



# **FACULTY OF MANAGEMENT STUDIES**

MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR, RAJASTHAN, INDIA

*Announces*

## **INTERNATIONAL CONFERENCE**

On

### **“Standardizing Management Practices : Challenges & Opportunities” (ICSMP-2021)**

August 12 – 14, 2021

Conference Secretariat

## **FACULTY OF MANAGEMENT STUDIES**

MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR-313039, RAJASTHAN, INDIA

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Visit us: <http://www.fmsudaipur.org/conference>

## ABOUT FACULTY OF MANAGEMENT STUDIES

FMS, Udaipur is the prestigious institute for management with a remarkable name and commendable place in panorama of management world. It offers wide range of courses in the field of management. The Faculty, under its umbrella has a comprehensive portfolio of knowledge and research. FMS takes admission through CMAT; it offers programmes like MBA, MBA-FSM, MBA (E-Business), BBA-ED, diploma/certificate courses in Digital Marketing / Retail Management. Apart from this, it also offers Masters / Bachelors in Tourism and Hotel Management and also offers Doctoral Programmes (Ph.D) in Management and Tourism related aspects.

## ABOUT MOHANLAL SUKHADIA UNIVERSITY

Mohanlal Sukhadia University (erstwhile Udaipur University) at Udaipur is a State University established by an Act in the year 1962 to cater the needs of higher education in Southern Rajasthan with more than 2.25 Lakh Students. Ever since its inception, university has been striving to maintain excellence in teaching, research and community service. Great emphasis has been laid in creating scientific temper, maintaining high ethical values and in keeping pace with emerging areas of higher learning. University has ensured overall socio-economic growth of all the sections of society by encouraging greater access and inclusive approach making it most preferred institution for higher education, learning and research.

## ABOUT UDAIPUR

Udaipur is located in Rajasthan in North-West India, founded by Maharana Udai Singh II in 1559. Endowed with rich cultural heritage, natural resources and beautiful landscape, Udaipur is a world renowned tourist attraction. Also known as the City of Lakes, it is famous for its rich history as well as scenic beauty. Besides lakes, Udaipur is also known for its historic forts and palaces, museums, galleries, natural locations and gardens, architectural temples, as well as traditional fairs, festivals and structures. Udaipur's monsoon and winter climates are the most appealing time to visit.

## CONNECTIVITY

The city is well connected to all modes of transportation i.e. by air, rail and road.

**Air :** Udaipur has regular flights to Ahmedabad, Mumbai, Delhi, Jaipur and Jodhpur etc. Udaipur's Dabok Airport is 20 km from the university.

**Rail :** Udaipur is directly linked by rail with major cities like Jaipur, Agra, Delhi etc.

**Road :** Udaipur on NH 8 is well connected with destinations like Jaipur, Delhi and Ahmedabad.



## CONFERENCE OBJECTIVES

The COVID-19 has changed the dimensions of business and has totally disturbed the balance of business processes. The business needs to be refurbished and rectification and amendments have to be made to the existing standards and practices.

The main purpose of organizing this Conference is to bring the luminaries from Industry and Academia under one roof to deliberate on Standardizing Management Practices: Challenges and Opportunities by business organizations in the contemporary business world. The conference attempts to demystify the grey areas under the same. The conference is proposed to address the following objectives :

- Finding out major issues and challenges faced by the business organizations today in standardizing practices
- Reviving strategies and practices to meet the needs of changing dynamics of the world post COVID
- Standardization of management practices in attaining sustainable future for economy and the world

## CONFERENCE VENUE

### FACULTY OF MANAGEMENT STUDIES

MLSU, Udaipur-313039, Rajasthan (India)

Link for online attendees will be shared at the time of conference.

## LIFE TIME LEARNING LECTURE

### Prof. Karunesh Saxena

Director, IQAC

Professor, FMS, MLSU, Udaipur

12<sup>th</sup> August, 2021 Time : 12 to 2 PM

Celebrating 37 years of enriching experience in a special session designed on superannuation of the speaker

## KEY DATES

Submission of Abstract extended upto

30<sup>th</sup> April, 2021

Intimation of acceptance of Abstract

22<sup>nd</sup> April, 2021- 8<sup>th</sup> May, 2021

Submission of full-length paper and Last date of registration

31<sup>st</sup> May, 2021

## CALL FOR PAPERS

Original papers covering issues, applications and challenges in various aspects of “Standardizing Management Practices” are invited for presentation in conference from industry practitioners, academicians, researchers, consultants and students. The conference shall have sessions comprising of Finance, HR, Marketing, Production and Operations and Emerging Trends in Business depending on number of papers received in each track. The list of suggested sub-themes is indicative only and paper must be submitted to any of the relevant tracks. The papers are also accepted for online presentation.

## SUGGESTED SUB-THEMES

### Track 1 : FINANCE

- Green Finance
- Financial Markets & Investment Patterns Post COVID
- Mergers and Acquisitions
- Financial Reengineering and Restructuring
- Financial Modelling
- Standardizing Processes for Whistle Blowing
- Financial Management of Enterprises in Emerging Market Economies
- Financial Literacy



### Track 2 : MARKETING

- Emerging Trends in Marketing
- COVID free Marketing Strategy
- Sustainable and Social Marketing Practices
- E-Business Post COVID-19
- Marketing Communication
- Neuro Marketing and Technology Marketing
- Prospects of Rural Marketing in India

### Track 3 : HUMAN RESOURCE

- Ethical Issues in HR
- Emerging HR Practices
- Standardizing HR Processes
- Changing HR Practices in purview of WFH experience
- Managing Stress and Emotional Balance in Employees Post COVID
- Employee Engagement







#### Track 4 : PRODUCTION AND OPERATIONS MANAGEMENT

- Emerging issues in Operations Management
- Supply Chain Management
- Quality and Quality Assurance
- Business Process Reengineering
- Safety Measures and Consumer Confidence Strategies
- Mining Operations and Production Management

#### Track 5 : EMERGING TRENDS IN BUSINESS

- Management Information System and Information Technology
- Artificial Intelligence and Businesses
- “Atma Nirbhar Bharat” and “Make in India”
- Travel and Tourism Industry Post COVID-19
- Challenges of Small and Medium Scale Startups due to COVID-19
- Waste Disposal Management
- Emerging Trends in Media and Entertainment



### GUIDELINES FOR PAPER SUBMISSION

**STEP 1:** Participants are advised to submit the abstract on or before 30th April, 2021.

To submit the abstract, click on the registration link:

<https://www.fmsudaipur.org/conference/registration.php>

The abstract should be not more than 300 words with keywords. An intimation via E-Mail/SMS will be sent to the author on acceptance of abstract between 22 April, 2021 - 8th May, 2021.

**STEP 2:** On acceptance of abstract, the author has to click on the link provided in the intimation E-mail/SMS and submit the full length paper in PDF. Your submission will be considered complete on payment of Registration Fees.

The paper should begin with Title, author(s), institutional address along with email, abstract (not more than 300 words) and a list of keywords. The full length paper should be between 3000-5000 words. The final paper should be submitted (before 31<sup>st</sup> May, 2021) in font Times New Roman, 12 pt with 1.5 spacing with a margin of 1” on all sides. The Paper must have single column layout with both left and right margins justified.

All submissions are subject to double blind review process. High quality selected papers will be referred for publication in Scopus Indexed Journals on their terms and conditions. Paper presenters also have opportunity to publish their papers, if it is recommended by reviewers for publication in peer reviewed journal of FMS, Udaipur “Prabandh” ISSN- 0984-8229” or in conference proceedings. Only those papers will be considered for publication in which at least one of the authors has registered and presented paper. All rights of the publication of papers presented in the conference shall rest with the conference organizer. Paper can be submitted in absentia also. Only high-quality paper will be considered for publication, rest all other papers will be marked as read.

## REGISTRATION FEE

| Participant                  | Offline | Online |
|------------------------------|---------|--------|
| <b>FOREIGN DELEGATES</b>     |         |        |
| For SAARC Countries          | \$ 100  | \$ 50  |
| For Other Countries          | \$ 200  | \$ 100 |
| <b>INDIAN DELEGATES</b>      |         |        |
| Corporate Executives         | ₹ 2000  | ₹ 1000 |
| Faculty Members              | ₹ 2000  | ₹ 1000 |
| Research Scholars & Students | ₹ 1000  | ₹ 500  |

A candidate may participate as a Paper Presenter or Listener by registering for the conference through paying the registration fees as per the category provided in the table above.

No paper will be added in conference program, if registration fee is not paid in due time. In case of joint authors, each author has to individually register to avail conference certificate and kit. Only those attendees who are present at the conference venue will only be given the kit. Delegates have to pay additional INR 1500/- (USD 100 for foreign delegate) for each accompanying person against lodging and boarding.

### Late Registration

The registration after 31<sup>st</sup> May, 2021 will require an additional payment of late fee of INR 500 (USD 50 for foreign delegate). There is no provision for refund of fees.

## MODE OF PAYMENT

Registration fees can be paid by online payment portal on website:

<http://www.fmsudaipur.org/conference> while filling the registration form online.

Fee includes conference kit, three breakfast, three lunch, one gala dinner, one dinner and accommodation. Complementary accommodation shall be provided on sharing basis in Guest House / Budget Hotel for three days i.e. 12<sup>th</sup> to 14<sup>th</sup> August, 2021. However, assistance for luxurious accommodation shall be provided on cost basis.

Candidate staying extra would be charged as per the prevailing rates of Guest House / Hotel and additional charges (if any).





Chief Patron  
**Shri KALRAJ MISHRA JI**  
 Hon'ble Governor  
 Rajasthan



Patron  
**Prof. AMARIKA SINGH**  
 Hon'ble Vice Chancellor  
 MLSU, Udaipur



Convenor  
**Prof. HANUMAN PRASAD**  
 Director and Chairman  
 Faculty of Management Studies, MLSU, Udaipur



Organizing Secretary  
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 Faculty of Management Studies, MLSU, Udaipur

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 Faculty of Management Studies,  
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**SHREYA SINGHVI**  
 Teaching Consultant  
 & Research Scholar  
 FMS, MLSU, Udaipur

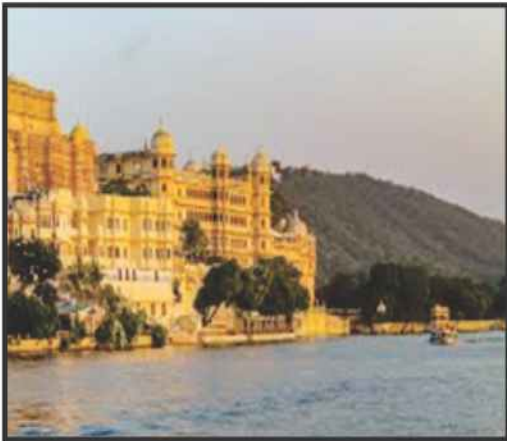


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 Teaching Consultant  
 & Research Scholar  
 FMS, MLSU, Udaipur

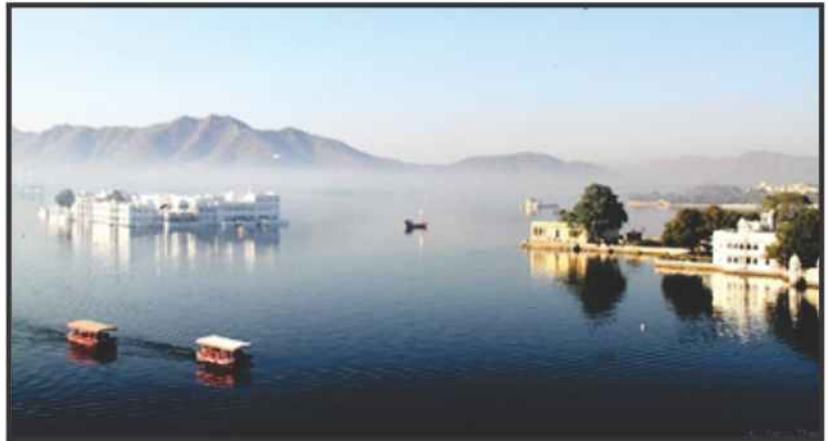


**TWINKLE JAIN**  
 Senior Research Fellow  
 FMS, MLSU, Udaipur

## PLACES TO VISIT IN UDAIPUR



*City Palace*



*Dudh Talai*



*Moti Magri*



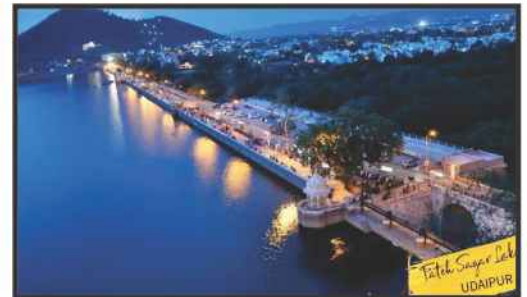
*Sajjangarh Fort*



*Sukhadiya Circle*



*Saheliyon Ki Baari*



*Fateh Sagar Lake*

## CONTACT DETAILS

Please regularly visit Faculty of Management Studies, MLSU, Udaipur web page  
<http://www.fmsudaipur.org/conference> for more information about conference.

Conference Secretariat

**FACULTY OF MANAGEMENT STUDIES**

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