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**institute of management studies**

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Remsons Group  
**management research centre**

MANAGEMENT RESEARCH



Durgadevi Saraf  
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# 9<sup>th</sup> REMSONS

INTERNATIONAL RESEARCH CONFERENCE

**One Earth, One Family, One Future**  
Transformation Strategy for Business Growth

**26th August 2023**



**वसुधैव कुटुम्बकम्**

**ONE EARTH • ONE FAMILY • ONE FUTURE**

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

India assuming the Presidency of G20 nations from 1 December 2022 till 30 November 2023 marks a watershed event in our country's political and cultural diplomacy. It marks a unique privilege for India to share her voice and ideas with other nations and lead the consortium to greater heights of economic ties and multilateral prosperity amongst countries.

In a post-pandemic world, nations must leapfrog to achieve sustainable growth and development targets. India is ahead of the leap-frogging league, with pioneering financial inclusivity paradigms like Jan Dhan Yojana, Fintech revolution like India's investment in the Unified Payments Interface (UPI) platform, making domestic air travel seamless and hassle-free with digital identification systems like Digiyatra. Large scale manufacturing initiatives like the indigenously built Vande Bharat Express at Integral Coach Factory at Chennai are just few illustrations India can achieve at such

unprecedented scale levels and create economies of scope for her citizens.

This is the right time and opportunity for India to disseminate lessons of experience and technical and practical knowledge that can help the rest of the world. In the words of Kabiguru Rabindranath Tagore, it is the time to manifest India's excellence as the global leader of knowledge, empathy, and spiritual and cultural excellence.

With the motto of Vasudhaiva Kutumbakam (One Earth, One Family, One Future), the Indian leadership's motive is to ensure a global order of world peace and ubiquitous improvement in the living standards of the masses and make the world a more equitable place. The objective behind the theme of this conference is to leverage this spirit of "One" to connect the transition and transformation of Digi-backed business strategies and thereby harness resilient and sustainable future growth for all.

## Sub Themes

Remsons Centre for Management Research (RCMR) invites academicians, researchers, industry professionals and management practitioners to submit original, unpublished research work in extended abstracts, centred on the theme of the conference "One Earth, One Family, One Future- Transformation Strategy for Business Growth". The manuscripts may be submitted in the following indicative, but not limited themes and subthemes:

- Harnessing Digital Progress
- Policy priorities towards attaining SDGs
- Ensuring Global Financial Stability
- Technology embracement to attain Competitive Advantage
- Business Growth in a Borderless Economy
- Resilience and Sustainability

## Finance and Economics

- Fintech – Transformation in Financial Sector
- Potential of CBDC (Central Bank Digital Currency)
- Role of Regulatory Authorities with reference to Digitized Financial Products
- Support for MSMEs and Inclusive Growth
- Resilience of financial markets
- Business Systems Modelling



## Marketing

- Building and Energizing a Winning Company
- Driving Value through Strategic and Operational Marketing Agility
- Leading Omni channel Marketing through Changing Times
- Optimising the Power of Customer Experience during unpredictable economic times
- Build, Activate and Manage an Enduring Brand
- Building a customer centric organization



## Human Resources

- Changing Role of Leadership
- Business and Women Empowerment
- Diversity, Equity and Inclusion
- Talent Management of Zillennials



## Operations

- Industry, Innovation and Infrastructure
- Building resilient supply chains
- Artificial Intelligence and the Internet of Things
- Data Analytics in Business Processes
- Strategic Flexibility in Production and Operations Management



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

## Important dates

- Abstract Submission : 20 May 2023
- Abstract Acceptance : 25 May 2023
- Full paper Submission : 25 July 2023
- Acceptance of Paper : 05 August 2023
- Deadline for Registration : 14 August 2023



## Abstract Submission Guidelines

Title: 20 words or fewer

A structured abstract of less than 500 should be submitted. The abstract should address the followings:

- Background and the objectives of the study
- Methodology (Quantitative/Qualitative Study- research design, participants, data collection, analysis)
- Findings (Summary of the results/ 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](mailto: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.

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

- The Registration fee is non-refundable. However, change in nomination is permitted.

## 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**

**Bank name : Bank of Baroda**

**Branch : Sunder Nagar, Malad (West)**

**A/c's Type : Savings**

**A/c's No. : 35020100005207**

**IFSC Code : BARB0SUNGOR (fifth character is zero)**

<b>Registration and Payment process link for Professionals – ₹ 1000/-</b>	<a href="https://paytm.me/A4Z5-e9">https://paytm.me/A4Z5-e9</a>
<b>Registration and Payment process link for Students – ₹ 500/-</b>	<a href="https://paytm.me/Fc0i-XF">https://paytm.me/Fc0i-XF</a>

## 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 25 July 2023 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

### Chief Convenor

**Dr. Sumana Chaudhuri**

Assistant Dean (Research)  
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### Convenors

**Prof. Pooja Goswami**

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**Dr. Sunita Pujar**

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### Patrons

**Dr. Sarita Vichore**

Director, DSGS

**Dr. C. Babu**

Director, DSIMS

### Administrative Support

**Ms. Sneha Sawant**

sneha.sawant@dsims.org.in | Call: 9967438902

Tel: 022-45207711. Extn: 2351 / 52



## 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.



## 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.



## 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.

## 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.



## Institutions



Kudilal Govindram Seksaria  
**sarvodaya school**  
INSPIRE, INVENT, INITIATE



Kudilal Govindram Seksaria  
**english school**  
INSPIRE, INVENT, INITIATE



Ramniwas Bajaj  
**english high school**  
UNLEASH YOUR POTENTIAL



Mainadevi Bajaj  
**international school**  
GIVING WINGS TO YOUR DREAMS



Durgadevi Saraf  
**junior college**  
IN PURSUIT OF EXCELLENCE



Ghanshyamdas Saraf  
**college of arts & commerce**  
EDUCATION EMPOWERS



Kirandevi Saraf  
**institute of complete learning**  
WIDENING HORIZONS



Durgadevi Saraf  
**institute of management studies**  
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Durgadevi Saraf  
**global business school**  
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Deviprasad Goenka  
**management college of media studies**  
INDIA'S PREMIER MEDIA SCHOOL



Ladhidevi Ramdhar Maheshwari  
**night college of commerce**  
ENLIGHTENING FUTURE



Ramdhar Maheshwari  
**career counseling centre**  
STEERING TO SUCCESS



Kunjibhari S. Goyal  
**online academy**  
LEARNING BEYOND BOUNDARIES



Draupadidevi Sanwormal  
**women's hostel**  
HEAVENLY DOMICILE



Pravinchandra D. Shah  
**sports academy**  
FITNESS REGIME



Vishwanath Podar  
**study centre**  
INTELLECTION HUB



Mainadevi Bajaj  
**international playschool**  
YOUNG EVOLVING MINDS



Jankidevi Bilasrai Bubna  
**boys hostel**  
A WISE HIVE



Nalini Shah  
**music academy**  
MUSICAL HARMONY



Rajasthani Sammelan  
**skill development centre**  
SCULPTING SKILLS

## Endowment Funds & Research Chair



Remsons Group  
**management research centre**  
MANAGEMENT RESEARCH



IRB  
**scholarship endowment fund**  
HONOURING EXCELLENCE



BKT  
**endowment freeship fund**  
FOSTERING KNOWLEDGE




Jankidevi Bilasrai Bubna  
**endowment freeship fund**  
EMBOLDENING STRENGTHS

## Facilities



Dhurmaal Bajaj  
**bhavan**  
COMMUNITY PARADISE



Durgadevi Saraf  
**hall**  
TREASURING MEMORIES



Trivenidevi Deora  
**chikitsa sahayata kosh**  
HELPING TO HEAL



Ramnarayan Saraf  
**educational outlet**  
ONE STOP EDU-SHOP



Vijay Pal Singh  
**health centre**  
WEALTH OF WELLBEING



Kirandevi Saraf  
**library and reading room**  
WORLD OF KNOWLEDGE



Rajasthani Sammelan  
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LINKING GLOBALLY



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FOOD FOR THOUGHT