



BANARSIDAS CHANDIWALA INSTITUTE OF PROFESSIONAL STUDIES

(Under the Aegis of Shri Banarsidas Chandiwala Sewa Smarak Trust Society)

Approved by AICTE, Ministry of HRD, and Govt. of India.

Affiliated to Guru Gobind Singh Indraprastha University, Delhi

PRESENTS

10th NATIONAL CONFERENCE

*BUILDING ORGANIZATIONAL RESILIENCE &
THRIVING TOWARDS PERFORMANCE
OPTIMIZATION: A WAY FORWARD*

19th & 20th August, 2022



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CONFERENCE



BACKGROUND

The outburst of the COVID-19 pandemic uncovered number of challenges for the businesses and firms all over the globe. It is universally agreed that pandemic has impacted our life in unprecedented ways. It is profoundly challenging to survive in a devastating global pandemic situation as it has shaken economies of the countries all over the world. During this period consumers, employees and various other societal segments have adopted new attitudes, preferences, behaviours and lifestyle. To address these changes of new normal, organisations will need to adapt their practices to meet the new environment challenges and uncertainties. It is the responsibility of the organizations to develop resilience so that they can thrive for new business opportunities during this pandemic to meet the augmented needs of various stakeholders. This conference aims at by bringing together the experts, policy makers, social practitioners, corporate leaders, entrepreneurs, research scholars and academicians at a centre stage to deliberate upon the key issues that how organizational resilience is playing an important role in enhancing the performance of organization in the next normal.

ABOUT THE CONFERENCE

BCIPS, Dwarka, the pioneer institution of professional studies focuses on nurturing and promoting research skills among the students and academicians. We have been organizing various national seminars and conferences over the years to provide a platform to the research world over to deliberate on contemporary issues related to India and the world as a whole. Furthering this goal, our institute is organizing its 10th National Conference on “Building Organizational Resilience & Thriving Towards Performance Optimization: A Way Forward”. This conference would appreciate the Resilient & Performance Optimising Strategies in key areas of Finance, Marketing, HR, IT & General Management by bringing together the experts, policymakers, social practitioners, corporate leaders, entrepreneurs, research scholars, and academicians at a center stage and deliberate upon the key issues.



About Trust

Shri Banarsidas Chandiwala Sewa Smarak Trust Society was founded in 1952 by Shri Brijkrishan Chandiwala, a great freedom fighter and close associate of Mahatma Gandhi in the name of his father, Late Shri Banarsidas Chandiwala. He was honored with a “PADMA SHRI” in 1963 for his devotion and contributions in the field of Social Services. SBCSSTS was founded with the purpose of providing yeomen services in the field of health and education.

About BCIPS

Banarsidas Chandiwala Institute of Professional Studies (BCIPS), Dwarka was conceived as a unique growth oriented Institute of Management. The uniqueness of the Institute lies in its emphasis on qualitative education, training and building of ethical values and development of dynamic personality. The Institute started functioning from its Dwarka campus in 2008 by introducing MBA & BBA programme in affiliation with GGSIP University and approved by AICTE, New Delhi. Since its inception, BCIPS has carved a perfect niche for itself in the area of management studies and considered to be one of the top colleges under GGSIP University. At BCIPS, we endeavour to nurture our students as confident and competent professionals to meet the aspirations and need of corporate world as well as the society.

SUB-THEMES



Banarsidas Chandiwala Institute of Professional Studies (BCIPS) invites original, unpublished research papers, articles and case studies related to the theme of "Building Organizational Resilience & Thriving Towards Performance Optimization: A Way Forward". An indicative list of themes are given below:

RESILIENT & PERFORMANCE OPTIMIZING STRATEGIES IN MARKETING

- Emerging Supply Chain Strategies
- Customer Engagement
- Influencer Marketing
- Digital Marketing
- Product/Service ROI
- Data Analytics
- Business Management in VUCA World
- Corporate Social Marketing for Sustainability
- Marketing Innovations in Industry 4.0
- Revisiting Marketing Strategies in Post Pandemic Era

RESILIENT & PERFORMANCE OPTIMIZING STRATEGIES IN HUMAN RESOURCE

- Proactive Leadership and Teamwork for Success
- Effective Management in a Remote Working Scenario.
- Changing Employer-Employee Dynamics Post Covid
- Emergence of Hybrid Working System
- Ethics and Sustainable Leadership
- Knowledge Sharing Relationships
- Returnship Strategies for Organisations
- Innovative People Analytics
- Emotional Intelligence

RESILIENT & PERFORMANCE OPTIMISING STRATEGIES IN FINANCE

- Fintech
- Risk Evaluation
- Financial Revolution
- Debt Restructuring
- Venture Capital Financing
- Role of E-Banking Services
- Emerging Issues in the Stock Market
- Critical Management of Working Capital

RESILIENT & PERFORMANCE OPTIMIZING STRATEGIES IN INFORMATION TECHNOLOGY

- Optimizing Business Through Information Technologies
- Digital Platforms and Ecosystems
- Digital Resource Management
- Technology Infrastructure
- Artificial Intelligence
- Multi and Hybrid Cloud Agility
- Cybersecurity
- Emerging issues in Big Data Management

RESILIENT & PERFORMANCE OPTIMIZING STRATEGIES IN GENERAL MANAGEMENT

- Effective Communication Practices
- Emerging Issues in Management
- Innovative & Flexible Manufacturing Process
- Resilient Management Practices Leading to Performance Optimization
- Managing Diversity and Inclusive Practices
- Transformation Management
- Time Management
- Strategic Restructuring
- Employee Ownership

The above list is indicative but not restrictive and any other topic relevant to the theme are also invited.

WHO SHOULD PARTICIPATE

- Academicians
- Corporate Practitioners
- Research Scholars
- Students

BEST PAPER AWARD

- Cash Prize for Best Paper in each Technical session

CERTIFICATES

All participants who register for the event will get a Certificate (Presentation/Participation)

GUIDELINES FOR SUBMITTING THE RESEARCH PAPER

- The papers will be evaluated on their originality, structure, clarity and relevance. Other important instructions include the following:
- The research paper should not exceed 2,000 words (i.e. 6 to 7 pages) and must be accompanied by an abstract (about 200 words), brief bio data of the author (s) and a written declaration that the research paper is an original and unpublished work.
- The document should be in A4 page-setup, with Times New Roman 12 Font size and 1.5 line spacing (but in case of Tables-single space should be there between lines of text and numbers) in MS Word.
- It should be properly formatted and inclusive of title, abstract, keywords, text and references strictly in APA style.
- The First letter of each word in the paper title should be capitalized. The title should be centre aligned and in bold.
- Tables and Figure must have titles and be numbered, centre aligned and bold, and should be incorporated into the text of paper as close to where they are first referred.
- The papers should be mailed through e-mail at: conference@bcips.ac.in
- The Organizers reserve the right to accept or reject any research paper without assigning any reason.

PRESENTATION

GUIDELINES

- Different Technical sessions chaired by an expert will be held on the conference day
- The paper presentations will be through MS PowerPoint which is to be mailed at conference@bcips.ac.in one week prior to the date of the conference
- Presentation time allocated for each paper presenter will be 5-7 minutes, followed by Questions/Answers round.

PUBLICATION

OPPORTUNITIES

All papers will be blind reviewed by the Review Committee with respect to their quality, originality, and relevance to the conference theme. Only the shortlisted papers will qualify for presentation in the conference and will be considered for publication in conference proceeding in the form of an edited published book with a renowned publisher, bearing ISBN and titled as "Building Organizational Resilience & Thriving Towards Performance Optimization: A Way Forward".

Few selected papers might be considered for publication in the 'Journal of Management Research & Insight', a refereed journal published by the institute with ISSN 2456-1088. All rights of publication of papers presented in the conference shall rest with the Institute.

The proceeding of the 9th National Conference was published by Bloomsbury Publishing India Pvt Ltd

IMPORTANT DATES

01 ABSTRACT SUBMISSION - JUNE 15TH, 2022

02 ACCEPTANCE OF ABSTRACT - JUNE 20TH, 2022

03 FULL PAPER SUBMISSION - JULY 10TH, 2022

04 EARLY BIRD REGISTRATION - JULY 16TH, 2022

05 LAST DATE OF REGISTRATION - JULY 30TH, 2022

*Early Bird registrations will be eligible for a 10% discount on registration fees.

CONFERENCE SCHEDULE

INAUGURAL SESSION & PRE CONFERENCE WORKSHOP - DAY 01

| TIMINGS | AGENDA |
|-------------------------|---|
| 11:00 a.m. - 11:10 a.m. | Welcoming the Guests |
| 11:10 a.m. - 11:20 a.m. | Welcome Address Dr. Aparna Mishra, Director BCIPS |
| 11:20 a.m. - 11:30 a.m. | Words of Blessings Mr. Vipul Gupta, Vice-Chairman, SBCSSTS |
| 11:30 a.m. - 11:50 a.m. | Inaugural Address by Chief Guest |
| 11:50 a.m. - 12:10 pm | Address by Guest of Honour |
| 12:10 p.m. - 12:30 p.m. | Key Note Address by Key Note Speaker (Moderator for 2nd Day) |
| 12:30 p.m. - 12:50 p.m. | Question & Answer Session |
| 12:50 p.m. - 1:00 p.m. | Vote of Thanks Conference Team Member, BCIPS |
| 1:00 p.m. - 3:30 p.m. | Pre-conference workshop |
| 3:30 p.m. - 3:35 p.m. | Vote of Thanks Conference Team Member, BCIPS |

TECHINAL SESSIONS & VALEDICTORY SESSION - Day 02

| TIMINGS | AGENDA |
|-------------------------|---|
| Panel Discussion | |
| 10:30 a.m. - 10:40 a.m. | Welcoming the Guests |
| 10:40 a.m. - 11:40 a.m. | Panel Discussion |
| 10:40 a.m. - 11:40 a.m. | Question & Answer Session |
| 11:55 a.m. - 12:00 p.m. | Vote of Thanks Conference Team Member, BCIPS |
| Lunch | |
| 1:00 p.m. - 3:30 p.m. | Technical Session I & Technical Session II (Parallel) |
| Valedictory Session | |
| 3:30 p.m.-3:50 p.m. | Valedictory Note |
| 3:50 p.m.-4:05 p.m. | Valedictory Address |
| 4:05 p.m.-4:15 p.m. | Vote of Thanks |

CONFERENCE SECRETARIAT

CHIEF PATRON

Shri. Aditya Krishna
Chairman, SBCSSTS

CO-PATRON

Shri. Vipul Gupta
Vice-Chairman, SBCSSTS

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Mr. Pulkit Jain, 9599715806

REGISTRATION FEES PER AUTHOR/ PARTICIPANT

CATEGORY FEES

- INDUSTRY PROFESSIONALS - RS. 2000
- ACADEMICIANS/FACULTY MEMBERS- RS. 1500
- RESEARCH SCHOLARS - RS. 1200
- STUDENT PRESENTERS- RS. 500
- FOR PARTICIPATION ONLY- RS. 200

Note:

- Author(s) with multiple papers has to register separately for each paper
- Each subsequent (co-author) has to register separately by paying the respective fees.

Registration Fee is payable by demand draft or Crossed cheque in favour of “Banarsidas Chandiwala Institute of Professional Studies” payable at New Delhi.

PARTICIPANTS CAN PAY VIA NEFT/IMPS/PAYTM AS WELL.

Bank details for online payments are as follows:

- Name of the Beneficiary : Banarsidas Chandiwala Institute of Professional Studies
- Name of Bank/Branch: YES Bank / LSC Okhla Industrial Area Phase-II New Delhi-110020
- Account No. : 020894600000048
- IFSC Code : YESB000020

Paytm Details for online payments are as follows:

Mobile Number : 9560231345

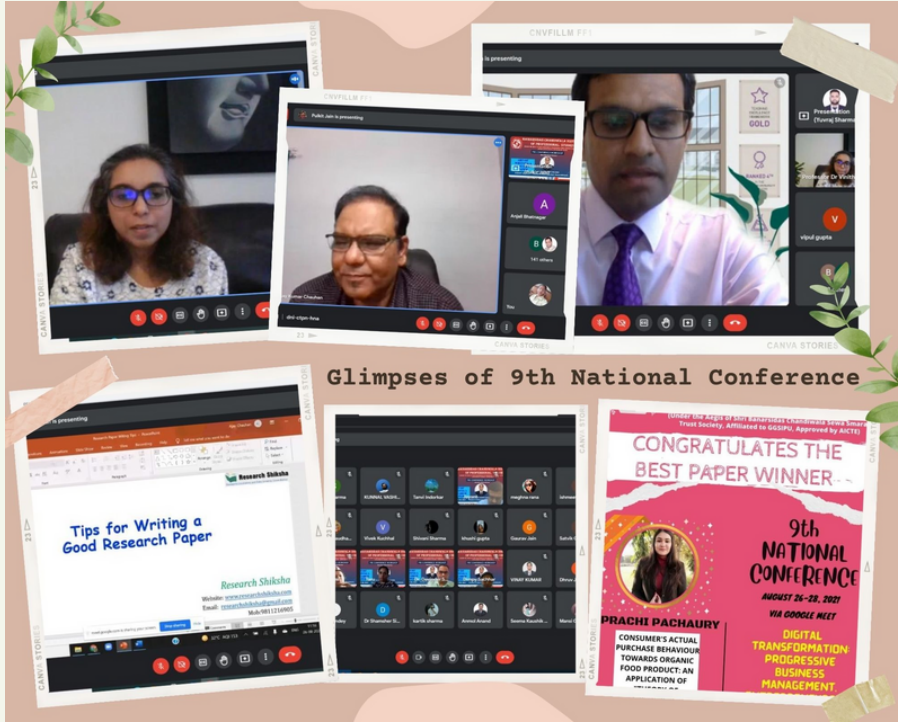
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Shri Banarsidas Chandiwala Sewa Smarak Trust Society



Glimpses of 9th National Conference

FOR FURTHER DETAILS CONTACT US

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