

ADITYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

APPROVED BY AICTE AND AFFILIATED TO UNIVERSITY OF MUMBAI

ISO 9001:2015 CERTIFIED BY TUV RHEINLAND

&

IMC CHAMBER OF COMMERCE AND INDUSTRY

Presents

8th INTERNATIONAL RESEARCH CONFERENCE, 2020

Theme: “Transforming Business - The SMART Way”



DATE: 29TH February 2020

VENUE: Aditya Educational Campus, R.M. Bhattad Road, Ram Nagar, Borivali (W) Mumbai-92

Aditya Institute of Management Studies and Research (AIMSR)

Aditya Institute of Management Studies & Research (AIMSR) is amongst the leading B-schools in India. This Institute has created a unique identity for itself by challenging conventional thinking and learning in the global market. The Institute has been accredited with ISO Certification 9001:2015 by the TUV Certification Body of Rheinland, Germany for providing professional education in the field of management studies. The AICTE-approved PGDM program and the Mumbai University-affiliated MMS Program are both known

for inculcation of the highest standards. Through these programs students learn to strive for their innovative, act with integrity and agility, have respect for others, achieve excellence and take ownership of their actions. Students are exposed to live projects provided by the world's best cutting-edge companies. The Institute imparts quality management education by imbibing in students core values such as -Agility, Innovation, Integrity, Trust, Excellence and Mutual Respect.

AIMSR Awards & Ranking

- Ranked 10th among all Private B-Schools in Mumbai according to Times B-School Survey, 2019.
- Ranked 56th among all Private B-Schools across India according to Times B-School Survey, 2019.
- Ranked 2nd Best Emerging Private B-School by the Times B-School Survey, 2018.
- Awarded Business School that offers Best Fusion of Global and Indian Teaching Practices by Navabharat, June 2019
- Awarded "Best Emerging Management Institute" by ET NOW & Making of Developed India Conference, 2018.
- Awarded "Best Emerging B-School of the Year" by Times Education Icon, 2017.
- Awarded the "Most Innovation in Teaching Methodology" by DNA in 2014.



IMC CHAMBER OF COMMERCE AND INDUSTRY

The IMC, is a legendary organization which has relentlessly pursued the agenda of identifying opportunities, addressing critical issues and driving Indian businesses with the single minded focus of sustainable growth. IMC's members and its network have been instrumental in Influencing policy frameworks and changes towards this goal and continually strengthening sectors that are critical to India's new phase of flourish. IMC seeks out thought leaders and Industry spearheads to identify today's needs and catalyse the achievement of tomorrow's vision. Set up in 1907, in the wake of the 'Swadeshi Movement' to represent Indian businesses. IMC is a premier Chamber of trade, commerce and industry in India. Headquartered in Mumbai and a strong presence in Delhi, the Chamber has more than 3000 members, comprising a cross section of the business community. It plays an advocacy role on a wide range of matters and acting as an impetus to growth and development of businesses, on policy and implementation matters. It represents the interests of a variety of sectors like banking and financial services, environment, energy, water resources, geographic indications and protection of interests of artisans, tourism, information technology, education, construction, etc. IMC organizes interactive meetings with ministers, senior bureaucrats and others to express and drive

home its views. Ladies Wing of IMC gives special focus to entrepreneurial development for women and IMC's Young Leaders Forum provides interactive platform to young entrepreneurs and professionals .IMC hosts foreign delegations visiting India and provides a platform for interaction to expand business ties and address issues affecting growth of business between the visiting country's environment and India for doing business. IMC's vibrant Economic Research and Training Foundation carries out research in a variety of areas and supports various initiatives of expert committees. IMC's Court of Arbitration & Mediation facilities resolution of disputes at early stages and also conducts training for arbitrators and mediators to fill the skill gaps in this area. The IMC archives is a collection of rare books and a storehouse of knowledge that provides important information and historic chronicles. The IMCs convergence of clear thought, sustained action and honest intent is the essence of its very being. With its commitment to overall growth and development through a sustained process of bringing new dimensions and policy reforms, the IMC takes the pledge of driving "INNOVATE, MOTIVATE, CONSOLIDATE" as the stringing theme across its initiatives in the year 2019 - 20.

About 8th Innovation Summit and International Research Conference

There is an extraordinary appetite for businesses to anticipate leadership needs of the emerging economies. There is, therefore, a requirement for businesses to become 'SMART'. The 8th Innovation Summit and International Research Conference on "Transforming Business The SMART Way" shall focus on the new innovations and role of technology in transforming businesses to be more productive and profitable in future. In this backdrop, this conference will attempt to discuss various opportunities and issues related to the smart ways of transforming businesses. It shall also discuss the strategies to be adopted, at both

macro and micro levels, by all types of organizations viz. government, business and not - for- profit. Selected research papers shall be published in AIMSR's Annual Research Journal, "SHODHADITYA". The Institute brings out an International Annual Research Journal titled, "SHODHADITYA". The Journal is ISSN-indexed. The Journal comprises Research Papers from across different management disciplines - Finance, Marketing, Human Resource & IT. The Institute has successfully conducted 7 Innovation Summits over the past few years.

Objectives of the Conference

- To study the impact of smart ways of doing business on productivity and sustainability.
- To analyze the various challenges, opportunities and issues associated with transforming businesses **The Smart Way**.

Conference Theme

To transform businesses into smarter way, enterprises have to work smartly on areas pertaining to leadership, technology, human

resources and governance. These 4 pillars therefore, become the theme for the conference

- **Cutting Edge Leadership**
- **Diversity and Inclusion**
- **Corporate Governance**
- **Technology -Artificial Intelligence & Virtual Reality**

Cutting-Edge Leadership

Leadership style has the biggest impact on the level of engagement a team has in relation to their work and the organisation in general. It is of special importance for the success of a company that its leader realizes that it is not only necessary to be a good leader but also a good team member as well *. Therefore, leaders need to have a diverse set of skills to perform roles such as coach, mentor, manager and team player as well in a successful way. Transformation in leadership does not happen overnight and there is no quick fix solution. It takes dedication, hard work and commitment. Organizations that commit to cultivate a more innovative open culture enable a higher level of business performance and transformational leadership.

*Maurer, 2011

** Hanson & Bo, 2011

Diversity and Inclusion: Best practices for transforming business

Diverse and inclusive companies drive innovative results. Yet, the tech industry still struggles with diversity and inclusion, often failing to attract diverse talent due to inclusivity issues in the workplace. For organizations looking to shape up their diversity and inclusion programs and policies, change can be both challenging and rewarding.

Most companies enact change to deliver business value, and many who launch diversity and inclusion initiatives, cite research which reveals that companies with more diverse teams outperform those with a more homogeneous workforce.

Research shows that even the mere presence of physical diversity, results in better performance and for companies that are data-driven, that extra performance boost can be extremely motivating.

Corporate Governance

Corporate Governance is the application of best management practices, compliance adherence to ethical standards for effective management and distribution of wealth and discharge of social responsibility for sustainable development of all stakeholders. The adoption of sound corporate governance standards and practices by institutions serves to protect the critical role of institutions in intermediating process and systems in a SMART way. Good corporate governance also needs to be rooted in a corporate culture that reinforces

ethical, prudent and professional behaviour. Corporate Governance and Transformation of Business should go hand in hand for the long term sustainability of business.

Technology – Artificial Intelligence (AI) & Virtual Reality (VR)

Intrusion of Machines operating as humans is fast becoming a reality operating in domains which are completely manned by humans. AI is a set of Artificial Intelligence promises to give machines the ability to think analytically, using concepts and advances in computer science, robotics and mathematics.

The emerging use of AI and VR in business sector can be seen as a collection of technologies like enabling machines to sense, comprehend, act and learn so they can perform administrative and other functions of the institutions, as well as be used in research and for the training purposes. AI is playing role in transformative changes in all over the world. It is shaping the future of Businesses in the SMART way.

Connector to the same segment a few specific themes for the papers could be as follows



INFORMATION TECHNOLOGY

- Artificial Intelligence
- Virtual Reality
- Cloud computing
- Mobile Technology
- Data Mining; Big Data Analytics
- Business Intelligence
- SMART Cities
- Robotic process Automation (RPA)
- Machine Learning
- Crypto Currency
- Information security; Cyber Crimes
- Ethics in Digital Technology
- Digital India
- Block Chain & Trade Finance
- Virtual Business
- Business Process Re-engineering
- Innovations in service industry
- Digitalization
- Integrating Artificial Intelligence



HUMAN RESOURCE MANAGEMENT

- Corporate Governance
- SMART Leadership styles
- Leadership Development & Team building
- Youth leadership
- Corporate Social Responsibility & sustainability
- Business Ethics & Ethical Practices
- Skill Development Policy in India
- Global Innovation and Best Practices
- Business Ethics and Ethical Practices
- Youth Employability
- Labour Market Information and Employment
- Future Skill Needs
- Skill Development and Youth Empowerment
- Futuristic Market Oriented Skills
- Personality development
- Make in India
- Impact of leadership on Employee Skill Development
- Enhancing The Potential of Individuals For Global Demand



FINANCE

- Transformation Trends in Financial Services
- Payments Bank and Digital Wallets
- Capital Raising – Crowd Funding
- Artificial Intelligence
- Algorithmic trading
- Electronic trading services & high frequency trading
- Automated wealth management services
- Fintech and role of digital innovation
- Financial products based on block chain technology
- Digital currency
- Block chain and trade finance
- Digital innovation in Accounting and finance
- Robo trading
- Virtual banking 2.0
- Financial Inclusion
- Cyber security



MARKETING

- Digitization in Education

- Sustaining (Market) Leadership
- Omni -Channel to Multichannel Marketing
- Marketing Analytics
- Digital Marketing
- E- Commerce
- E-Tailing & Brand Building
- Social Media Marketing
- The Future of Social Media
- Data Driven Marketing
- VR/AR for Marketing & Communication
- Use of AI in Marketing
- The Way Forward for Rural Marketing
- Customer based Techno Business Strategy
- Marketing Research
- Marketing Automation
- SMART Marketing
- Influence Marketing
- Business Transformation

Guidelines for Abstract and Paper Submission

- Those who wish to submit the paper will have to submit an abstract for selection by given dates.
- Please mark your abstract with “Paper for the AIMS Research conference 29th February 2020”
- State the name(s) of the author(s), institutional affiliation(s) and e-mail address and phone no.s at the top of the page
- The abstract should carry the subtheme on the top of the page.
- All Abstracts and Full Paper should be submitted through e-mail to research@aims.edu.in/research.aims@gmail.com. For further detail related to Author Guidelines, visit www.aims.edu.in.
- The abstract should not exceed the limit of 200 words, Font- Times New Roman, 12 point, single-spaced
- Please send your abstract in pdf format.
- All abstracts received will be acknowledged.
- On selection of the abstract, selected authors will have to submit the manuscript.
- The manuscript is to be typed in MS Word in Times New Roman, font size 12 with spacing 1.5. The References should be in APA format.
- All abstracts will be published in the Conference proceedings.
- **Post Conference:** The selected research papers in each category will be published in our Research Journal - “SHODHADITYA” (ISSN: 2347-8403).

Important Dates

- ❖ 15th January 2020 : Abstract Submission
- ❖ 31st January 2020 : Full paper submission
- ❖ 3rd February 2020 : Notification of Acceptance
- ❖ 29th February 2020 : Conference Day

Registration Fees (Each author needs to register separately)

Delegate	Registration Fee	
Corporate Delegates	INR 2500/-	US \$ 100
Academic Delegates	INR 1500/-	US \$ 50
Student delegates	INR 700/-	US \$ 50
Corporate paper presenters	INR 3000/-	US\$ 100/-
Academic paper presenters	INR 2000/-	US\$ 50/--
Students Paper presenters	INR 1200/-	US\$ 50/--

Registration Details

- ✿ Registration fees once paid will not be refunded.
- ✿ Delegates from outside Mumbai will be assisted for boarding and lodging on request.
- ✿ Registration fees includes:- breakfast , lunch, conference kit, High tea, Certificate
- ✿ Registration Fee in case of National Registration to be paid through Paytm/NEFT/ Cheque /DD/ Pay Order, in favour of 'Aditya Institute of Management Studies & Research' payable at Mumbai. Registration Fees in case of International registration to be paid through PayPal. Registration fee includes: Conference Kit, Lunch, Tea/ Coffee & Snacks

Best Paper Award

- ✿ Corporate and Academicians: 2 Best Papers will be rewarded
- ✿ Students: 3 Best Papers will be rewarded

Conference Committee

Conference Patrons

Shri. Harishchandra Mishra, Founder Trustee & Chairman - Aditya Group of Institutions
Shri Ashish Mishra, Trustee - Aditya Group of Institutions
Shri Aditya Mishra, Trustee - Aditya Group of Institutions

Conference Convener

Chief Convener: Dr. Sunita Srivastava, Director, AIMS
Convener: Dr. Manoj Bhatia, Deputy Director, AIMS
Co-Convener: Prof. Sujata Salvi, Asst. Professor, AIMS

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Registration Form

Name _____

Designation _____

Organization _____

Address _____

Email _____ Phone _____

Mode of Payment : Paytm/ Cheque /DD/ Pay Order/Paypal (Please tick the mode of payment)

Date of Payment _____

Cheque/DD/Pay Order No. _____

Drawee Bank _____

Note:

- ✚ Registration Fee in case of National Registration to be paid through Paytm/ Cheque /DD/ Pay Order, in favour of 'Aditya Institute of Management Studies & Research' payable at Mumbai.
- ✚ Registration Fees in case of International registration to be paid through PayPal.
- ✚ Registration fee includes: Conference Kit, Lunch, Tea/ Coffee & Snacks.
- ✚ Each author needs to register separately.