
- Business Intelligence and Technological Advancements in Social Media
- Education Technologies and e-Learning

Human Resource Management

- Digitalization in HR
- Achieving Diversity with inclusion and new normal
- Finding and Landing High-Quality Talent
- Developing next generation leaders
- Boundary less organization – challenges and opportunities
- Impact of AI on HR
- Change Management and Managing human capital
- Employee growth and development
- HRM Policies and Practices for responding Disruptive Innovations
- Challenges and opportunities in Work from Home
- Issues in productivity and efficiency
- Automation & Analytics: HR Processes
- Stress management and Work-Life balance

Operations Management

- Operational Management: Company-Wide Communication
- Global Supply Chains in a Post-Pandemic World
- Future of reshoring and offshoring
- Flexibility inclusive and sustainable industrialization
- Innovations in Product and Service Design
- Foster Innovations in Operations Management
- Organizational Resiliency
- Contactless Manufacturing
- Contactless Services- Education, Healthcare, Hospitality, Travel and Tourism
- Risk Management

Strategy & Innovation

- Corporate Strategy in the Digital Era
- Approaches and Challenges to Innovation in the Digital Era
- Blue Ocean Vs Red Ocean Strategy
- Managing Stakeholder Relationships in uncertainty
- Customer-centric Strategy through technology
- Strategy for survival • Sectoral analysis

General Management & Entrepreneurship

- Start-up Bubble
- Survival of the fittest
- Self-reliant India
- Kinds of Entrepreneurship in the new normal
- Knowledge-based Innovation and Technology
- Revisiting the business strategy
- Redefining Cultural Transformation
- Strategies for Reshaping Business & Economy

Submission Guidelines

- Submit abstract of not more than 300 words (in MS Word) on or before 2nd March,2021
- Abstracts received by the deadline will be (double-blind) peer-reviewed by an internal panel.
- For co-authored papers/abstracts (with more than one author), the submitting author will serve as the corresponding author.
- Please send your contributions to conferenceiitm2021@gmail.com

Guidelines for Full Paper Submission

- The paper should be original and being presented for the first time. A written declaration about the originality of the work from the Author(s) should be sent along with the paper in the prescribed format.
- The paper should be original and being presented for the first time.
- The paper should be clearly typed and should not exceed 6000 words.
- Use Times New Roman 12 size font with 1.5 line spacing.

Publication-

Best selected papers will get published in ICTACT Journal of management studies & IITM Journal of Business Studies (JBS). Rest of the registered papers will be published in the conference proceedings. The following conditions are required to be fulfilled by the papers.

- a) The full papers are accepted by reviewers for publication,
- b) All the authors of the paper must complete the registration process, and
- c) All Manuscript Guidelines must be followed.

Registration Fees for participants

All conference participants must pay the registration fee. For each paper/abstract, at least one author must attend and pay the registration fee.

- Early-bird Registration Fee (on or before 13th March,2021): Rs. 500 per author
- Regular Registration Fee (after 13th March,2021): Rs. 800 per author
- Student Registration fee: Rs 200 per author

Fee can be paid in cash, through Demand Draft or Online transfer. Participation fee is non-refundable/ non-adjustable against any other programme of IITM, Janakpuri

Account holders name: institute of innovation in technology and management

Bank name:Bank of Maharashtra

Account no.60212532959 **IFSC code:**MAHB0001188

Conference Committee

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