



Apeejay School of Management

Dwarka, New Delhi

11th International Conference

on

Management Practices and Research



Theme: Changing Dynamics in Management and
Leadership Post Pandemic

12 May 2022

In Collaboration With

EM Normandie Business School, France

and

Chittagong Independent University,

Bangladesh



About the Conference

11th edition of the International Conference on Management Practices & Research (ICMPR 2022) aims to serve as an open forum of academics as well as practicing managers to discuss the issues, challenges and opportunities presented by post-pandemic. Interdisciplinary focus of the conference enables the delegates to look at the socio-economic and business problems with a holistic perspective. The contemporary global business environment is characterized by innovations and adoption of new paradigms. To keep pace with such a dynamic environment, it is imperative for the organizations to undertake innovations not only in products and services but also in processes and practices of business management. Hence the emphasis should not be limited to surviving but also thriving especially during the crisis in post-pandemic scenario.

About Apeejay School of Management

Apeejay School of Management (ASM) is a premier institute dedicated to nurturing young business leaders with indomitable aspirations for improving the quality of life of the people and building a strong nation. ASM was established in 1993 under the aegis of the Apeejay Education Society as a centre of excellence in management education. PGDM program of Apeejay School of Management is recognized by All India Council for Technical Education (AICTE) and accredited by National Board of Accreditation (NBA) and ACBSP (USA). The PGDM program has also been accorded equivalence to MBA degree by Association of Indian Universities (AIU). Apeejay School of Management is ranked 6th among private B-schools in India, in Best B-School Ranking 2022 published by The Times of India.

Call for Papers

Original Research Papers (both empirical and conceptual) are invited from academicians, industry practitioners and research scholars engaged in the field of business, management, public administration and public policy. Indicative, but not limited to, sub-themes of the conference are:

FINANCE

- New paradigms in Financial Management
- Artificial Intelligence in Bank Management
- Banking, Micro Finance and Financial Inclusion
- Financial Econometrics
- Bank Management
- Financial Engineering
- Derivatives & Risk Management
- Capital Markets 9.Behavioral Finance, Financial Intelligence and Neuro-finance

HRM

- Changing Organization and Sustainable HR Practices
- Digital HR and its significance
- Corporate Culture and Neutrality
- Work From Home
- Employer Branding
- Ethical Leadership
- Green HRM 8.Management of Change
- Organizational Efficiency
- Organization Citizenship Behavior

GENERAL MANAGEMENT

- Responsible Business and Sustainability
- Business Strategies for Tomorrow
- Business Economics
- Public Policy
- Entrepreneurship Development
- Business Law, Business Ethics
- Corporate Social Responsibility

MARKETING

- Services Marketing
- Artificial Intelligence & Data Analytics in Marketing
- Consumer Behavior
- Product and Brand Management
- Marketing Communication
- International Marketing
- Social Media and Marketing
- Society, Sustainability and Marketing
- Marketing Innovations
- Marketing Flexibility

OPERATIONS

- Optimization Techniques
- Operation Analytics
- Operation Strategy
- Manufacturing Processes
- Supply Chain Management
- Total Productive Maintenance
- Behavioral Operations Management
- Total Quality Management
- Six Sigma
- Productivity Management

ICT

- Digital Disruption
- Artificial Intelligence
- Artificial Neural Networks
- Futurism and trends
- Social Innovation
- Knowledge Transfer and Management
- Software Engineering
- Decision Support 9.Cyber Security

Submission Guidelines

- Length of the paper should be 3000-5000 words. Each paper should be accompanied with an abstract of maximum 150 words and 3-5 keywords. Title of the paper should be self-explanatory.
- The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE document created in MS WORD (compatible mode). Please use Times New Roman font. Font size should be 16 point for title, and 12 point for rest of the text. Please provide margin of 2.5 cm on all sides. The text should be justified.
- References should be provided using American Psychological Association (APA) guidelines.
- Submitted papers must not have been previously presented, published, accepted for publication anywhere.
- Submission of a paper implies that should the paper be accepted, at least one of the authors will register and present the paper in the conference.
- Authors should provide their full name, current affiliation, and contact details on the cover page of their research paper.
- Kindly indicate the name of the corresponding author in case of two or more authors. All conference related mails will be addressed to the corresponding authors.
- Last date of registration is **4 May 2022**.
- The paper should be submitted in MS WORD format by one of the authors through e-mail (conference.asm@apeejay.edu)
- For any further queries, you can mail us at conference.asm@apeejay.edu

Registration Details

Registration Fee: INR 1500 (Participants from India), \$20 (Participants from SAARC countries), \$50 (Participants from other countries) The registration fee includes:

- Access to all sessions
- Edited E-Book of Conference proceedings (Abstracts)
- Certificate of Participation

Registration Form: Registration Forms will be shared to the authors of accepted papers. Participants will be required to fill the registration form. The form should include payment confirmation details along with participation information. Participants using Bank Draft (DD)/NEFT Transfer facility for payment of registration fees are required to enter the Bank Draft number/ Transaction ID in the form.

Important Dates

Last date for full paper submission:	March 31, 2022
Communication regarding revisions :	April 14, 2022
Last date to submit revised paper:	April 21, 2022
Communication regarding acceptance:	April 28, 2022
Last date of registration:	May 4, 2022
Conference date:	May 12, 2022

Publication Opportunities

All the conference papers will be submitted to collaborating journals within their scope. Selection of paper for publication in the following journals will purely depend on the peer review process by the journals. The collaborating journals are as follows:

- International Journal of Emerging Markets (SCOPUS Indexed, ABDC-B, SSCI, ABS, Emerald)
- International Journal of Business and Globalization (Scopus Indexed, Inderscience)
- World Review of Entrepreneurship, Management and Sustainable Development (SCOPUS Indexed, Inderscience)
- International Journal of Public Sector Performance Management (SCOPUS Indexed, Inderscience)
- Apeejay Business Review (Peer reviewed)
- International Journal of Management Research (Peer reviewed)

Conference Committee

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