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DSIMS & DSGS in Coordination with IQAC Jointly Present

8th REMSONS

INTERNATIONAL RESEARCH CONFERENCE

Post Pandemic
Business Landscape:
Recreating Sustainable
competitive Advantage

24th September 2022



Award winning papers will be published in our Journal "The Management Quest" ISSN (online) 2581-6632
Selected other papers will be published in our conference proceedings under ISBN 978-93-5196-952-5



Background ▶

The covid-19 crisis has jolted leaders and organizers into action, accelerating trends that were already in play and triggering new ones. Amid the terrible human toll of the pandemic, some organizations are finding that by working differently they can rise to the occasion and help their employees, customers and even their communities. Two years ago, relatively few companies considered competencies in crisis management, enterprise agility, cost management, workforce resiliency, innovation or cash flow management as critically important to their business. Today however most companies are stretching themselves to make the ends meet. While no one can predict when or how the pandemic will end, the lessons these companies are learning as they organize for the future will give them clear advantages as the next normal takes shape.

In a recent white paper published online, consulting company McKinsey observed that five qualities will be critical for business leaders to find their way in new normal as the organizations recalibrate themselves in the post pandemic recovery phase. These five qualities dwells on organizations ability to resolve, be resilient, to return to normalcy at the soonest, to reimagine the business, and reform for the future. In this conference, we suggest to bring academicians, researchers, scholars and practicing professionals to deliberate and present their perspectives on how companies should reimagine their business model as they return to full throttle and they get ready to confront the challenges—and opportunities—of the next normal than those who do not.

The business landscape will likely look a lot different as

economies and industries recover beyond the pandemic, the virus and its multiple variants. The pertinent issue here is to examine what specific challenges will businesses face, and how companies should strive to prosper in the recovery phase following the pandemic.

It must be borne in mind that one-size-fits-all plan may no longer hold good in the post pandemic phase. Every industry will face unique challenges. Some industries will be permanently damaged by what they have gone through. Other industries will benefit from changed conditions and attitudes. In any case, businesses that meet these changes with innovative thinking will have the best chance of prospering.

COVID-19 will lead to a significant change not only in the immediate term, but also in strategies, the ways of working and mindsets of decision-makers and customers. The government should immediately focus on three areas, job maintenance and creation, provision of a safety net for all citizens and resource mobilization to support these goals.

Against this backdrop, two interesting questions for business research emerge here:

What are different dynamic capabilities and agile business practices that have helped firms in overcoming the challenges associated with the new normal?

How can these firms institutionalize these dynamic capabilities and agile practices that they have employed during the new normal?

Sub Themes ▶

Remsons Centre for Management Research (RCMR) invites academicians, researchers, industry professionals and management practitioners to submit original, unpublished research work in form of extended abstracts, centered on the theme of the conference, Post Pandemic Business Landscape: Recreating Sustainable competitive Advantage. The manuscripts may be submitted in the following indicative, but not limited themes and subthemes:

- Using the current crisis as an enduring source of sustainable competitive advantage.
- Embracing future of work defined using state of art technology like AI/ ML.
- The challenges of talent management in the next normal.
- How do information technologies and practices affect employees and customers during the time of duress?
- Assess organization's response efforts to Covid-19 and identifying areas for improvement in next normal.
- Harnessing the power of Small Data-Growth and Sustainable Competitive Advantages
- Move beyond "recovering" from the crisis, and towards "thriving" in the long run.

Finance and Economics ▶

- Fintech – Transformation in Financial Sector
- Role of Regulatory Authorities with reference to Digitized Financial Products
- Digital Transformation in Banking and other Financial Institutions during pandemic
- Impact of Mergers, Acquisition and Divestiture of Distressed Assets
- Economics of Digital Transformation during and after lockdown
- Support for MSMEs and Inclusive Growth
- Economy during lockdown and resilience of financial markets



Marketing ▶

- Digitisation and Digital Transformation in the New Normal
- Impact of Digital Transformation in customer facing businesses
- Digital Transformation and Customer Experience
- Impact of changed buyer behavior on E-Commerce



Human Resources ▶

- Role of HR in Work Form Home
- Digital Transformation Silos, Responsibility And Skills in New Normal
- Digital Transformation and Change Management
- Impact of Digital Transformation on Organizational Structure in the New Normal



Operations ▶

- Supply Chain Strategies in the New Normal
- Manufacturing and Operations Management in the New Normal
- Predictive Analytics, Artificial Intelligence, Machine Learning and Business Intelligence in the New Normal



These sub themes are just indicative and good papers in all the area will be considered for the conference.

Important dates ▶

- Abstract Submission : 24 July 2022.
- Abstract Acceptance : 30 July 2022.
- Full paper Submission : 31 August 2022.
- Acceptance of Paper : 10 September 2022.
- Deadline for Registration : 18 September 2022.



Abstract Submission Guidelines ▶

Title: 20 words or fewer

A structured abstract of 250 words should be submitted. The abstract should address the followings:
Background and the objectives of the study.

Methods: Quantitative studies should include design, participants, measures and analysis. Qualitative studies should include design, participants, methods of data collection and analysis. Findings: Include a summary of the results and/or a description

Prizes-Best Paper ▶

The Three Best Research Papers will be awarded with cash prizes and certificates. The award-winning entries will also qualify for publication in ISBN indexed Journal 'The Management Quest'. The abstract/paper should be submitted to rcmr@dsims.org.in

Registration Fees ▶

All the presenters and participants are required to register for the conference. Please fill the "Delegate registration form" with the Registration fees.

International Delegates	US \$50
Delegates from India	
1. Academicians & Industry Professionals	INR 1000/-
2. Students & Alumni & Researchers	INR 500/-
3. Accompanying guests/ Co-authors	Waived off

Payment of Fees ▶

- Registration fee can be paid through Demand Draft favoring "RS- DSIMS" payable at Mumbai.
- Fees can also be paid through online payment through NEFT (For Indian participants)

A/c's Name : RS-DSIMS

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Call for papers/submission guidelines ▶

- We invite research papers, case studies and perspectives from academicians, industry professionals, researchers, students and alumni on the mentioned themes and sub themes.
- Only original and unpublished research work is sought. Any research submitted i.e. identical and substantially similar to work already published, under review for another conference or publication will not be considered.
- The contributors should certify that manuscript has neither been published anywhere nor is being considered presently for publication anywhere.
- Abstract (not exceeding 250 words) with key words should reach us latest by deadline in soft copy
- Submission should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address, contact number and email address of author(s) with title of the paper.

Instructions ▶

- All papers must be written in Times New Roman font style, font size 12, line spacing 1.15, margin all around 1.0 and paper should be A4 size setting.
- All headings must be capital and bold. All subheadings must be bold and italicized.
- All tables and figures, sequentially numbered must be within the main text of the paper.
- All table and figures must be in an editable format.
- While writing the paper, papers need to follow APA style of citation. Please check url:<https://www.library.cornell.edu/research/citation/apa>
- Acceptance of papers and suggested modification will be provided within 10 days of the receipt of the paper.
- The complete paper in approximately 5000–6000 words (Max.10 pages) must reach us latest by 10 March 2021 in soft copy form. Electronic submission of final paper must be in MS Word doc format only.
- At least one author needs to pre-register for the conference and present the paper to be eligible for the paper to be published.
- The editorial committee of the conference is authorized to edit the paper if required.
- A maximum of two papers can be submitted by one author.

Publication Opportunity ▶

All the selected papers will be published in the form of conference proceedings under ISBN 978-93-5196-952-5. The outstanding papers (award winning papers) will be considered for publication in our research journal “**The Management Quest**” ISSN (online) 2581-6632.

◀ Conference Organizers ▶

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About Rajasthani Sammelan Education Trust

Rajasthani Sammelan Education Trust, a registered public charitable trust was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society. During the last six decades, the trust has played a vital role in promoting and providing better education from KG to PG in the fields of Commerce, Management and Information Technology. Apart from its other educational pursuits, Rajasthani Sammelan Education Trust, also caters to the social and humanitarian needs of the community.

About DSIMS and DSGS ▶

DSIMS is promoted by the esteemed members of the distinguished Rajasthani Sammelan Education Trust, renowned for its contribution in the field of education in India. We aim to follow a consultative style of management which encourages participation in the development of the institute. The Board of Governors is committed to developing an institution of quality and integrity. To this end, it has established an independent Management Council comprising of eminent educationists, administrators and achievers from all walks of life. The Management Council brings to the school, its expertise in administration, technology-aided learning and education management.

Remsons Centre For Management Research

Durgadevi Saraf Institute of Management Studies (DSIMS) attaches high priority to Management Research. It conducts conferences and seminars to bring together the researchers from academia and industry to share their perspectives. It has therefore set up the Remsons Centre for Management Research which is an advanced center of excellence focusing on developing contemporary and usable research in various areas of Management. It is set up by Late Shri Vishvapakashji Harlalka in the memory of his mother Smt. Radhadevi Harlalka to bring academic relevance to industry practices with the help of the magnanimous donation from Remsons Group of Companies. This Centre is headed by Dr. Sharad Kumar, who is the Remsons Chair Professor for Management Research.



ABOUT MUMBAI ▶

Mumbai, formerly called Bombay, is a sprawling, densely populated city on India's west coast. On the Mumbai Harbour waterfront stands the iconic Gateway of India stone arch, built by the British Raj in 1924. Offshore, nearby Elephanta Island holds ancient cave temples dedicated to Shiva.

The city is also famous as the heart of the Hindi-language Bollywood film industry.

The seven islands that came to constitute Mumbai were home to communities of fishing colonies. For centuries, the islands were under the control of successive indigenous empires before being ceded to the Portuguese and subsequently to the British East India Company when in 1661 King Charles II married the Portuguese Catherine of Braganza, and as part of her dowry, Charles received the ports of Tangier and seven islands of Bombay. During the mid-18th century, Bombay was reshaped by the Hornby Vellard project, which undertook reclamation of the area between the seven islands from the sea. Along with the construction of major roads and railways, the reclamation project, completed in 1845, transformed Bombay into a major seaport on the Arabian Sea. Bombay in the 19th century was characterized by economic and educational development.

During the early 20th century it became a strong base for the Indian independence movement. Upon India's independence in 1947 the city was incorporated into Bombay State. In 1960, following the Samyukta Maharashtra movement, a new state of Maharashtra was created with Bombay as the capital. The city was renamed as Mumbai in 1996.



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