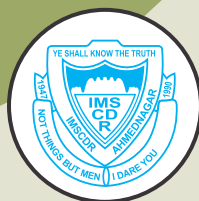




Virtual International Conference on  
**'SUSTAINABILITY IN THE TIMES OF  
DISRUPTIVE BUSINESS  
ENVIRONMENT'**

20<sup>th</sup> JANUARY 2023



B. P. H. E. Society's  
**INSTITUTE OF MANAGEMENT STUDIES  
(CAREER DEVELOPMENT & RESEARCH)**

IMS Campus, Station Road, Ahmednagar - 414 001. Maharashtra (India)

Phone : (0241) 2346532, 2324830 • E-mail : [imscdr.ac@gmail.com](mailto:imscdr.ac@gmail.com) • Website : [www.imscdr.ac.in](http://www.imscdr.ac.in)

**NAAC Re-accredited Grade A+ Institute • 'Best Institute Award' by S. P. Pune University**

## PROFILE OF IMS

The Bhaskar Pandurang Hivale Education (B. P. H. E.) Society has three Institutions under its umbrella: Ahmednagar College, Institute of Social Work & Research (ISWR) and Institute of Management Studies, Career Development & Research (IMS).

'Ahmednagar College' was established in 1947, by Rev. Dr. B. P. Hivale to provide higher education to the needy, downtrodden, poor and rural students from Ahmednagar District. It was further nurtured by Prof. Thomas Barnabas who took the college to magnificent heights. To give more thrust on its concern for rural upliftment the B. P. H. E. Society established 'Institute of Social Work and Research (ISWR)' in 1960. Prof. Thomas Barnabas was succeeded by Rev. Prof. J. Barnabas. He was a visionary educationist who played a key role in the field of education in Ahmednagar and was conferred with 'Life Time Achievement Award' by University of Pune. As Secretary of B.P.H.E. Society, he was instrumental in establishing IMS in 1990. Presently, Mr. Vishal Barnabas, the Secretary of B.P.H.E. Society is furthering this momentum of growth.

IMS is a premier educational institute offering various Post Graduate programmes in both Management and Information Technology. It is affiliated to S. P. Pune University and recognized by All India Council for Technical Education (AICTE), New Delhi. The Institute has reputation for novel educational programmes, interactive teaching methodology, strong industry interface, meticulous research, meaningful consultancy, community-oriented activities, state of art infrastructure, student development initiatives, visionary leadership, fair and transparent governance and innovative practices. IMS has been Re-accredited as Grade **A+** Institute by 'National Assessment & Accreditation Council of India (NAAC)', Bengaluru.

## COURSES OFFERED

**Master of Business Administration (M.B.A)**

**Master of Computer Application (M.C.A)**

Bachelor in Vocation (B.Voc)

**Travel & Tourism (T&T)**

Bachelor in Vocation (B.Voc)

**Banking, Financial Services & Insurance (BFSI)**

**Ph.D. Research Centre** (Management)

## ABOUT THE CONFERENCE

### Conference Theme

#### **'Sustainability in the Times of Disruptive Business Environment'**

Business environment today is very dynamic and spinning new opportunities and challenges, driven by globalization, technological revolutions, changing demographics, pressing social imperatives and intense competition. Managers are required not only to identify, understand and respond to the environmental changes but also to be proactive to foresee and be prepared for change before it happens. Managers need to have 'out of box' thinking, to craft innovative strategies to encash on opportunities and overcome the challenges. Research can help in this context, to generate fresh ideas and outlook to overcome business challenges in dynamic environment. This International Conference is organized to provide a platform for management thinkers and researchers to exchange ideas, knowledge and experience. Research Papers /Articles are invited on the following Sub-Themes, related to 'Sustainability in the Times of Disruptive Business Environment'

## SUB THEMES

### Sub-Themes

#### GENERAL MANAGEMENT

- Application Learning From East and West
- Challenges before Business Education
- Corporate Governance
- Executive Leadership
- Business Strategies
- Trends in the Global Business Environment
- Innovation and Entrepreneurship
- Knowledge Management
- Talent Management
- Corporate Social Responsibility - CSR
- Library Sciences

#### FINANCE

- Risk Management and Internal Control
- Financial Markets and Institutions
- Corporate Finance
- Financial Statement Analysis
- Financial Services Management
- Mergers and Acquisitions
- Financial Re-engineering
- Financial Innovations
- Wealth Management
- Economic Value Addition /Business Valuation

#### INFORMATION & COMMUNICATION TECHNOLOGY

- Management of Technology in Small and Medium Scale Organizations
- Information Technology Project Management
- Enterprise Software Technology
- Technology and Innovation Management
- Information Security
- Business Intelligence and Analytics
- Mobile Computing
- Cloud Computing
- Green Computing
- Security & Privacy Issues for Advance Computing

#### MARKETING

- Retail Marketing
- Branding
- Services Marketing
- Agricultural Marketing
- International Marketing
- Strategic Marketing
- CRM (Customer Relationship Management)
- Marketing Management
- Green Marketing
- Socially Responsible Marketing

#### HUMAN RESOURCE MANAGEMENT

- Organisational Development
- Organizational Culture and Leadership
- Performance Management
- Labour Welfare
- Role of HR in Quality Improvement
- Cross Cultural Management
- Training and Development
- Change Management
- Stress Management
- Collective Bargaining

#### PARTICIPANT PROFILE

Academicians

Research Scholars

Corporate Professionals

Entrepreneurs

## Guidelines for Full Paper

The Paper /Article should be typed in MS-Word using Times New Roman font style, 12 font size and double spacing on A/4 size paper.

The paper should include Abstract. The paper should provide appropriate references in APA format. The paper should be accompanied with author name(s), organisation name, designation, full postal address, e-mail address, telephone /mobile no. alongwith the participant category and title of research paper /article specifying the sub-theme on the front page. The paper should be submitted in both hard and soft copy to the Conference Secretary.

## PUBLICATIONS

Papers will be published in Conference Proceeding with ISBN Number

## Important Dates

**Last date of submission of abstract & full paper - Nov. 25, 2022**

**Notification of acceptance of full paper - Dec. 05, 2022**

**Conference - Jan. 20, 2023**

## Registration

The interested participants can register by sending duly filled Registration Form either hard or soft copy (E-mail : [imsic2023@gmail.com](mailto:imsic2023@gmail.com)) to the Conference Secretary. The registration fees are as follows :

### Registration Fees

**Academicians - Rs. 250**

**Corporate Professionals/Entrepreneurs - Rs. 250/-**

**Research Scholars - Rs. 250/-**

**For Foreign Delegates - \$ 10 (USD)**

**The registration fee can be paid using any of the following modes of payment.**

- Demand Draft /Cheque at par drawn in favour of 'BPHEs's Director IMS MBA A/C' payable at Ahmednagar.
- Arrange for depositing the registration fees in Institute's bank account through any of the CBS branch of Union Bank of India. Further e-mail UTR (Unique Transaction Reference) number of your payment to the Conference Secretary. **The details of the Institutes bank account are as follows :**

Name of the Account	: BPHEs's Director IMS MBA A/C
Bank	: Union Bank of India
Branch	: Station Road, Ahmednagar
Account No.	: 505402010912052
NEFT/IFSC Code	: UBIN0550540

## Conference Conveners

**Dr. M. B. Mehta**

Director - IMS

**Dr. Vikram Barnabas**

Deputy Director - IMS

## Conference Secretary

**Dr. Meera Kulkarni**

Head - Management Dept., IMS

Mobile : +91 09325 109011

E-mail : [imsic2023@gmail.com](mailto:imsic2023@gmail.com)