



Thakur Educational Trust's (Regd.)

THAKUR COLLEGE OF SCIENCE & COMMERCE

AUTONOMOUS COLLEGE AFFILIATED TO UNIVERSITY OF MUMBAI

NAAC Accredited with Grade 'A' (3rd Cycle) & ISO 9001: 2015 Certified

Best College Award by University of Mumbai for the Year 2018-2019



CELEBRATING
25 YEARS OF GLORY

DEPT. OF MANAGEMENT STUDIES (B.M.S.), M.COM. (E-COMMERCE)
& IQAC

IN ASSOCIATION WITH UNIVERSITY OF MUMBAI



organises

**ONE-DAY INTERNATIONAL
MULTIDISCIPLINARY CONFERENCE**

on

**TECHNOLOGY, INNOVATION &
RESILIENT ENTREPRENEURSHIP :
CATALYSTS FOR SUSTAINED
BUSINESS EXCELLENCE**

IMC-TIE 22

28th SEPT, 2022

www.tscs.edu.in | tscsbmsconf@tscs.edu.in

Thakur College of Science & Commerce, Thakur Village, Kandivali (East), Mumbai - 101

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ABOUT THE COLLEGE

Thakur College of Science & Commerce laid its foundation in 1992 for the Junior college and in 1997 for its Degree college under the aegis of Thakur Educational Trust. The college has been a centre of excellence by catering to traditional and modern education programmes in the faculties of Science, Commerce and Arts at undergraduate and post graduate levels.

The College boasts of a strong and dedicated teaching staff, state of the art infrastructure which includes Auditorium, Media Lab, Advanced and well-equipped Research Centre etc. with all the required amenities like Gymkhana, well-furnished Library etc. for the holistic growth of the learners. The exposure is also ensured through multiple industry partnerships and Foreign Universities collaborations. The Student run Associations, Fests and Fiestas, as well as its NCC, NSS, Cultural Wings have significantly added to the achievements of the institution. The Institution is a confluence of academics, sports and extracurricular enrichment for the overall development of its students. The college has been felicitated as “Pride of Maharashtra” in 2021, “Best College Award” in 2018-19 by University of Mumbai and has featured in the top ranking of various surveys conducted across the country consistently. NAAC ‘A’ Grade in the 3rd cycle and “Autonomous’ status in 2019-20 reaffirms the commitment towards exceptional educational standards and quality.

In the shortspan of 25 years, the college has actively contributed in the process of nation building by nurturing new age academicians, scientists and technical experts, public servants, entrepreneurs and business wealth creators, entertainers and sportspersons in both local and global domains which added to the repute of the institution.

*“IT + IT + IT = Indian Talent + Information Technology = India Tomorrow”
- Narendra Modi*

ABOUT THE CONFERENCE

The multi-disciplinary conference on “Technology, Innovation and Resilient Entrepreneurship – Catalysts for Sustained Business Excellence” aims at bringing together academicians, researchers and professionals to share their knowledge and experience regarding recent innovations, sustainable businesses and quality assurance in trade and commerce.

The global business environment is changing at a faster pace. Digitization, technology, innovation, quality offering and entrepreneurship are at the core of business dynamics in the uncertain global business environment. The new paradigm in Global Businesses seeks opportunities from the current situation by engaging continuously in innovation and investing in disruptive technologies, thus becoming more agile and resilient to the changing market patterns and needs. Technological developments supported by Artificial Intelligence & Machine Learning, Innovative ideas by new-age entrepreneurs are altering the global business landscape. Sustaining Innovative Business models, market-driven strategies, global networking for value chain operations, communication, knowledge sharing, and business beyond boundaries are the recent trends in Business Management practices.

This conference is aimed to deliberate on exploring recent developments, opportunities and challenges in adapting innovations for sustainable businesses in dynamic environment. It also aims to share the insights of all stake holders about new management practices employed for excellence and sustainability

*“We cannot solve our problems with the same thinking we used when we created them.”
- Albert Einstein*



INTENDED AUDIENCE

We invite all the students, teachers, researchers, academicians, industry partners, policy makers and all the stakeholders to join in for new, improved, and innovative conversations on new sustainable business practices for redefining the business management landscape into a blend of technology and ethics to reckon a new economic horizon.

AIM OF THE CONFERENCE

The conference aims to garner diverse futuristic ideas about the business models and strategies which are applicable for the local and global markets. The conference intends to acknowledge the principles of new markets and define innovative strategies for future of business

OBJECTIVES

- To provide a platform to academicians, researchers, industry experts and practitioners to engage in meaningful dialogue in context of the emerging management trends that influence sustainable business practices.
- To provide an opportunity to identify and understand the recent trends and chart out a steady direction for business organizations to excel in the prevailing fragile and uncertain business environment for building resilient and sustainable market economy.
- To contemplate on the impact of new technological infusions in businesses, management processes and the innovations therein.
- To share intellectual knowledge, instill self-confidence, independent decision making, innovative and entrepreneurial mindset among the students and community.
- To provide an opportunity to the research community to present their ideas and explore new dimension of technologies in the field of trade and commerce.



SUB - THEMES

HUMAN RESOURCE MANAGEMENT

- . Global HRM and Workforce Diversity
- . Work Life Balance
- . Talent Management
- . Performance Management
- . Stress Management
- . Change Management
- . HR Accounting and Audit
- . Human Resource Outsourcing
- . Spirituality and Management
- . Green HRM
- . Human Capital, Creativity and Innovation

ECONOMIC TRENDS & ISSUES

- . Macroeconomic Environment and Policy
- . Microeconomic Environment and Policy
- . Competitive Policy and Regulation Issues
- . Regional Economic Development Issues
- . Fiscal Policies
- . Labour Economics
- . Welfare Economics
- . Urban Economics
- . Role of Digitalization in Economic Growth

E-COMMERCE & INTERDISCIPLINARY INNOVATION

- . Sustainable Design Thinking
- . Sociology, Social Innovation and Change
- . Digital Innovation in Logistics and Supply Chain
- . Approaches to Increasing Sustainability in E-Commerce
- . Artificial Intelligence and its possible application in E-Commerce
- . Use of Technology in Sustainable E-Commerce
- . Target Group Segmentation in E-Commerce
- . Success Potential of M-Commerce
- . Supply Chain Management

STRATEGY & ENTREPRENEURSHIP

- . Strategic Issues for Micro, Small & Medium Enterprises
- . Globalization and Strategic Management
- . Social Entrepreneurship
- . Trends and Challenges in Family Business
- . Corporate Governance and Sustainability in Business
- . Women Entrepreneurship

LAW, PUBLIC POLICY & CORPORATE GOVERNANCE

- . Emerging Trends in Public Policy Corporate Governance
- . Effective Public Financial Management for Prudence
- . Indian Judicial System in Sustaining Business
- . Role of Local SHG & NGO
- . IPR & Patent Rights
- . Company Laws & Sustainability

RECENT TRENDS IN SCIENCE AND TECHNOLOGY

- . Knowledge Economy-IPR, ICT & Entrepreneurship
- . Trends in Science and Technology
- . Block chain and Cryptocurrency
- . Remote Sensing and GIS
- . AI, ML and Data Analytics in today's World
- . Data Acquisition and Management Systems
- . Digitalization
- . Role of ICT in Inclusiveness
- . Bioinformatics

INTERNATIONAL BUSINESS

- . Trade Strategies in New World Order
- . FDI and FII
- . India's Foreign Trade Policy
- . WTO, Issues and Challenges
- . Foreign Exchange Market
- . Regionalism and Economic Co-operation
- . HR Issues in International Business
- . International Marketing
- . International Logistics
- . International Financial Management
- . Special Economic Zones

MARKETING

- . Consumer Behaviour
- . Integrated Marketing Communication
- . Retailing
- . Service Marketing
- . Rural and Agriculture Marketing
- . Branding
- . Consumer Relationship Management
- . Online Marketing
- . Green Marketing and Consumerism
- . Eco- Tourism
- . Logistics and Supply Chain Management
- . Creating Customer Value

BANKING, FINANCE & ACCOUNTANCY

- . Goods and Services Tax
- . Portfolio Management and Security Analysis
- . Financial and Commodity Derivatives
- . Capital Markets and Assets Pricing Anomalies
- . Banking and Insurance
- . Behavioural Biases and Market Volatility
- . Micro Finance and Financial Inclusion
- . Financial Reporting Standards
- . Governance and Financial Frauds
- . Financial Risk Management
- . Public Finance
- . Corporate Valuation and IPOs
- . Crowd Funding



IMPORTANT DATES

PARTICULARS	DATES
Submission of Full Length Papers	5 th September 2022
Last Date for Registration	10 th September 2022
Intimation of Acceptance of Paper	After Review Process

INSTRUCTION TO AUTHORS:

- Original, unpublished work that has not been listed under any other publication should be submitted to the following email id: tcscbmsconf@tcsc.edu.in on or before 5th September 2022.
- The submitted papers will be peer reviewed and published in a Peer Reviewed Journal with e-ISSN Number: 2394- 7780 & IJAIR impact factor ; 7.36
- Selected papers will be published under UGC CARE listed Journal, the authors will be intimated about the same. (The conference fee does not include the publication fee for UGC CARE listed journal and the publication fee will be intimated & collected separately which will be borne by the authors.)

PAPERS FOR PUBLICATION SHOULD FOLLOW THE GIVEN GUIDELINES:

- Word Limit: 2000
- Abstract: 150-200 Words
- Keywords: 3-5 Words
- Best Research Paper under each track will be awarded.
- Font: Times New Roman
- Size: 12
- Space: 1.5

THE REGISTRATION FEE FOR THE CONFERENCE IS AS FOLLOWS:

- Paper Presentation and Publication in Peer reviewed journal is: Rs.500/- (soft copy of publication certificate & published book chapters.)
- Participants fees (attending the conference): Rs. 100/-
- If anyone needs hardcopy (prior intimation) then he/she will have to bear the cost of book additionally

Bank Details:

Account Holders Name: Thakur College of Science and Commerce

Bank Name: HDFC. Branch: Kandivali East. Account No: 05821450000049

IFS Code: HDFCO000582. Address: Shyam Narayan Thakur Marg, Thakur Village, Kandivali East, Mumbai 400101

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