

**NATIONAL CONFERENCE
ON
BUSINESS MANAGEMENT AND ANALYTICS**

In the theme

“Life after Pandemic – From New Normal to New Future”

30 April 2021

(ONLINE MODE)

Organized by



**Department of Management Studies
National Institute of Technology Tiruchirappalli
Tamil Nadu, India**

www.nitt.edu

NIT TIRUCHIRAPPALLI - AT A GLANCE

The National Institute of Technology Tiruchirappalli (NITT, formerly known as Regional Engineering College – REC), was established in the year 1964. As an institute of National importance for higher education and innovation, its primary objective is to promote higher education, research and consultancy. NITT has established academic and knowledge focused associations with Universities, Institutions and Organizations around the world. In 2020, NITT has secured an overall rank of 9 among all engineering colleges and 1st rank among 31 NITs in the National Institutional Ranking Framework (NIRF) by Government of India.

ABOUT DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies (DoMS) is a part of the institute that has been nurturing students to manage with indelible expertise and skills for nearly 4 decades. Since its inception from 1978, the mission of DoMS is focused towards enriching the society through education, research and consultancy. DoMS also capitalizes resources of other engineering department of NITT in terms of resource pooling and sharing for academic and research activities. DoMS, NIT Trichy has been ranked 35th position under management category in NIRF rankings 2020 by Government of India.

ABOUT THE CONFERENCE

“It is during our darkest moments that we must focus to see the light.

– Aristotle

The current COVID-19 pandemic has instilled new standpoints in the life of people across the globe. The outbreak of pandemic has created irreplaceable damages to the society and individuals. Extensive lockdown imposed by

nations and wide-range of precautionary measures to curtail the pandemic, has inculcated change in the habits of people, process and procedures of our day-to-day operations. In order to break the chain of pandemic consequences and ensure a better world for living, we have adapted to the new normal situation with extensive transformations in all segments of the society. Perhaps, this is the right time to explore the developments and downfalls created by the outbreak of pandemic. The primary scope of the conference is to address the transformations in the new normal as a stepping stone to 'new future' in the context of economical, digital, personal and societal facets.

PATRON

Dr. Mini Shaji Thomas, Director, NIT Trichy

CONFERENCE CHAIRPERSON

Dr. P. Sridevi, Associate Professor, Department of Management Studies, NIT Trichy

Dr. B. Senthil Arasu, Professor, Department of Management Studies, NIT Trichy

ORGANIZING SECRETARY

Dr. Nivethitha S, Assistant Professor, Department of Management Studies, NIT Trichy

Dr. V.Lavanya, Assistant Professor, Department of Management Studies, NIT Trichy

Dr. G.R.Gangadharan, Associate Professor, Department of Computer Applications, NIT Trichy

CALL FOR PAPERS

Amidst the impact of COVID-19 pandemic, the role of business management in the following thrust areas are encouraged for submission but not restricted to the listed topics

Finance Area

- Corporate Finance and Governance
- Investor Sentimentalities
- Fiscal and Monetary Policy Responses
- Consumer Spending Patterns
- Bankruptcies
- Changes to the commodity markets, Impact on emerging economies
- Financial Markets

Marketing Domain

- Digital Marketing
- Mobile Marketing
- Retailing with Social Distancing
- Integrated Marketing Communication
- Small shops and businesses
- E-shopping and E-retailing
- Consumer Behavior

Operations & Information Technology Area

- Adaptations in Supply Chain Management
- Operations Management
- Production Planning and Control
- Inventory Management
- Role of Decision Support System
- ERP management
- Adaption to E-business operation

Human Resources Domain

- Redefining Traditional HR policies and Practices
- Employee Well-being
- Employee Upskilling
- Digital HR
- Work from Home
- Gig Work
- Employee Welfare

Analytics

- New Perspectives on Analytics
- Data and Decision Science
- Business Transformation with Big data analytics
- Leveraging analytics for recovery and growth

General Management

- Knowledge Management
- Education in the New Normal
- Study from Home
- Tourism and Hospitality Management

REGISTRATION FEES

Faculty and Industry practitioners	- Rs. 800/-
Research scholars and students	- Rs. 500/-
Co-author (s), if certificate is required	- Rs. 500/-

Mode of Payment: Registration fee can be paid through State Bank collect (State Bank of India)

[Tamil Nadu->Educational Institution->conference and workshop NIT Trichy-> (select the conference name)] using the link <https://www.onlinesbi.com/sbcollect/icollecthome.htm>

Mode of Registration: After the payment of registration fees, kindly upload the screenshot of the payment confirmation and transaction ID details in the given form: <https://forms.gle/9TDLTWVxZ3xSuiEfa>

IMPORTANT DATES

Last Date for Abstract Submission	17 April 2021
Notification of Acceptance	21 April 2021
Fee Payment and Online Registration	
- Opening Date	21 April 2021
- Closing Date	25 April 2021

SUBMISSION GUIDELINES

Authors are invited to submit the abstract by email to bmaconference2021@gmail.com not later than 17 April 2021, 11:59 pm Indian Standard Time (IST).

Format for submission: Font: Times New Roman; Font Size: 12; Line Spacing: 1.5; Maximum Words: 500 words.

Important Note:

- Selected abstracts will be published in online conference proceedings.
- Online platform for conference will be communicated to the authors via email
- Registered and Presented authors will be given e-certificate
- Upon acceptance of abstract, authors are expected to present full-paper for presentation

CONTACT DETAILS

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