SCHOOL OF COMMERCE AND MANAGEMENT

IQAC and Research & Publication Cell

PRESENTS

HORIZON 2021

Virtual Multi-Disciplinary International Conference
On

EMBRACING CHANGE & TRANSFORMATION

in Social Science, Operations, Commerce & Management

On

27th & 28th August 2021

Collaboration with Technical Partners

RAISONI GROUP OF INSTITUTIONS

We have had a proven record of producing the most educated professionals. And, it is this reason the journey which started with the establishment of a single institute in the year 1998, has never ceased to grow. Our very first educational institute was G H Raisoni College of Engineering in Nagpur.

Today, we are the proud owners of 24 institutes including 2 universities, spread across 7 cities including Nagpur, Jalgaon, Pune, Amravati, Ahmednagar, Raipur, and Chhindwara. Undoubtedly, we are the leading educational network in Central India.

With over four decades of combined history, the Group has diversified in the fields of Manufacturing, Distribution, Marketing, Construction and Healthcare. Presently, the Group's concentration has been more of the fields of Education which paves the way for success stories and builds a better tomorrow.

An innovative approach at every step towards success sets the RGI apart. We chose to provide practically oriented education combined with a strong academic focus, developed specifically to meet industry needs. Since the start of the journey, our motto has been 'the vision beyond'.

And, it is for the students to comprehend the motto in accordance with their perception. They can associate it with a vision beyond sight in order to accomplish the goals which are far away from their sight. Or, as a vision beyond dreams, enabling them to work with diligence, achieving the limitless sky! Or, even a vision beyond excellence, nurturing in them the power of knowledge. So, come over and start the journey which motivates you at every step, which gives you wings to soar new heights.

G H RAISONI UNIVERSITY

G H Raisoni University was established on 13th June, 2016 under The Madhya Pradesh Niji Vishwavidyalaya (Sthapana evam Sanchalan) Adhiniyam Act No. 17 of 2007'. It is situated at Saikheda, which is at the border of Maharashtra and Madhya Pradesh. The University is at a distance of Approx. 60Kms from Nagpur as well as Chhindwara. Raisoni University has a vibrant community of academicians and learners that helps the students to choose and succeed in the field of their choice. Although, as a university our journey has just started but history, explains our strong foundation in the education sector. Raisoni Group of Institutions (RGI) has a glorious history of near about 2 decades of existence in education sector that was started in 1998 by acquiring a single engineering college in Nagpur, which has grown into one of the leading educational groups in Central India with its presence in 6 major cities.

G H Raisoni University is an independent, coeducational institution that provides Diploma undergraduate, post graduate programs and Doctorate program with different specializations and research facilities in the domain of Agriculture, Pharmaceutical Science, Engineering, Management, Law, Hospitality Management, Nursing and many more along with Skill based training that is the need of today's economy.

As the university, GHRU seeks to achieve the highest levels of distinction in the discovery and transmission of knowledge and understanding. At the same time, GHRU is distinctive due to its student centric approach in teaching and learning process. The University's generous financial aid program ensures that talented students from all economic backgrounds can afford education as per their interests and abilities.

We are committed to creating responsible citizens who are the epitome of the highest ethics and social conduct. Undoubtedly, we are fully equipped and motivated to nurture 'Karma Yogis'. And, our strategy is governed by 4 major objectives, students' satisfaction, excellence in teaching, outstanding research and social responsibility. Our mantra is Learn. Research. Repeat.

SCHOOL OF COMMERCE & MANAGEMENT

Welcome to the School of Commerce & Management at GHRU Saikheda, Madhya Pradesh. The management education has become multi-disciplinary and essential due to constantly increasing professionalism in India. To fulfill the ever-increasing needs of the society, the school of Commerce & Management has to be excellent and varied in its curriculum, faculty and infrastructure. The School of Commerce & Management (SOCM) of G.H Raisoni University, in its mission to excel in all spheres of management education has embarked on its journey to meet the summit and challenges of today and tomorrow and future.

The institute has the objective of providing Avenues for excellence in technical, professional education and research through various activities. SOCM is an innovative in making its curriculum world class and delivers it in the most effective manner. It constantly screens and scans the changes in the business world and society at large and tries to be proactive to meet the challenges. The faculty at the School of Commerce & Management is having industrial and professional teaching exposure and thus keeps pace with the business world. Their deep involvement in research and consultancy enables them to imbibe values and serve the students and industry with great dedication. We take this opportunity to welcome you to the world of excellence! SOCM is the manifestation of that vision and a commitment to achieve exemplary standards in engineering and management education. The Institute offers highly advanced and comprehensive programme leading to Masters in Business Administration and Bachelor in Business Administration. These programmes have been designed to fulfill the ever-increasing demand for professionally qualified and equipped young managers. Research being the part and parcel of formal education, the institute has implemented policies for students and faculty and encourages them to participate in conference in premier institutes, universities.

This is sure that, SOCM will help you to unlock your hidden potential in you, and will help to enhance your overall competency to fulfill your dream. The Pedagogy includes outbound training, sports, extra-curricular, cultural and social activities. The main focus is on the holistic development of students and encourages them to participate in extracurricular activities, contests and competitions at regional and national level. Projects, assignments, guest lecturers/workshops/training programmes are the regular part of the curriculum in order to give students the practical exposure.

PROGRAMMES OFFERED BY SCHOOL OF COMMERCE & MANAGEMENT

Doctoral Studies (Ph.D.)

- Finance
- Human Resource Management
- Marketing
- Information Technology
- Operations
- General

Post Graduates Programmes

2 Year MBA Full-Time Programmes (Masters of Business Administration)

- Finance
- Human Resource Management
- Marketing
- Information Technology
- Operations Management
- Agri Business Management
- Hospital Administration
- Logistics Management
- Business Analytics

2 Year Full-Time M. Com (Masters In Commerce)

Under Graduate Programmes

3 Year BBA Full-Time Programmes (Bachelors of Business Administration)

- General
- Business Analytics
- Banking & Finance
- Supply Chain Management
- Entrepreneurship
- Retail Management

3 Year Full-Time B.A in Civil Services

3 Year Full-Time B.A in Liberal Arts

3 Year Full - Time B.Com (Plain)

INTRODUCTION TO THE CONFERENCE

Creativity and innovations are indispensable for the growth of business and the success of the organization. It is an important factor which helps traditional companies and educational institutions in foreseeing the potential threats and rising competition. Needless to say, companies and organizations cannot thrive without matching the pace with the change and transformation which is taking place in the market.

Digital transformation integrates digital technologies into all areas of a business. To meet with the ever-changing demands of business processes and customer expectations and create a competitive advantage as well as positioning the organization for the future growth, the role of digital transformation and innovation cannot be ignored.

IoT , Artificial Intelligence (AI), Automation, Machine Learning, Block Chain are some of the latest technologies which have brought about the sea of change by amalgamating demanding millennial generation into the high speed data lanes.

In the past few months of Lockdown, digitalization has played a vital role in sustaining the global economic condition. Businesses are now looking for the new ways of dealings and cost minimization. Educational institutions also embraced digital mode of teaching and learning methodologies in order to minimize the impact of pandemic on the academics of students.

This conference is intended to seek intellectual contribution of experts from industry, academia and research for embracing change & transformation through innovations and creativity in the filed of Social Science , Operations Management , Commerce & Management, Engineering & technology , business analytics, information technology, Innovation & Entrepreneurship.

OBJECTIVES OF THE CONFERENCE

To understand how the businesses and educational sector have embraced the change brought about by the adopting digital technologies in their product offerings in this difficult time of pandemic and also to explore the new ways of sustenance in the new normal.

To provide researchers, industry practitioners, academicians, research scholars and students with strong research orientation, a forum for developing, discussing and presenting new ideas and the emerging phenomena in digital transformation in the new world which is expected to emerge in post pandemic era.

THEME OF THE CONFERENCE

Embracing Change & Transformation in Social Science, Operations, Commerce & Management.

SUB – THEMES

- Management
- Commerce
- Operations Management

- Social Sciences
- Science
- Engineering & Technology

- Business Analytics
- Information Technology
- Innovation & Entrepreneurship

The conference invites articles, research papers, case studies, short communications and abstract of doctoral dissertation that are multidisciplinary in nature as well as those within the major functional areas, including:

Management	
	‣ Advertising Management
	‣ Arts Management
	‣ Change Management
	‣ Communications Management
	‣ Environment Management
	‣ Event/Conference/Convention Management
	‣ Food and Beverage Management
	‣ Goal-Setting Theory
	‣ Hospitality & Tourism Management
	‣ Hotel & Lodging Management
	‣ Human Resource Management
	‣ Information Management
	‣ Leisure Management
	‣ Management Fads
	‣ Management Science
	‣ Managing Innovation
	‣ Disaster Management
	‣ Operation Management
	‣ Professional Liability
	‣ Project Management
	‣ Public Sector Management
	‣ Quality Management and Assurance
	‣ Risk Management
	‣ Strategic Planning
	‣ Supply Chain Management
	‣ Multinational Financial Management
	‣ Emotional Intelligence
	‣ Time Management

Commerce	
	‣ Accounting/Financial Accounting
	‣ Banking, Corporate Governance and Finance
	‣ Business Law and Management
	‣ Organizational Behaviour
	‣ Public Administration
	‣ Business IT / Analytics
	‣ Corporate Social Responsibility
	‣ Intellectual Property Right (IPR)

Operations Management	
Operations Management	‣ Behavioural Operations Management ‣ City/Urban Logistics ‣ Closed Loop Supply Chains ‣ Empirical Research in Operation Management ‣ Operational Excellence ‣ Healthcare Operations Management ‣ Humanitarian Logistics and Disaster Relief ‣ Inventory Management ‣ Learning and Knowledge Management in Operation Management ‣ Marketing and Operation Management Interface ‣ Operation Management and Operation Research ‣ Quality Control and Six Sigma ‣ Retail Operations Management ‣ Revenue Management and Pricing ‣ Scheduling and Logistics ‣ Service Operations ‣ Supply Chain Analytics ‣ Sustainable Operations Management ‣ Digital Manufacturing ‣ Internet of Things & Industry 4.0 ‣ Simulations ‣ Lean management ‣ Business Process Re-engineering
Social Sciences	‣ Economics ‣ Geography ‣ History ‣ Law ‣ Linguistics ‣ Political science ‣ Psychology ‣ Sociology
Science	‣ Biodiversity ‣ Biology ‣ Chemistry ‣ Earth Sciences ‣ Ecology ‣ Environment ‣ GIS ‣ Genetics ‣ Meteorology ‣ Physics ‣ Mathematics
Engineering & Technology	‣ Architecture ‣ Artificial Intelligence ‣ Bioinformatics ‣ Biomedical Engineering ‣ Biotechnology ‣ Civil Engineering ‣ Computer software and applications ‣ Computing ‣ Data Mining ‣ Design ‣ Energy ‣ Engineering ‣ Forestry ‣ Image Processing ‣ Information Technology ‣ Internet and World Wide Web

	▸ Manufacturing ▸ Mining ▸ Nano technology and Smart Materials ▸ Networking ▸ Polymers and Plastics ▸ Renewable Energy ▸ Robotics ▸ Space Environment and Aviation Technology ▸ Systems Engineering ▸ Transport
Business Analytics & Information Technology	▸ Leveraging AI for a More Resilient, Agile and Adaptive Organization ▸ Leveraging Cloud Based Data Platform Strategy to Drive Enterprise-Wide Transformation ▸ The Cloud Computing Scenario: The Future Is Distributed Cloud ▸ Improving Customer Experience and Engagement with Real-Time Continuous Intelligence ▸ Data-driven Analytics and Business Management ▸ Big Data Applications, Challenges and Opportunities ▸ Business Intelligence ▸ Cloud Computing ▸ Complexity and Algorithms ▸ Data Engineering and Architecture ▸ Data Mining Applications in Science, Engineering, Healthcare and Medicine ▸ Artificial Intelligence ▸ Data Science and Machine Learning ▸ Data Visualization ▸ Data Warehousing and Security ▸ Data-driven Business Management ▸ Supervised and Unsupervised Learning ▸ Drive Data-driven Decisions across Business for Commercial Success ▸ IoT and edge computing applications ▸ Natural Language Processing ▸ Data Processing for Networks ▸ Cyber Physical Systems ▸ Big Data Analytics and Algorithms ▸ Optimization and Big Data ▸ Data Clustering
Innovation & Entrepreneurship	▸ Regional and cluster innovation ▸ Innovation success ▸ Incremental innovations ▸ Capability to innovate ▸ Effects of training on innovation ▸ Managing disruptive innovation ▸ Innovation and product design ▸ Academic entrepreneurship ▸ Evolutionary learning ▸ Entrepreneurial Learning and Teaching in Higher Education ▸ Entrepreneurship training and development ▸ University-enterprise cooperation ▸ Research-based spin-offs ▸ Innovation in education

*Note: - The conference is not limited to the above-mentioned topics.

WHO CAN PARTICIPATE?

Academicians, Economist, Entrepreneurs, Industry/Business executives, Professionals, Practitioners, Consultants, Technocrats, Research Scholars and Students.

CALL FOR PAPERS

Conceptual and empirical research papers are invited from academicians and practitioners on the themes or related topics of the conference. Papers should be original & unpublished, offering new insights, new approach or new knowledge to the body of literature.

PLAGIARISM CRITERIA

All the authors are requested to send their paper with plagiarism less than 20%.

JOURNAL LIST

Journal Name	Details	Publication Fees
	Journal Name: Kala Sarover **Journal Proceedings:** UGC CARE LIST **Publisher:** Kala Evam Dharma Shodha Sansthan **ISSN:** 0975-4520 **Discipline:** Multi – Disciplinary	₹ 4,000
	Journal Name: International Journal of Modern Education and Computer Science **Journal Proceedings:** SCOPUS **Publisher:** Modern Education and Computer Science Press **E-ISSN:** 2075-017X **Discipline:** Multi – Disciplinary	₹ 11,000
	Journal Name: REVISTA GEINTEC-GESTAO INOVACAO E TECNOLOGIAS (Management, Innovation and Technologies) **Journal Proceedings:** Web of Science **Publisher:** ASSOC ACAD PROPRIEDADE INTELECTUAL **ISSN:** 2237-0722	₹ 15,000

CONFERENCE REGISTRATION FEES DETAILS

Category	INR	$
Corporate	700	100
Academician	500	75
Research Scholar / Student	300	50

CONFERENCE REGISTRATION FEES DETAILS

Please pay only the registration fees in the following account.

For publication and proceeding fees of papers a separate account detail will be provided after acceptance of paper.

Entity name	GH Raisoni University
Bank Name	HDFC bank
Account No	50200048238990
IFSC Code	HDFC0004497

Important

After making the payment of your registration fee, please email to **icet_socm@ghru.edu.in**

With the following details:

Your full name	
Paper title (if submitted and accepted)	
Date of your fee payment	
Amount of your fee payment	
UTR / Transaction Number	
Scanned copy of your Payment Confirmation with reference number	

Once we receive the fee at our end, we shall acknowledge to the authors, a formal Receipt for the same.

Chief Patron
Shri Sunil Raisoni
(Chairman, RGI Group)

Patron
Shri Shreyas Raisoni
(Executive Director, RGI Group)

Conference Chair
Dr. Meena Rajesh
(Vice Chancellor, G H Raisoni University)

Organizing Chair
Dr. Mustafizul Haque
(Dean, School of Commerce & Management)

Convener
Mr. Adheer Goyal
(Asst.Prof. School of Commerce & Mgmt.)

Co-Convener
Mrs. Sarbari Mukharjee
(Asst.Prof. School of Commerce & Mgmt.)

Conference Organizing Committee

Miss. Shweta Chourasia
(Asst. Prof., SOCM)

Miss. Swati Parmar
(Asst. Prof., SOCM)

Miss. Sujata Waghmare
(Asst. Prof., SOCM)

IMPORTANT DATES

▶ **Last Date of Registration**	**15th July 2021**
▶ **Full Paper Submission Date**	**15th July 2021**
▶ **Paper Acceptance Intimation**	**10th Aug 2021**
▶ **Conference Dates**	**27th & 28th Aug 2021**

IMPORTANT LINKS

Registration Form Link -
https://forms.gle/SUoeHyk6BAsw9u2D8

Easychair Link -
https://easychair.org/conferences/?conf=icetsocm2021

WhatsApp Group Link -
https://chat.whatsapp.com/EmfLU424ebZ45GstcCwoCN

Website Link -
https://ghru.edu.in/saikheda/horizon-2021/

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