



# SAGE NATIONAL CONFERENCE

• July 23 - 24, 2021 •

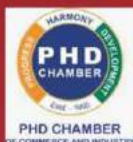
*Jointly Organized by*



Govt. of India  
Ministry of Micro,  
Small & Medium  
Enterprises



**SAGE**  
UNIVERSITY  
—INDORE—



PHD  
Chamber of  
Commerce and  
Industry

**THEME**

**AATMANIRBHAR BHARAT**

*Reinventing Business Models - Post Covid 19 pandemic*

**SAGE Institute of Management Studies (IMS)**

**SAGE Institute of Commerce (IOC)**

**SAGE Institute of Journalism and Mass Communication (IJMC)**

[www.sageuniversity.in](http://www.sageuniversity.in)

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## ABOUT THE THEME

The crisis caused by covid -19 pandemic affected the whole world and has raised serious challenges for society, economy, civilization and humanity. Due to prolonged global lockdown, economic activities have become standstill which may result in grievous recessions. This will affect the economic progress of all countries by posing threats on every front of business including production, distribution and consumption. The dependency on technology has also increased manifolds and virtual organizations have started replacing traditional structures. Now new principles of management are evolving and replacing the old ways of processing business.

Indian businesses and trade are preparing to combat the challenges in the post-COVID-19 scenario with courage and a spirit of self-reliance. Additionally, India has demonstrated how it rises to challenges and discovers opportunities there in.

In the light of the above scenario, SAGE Institute of Management Studies, SAGE Institute of Commerce, and SAGE Institute of Journalism and Mass Communication at SAGE University Indore are organizing an online National Conference on the theme "AATMANIRBHAR BHARAT: Reinventing Business Models- Post covid 19 pandemic".

## PARTICIPANT PROFILE

- Academicians
- Research Scholars
- Practicing Managers
- Consultants
- Students

## CALL FOR PAPERS

The conference invites original research papers, articles, theme papers, and industry analysis from academicians, research scholars, professionals, policymakers, practicing managers, consultants, and students on various areas of Reinventing Business Models-Post Covid 19 pandemic. The contribution may be submitted from any of the substantive areas including but not limited to the following stated sub-themes of the conference.

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## **MARKETING for AatmaNirbhar Bharat**

- Making “Make in India Brand”
- Digital Marketing
- Consumer of the New Era
- Marketing Strategies for Global Operations
- Innovative Marketing Practice
- Product Development for AatmaNirbhar Bharat
- Branding and Promotion for AatmaNirbhar Bharat
- Retailing in New Normal
- Artificial Intelligence and Automation in Marketing for AatmaNirbhar Bharat

## **HUMAN RESOURCES MANAGEMENT for AatmaNirbhar Bharat**

- Gig Economy - The future of employment
- Skill Development for AatmaNirbhar Bharat
- Organization Development and Organizational Culture for AatmaNirbhar Bharat
- Leadership for AatmaNirbhar Bharat
- Organizational Behavior and Human Resources
- Labor Laws and Industrial Relations for AatmaNirbhar Bharat

## **FINANCE AND COMMERCE for AatmaNirbhar Bharat**

- Financial Inclusion and Growth
- Disinvestment and Growth Trajectory
- NBFC Sector Role and Challenges
- Financing Growth for AatmaNirbhar Bharat
- Export for AatmaNirbhar Bharat
- Banking and non-banking Finance Operations for AatmaNirbhar Bharat
- Taxation and Tax reforms for AatmaNirbhar Bharat
- Sectoral reforms for AatmaNirbhar Bharat with focus on Agriculture and Infrastructure

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## **INNOVATION AND ENTREPRENEURSHIP for AatmaNirbhar Bharat**

- Nextgeneration Reforms for ease of doing business
- Challenges for Startups
- Innovative Business Models
- Innovations in Business Practices
- Innovation Mechanism and Ecosystem in India: Prospects and Challenges
- Entrepreneurship for AatmaNirbhar Bharat: Role of Society and Govt.

## **STRATEGY for AatmaNirbhar Bharat**

- Challenges and future prospects for Medium and Small Enterprises in India
- Manufacturing in MSME Sector
- Reinventing MSME in the Digital era
- Robotic Automation in Manufacturing
- Supply Chain and Logistics reforms for AatmaNirbhar Bharat
- Post-Pandemic Growth Strategies

## **MANAGING INFORMATION TECHNOLOGY for AatmaNirbhar Bharat**

- Artificial Intelligence Applications in the Business
- Artificial Intelligence Revolution in the Service & Manufacturing
- Artificial Intelligence Applications for Agriculture
- BlockChain Applications for AatmaNirbhar Bharat
- Applications of Business Analytics for AatmaNirbhar Bharat

## **MEDIA AND JOURNALISM for AatmaNirbhar Bharat**

- Public Relations, Photography, and Film Production in Post Pandemic Times
- Role of Media during and after Covid-19 Pandemic
- Transformation through OTT and Digital Media
- Vernacular Languages Journalism - Challenges and Opportunities
- Artificial Intelligence Applications in Media
- Yellow /Commercial Journalism
- Traditional Media and Journalism- Role for Future
- Rural Journalism

## GUIDELINES FOR PAPER SUBMISSION

- Submissions for presentation at the conference are to be mailed in the form of an abstract of 500 words with a minimum of five keywords. The full-length research papers (Not less than 7000 words) can be submitted. The research paper is to be typed in font Times New Roman with font size 12 and line spacing 1.5, headings to be typed in font size 14 Bold, and footnotes in font size 10. All the submissions are to be sent to email ID: [sagenationalconference@gmail.com](mailto:sagenationalconference@gmail.com)
- Submission of the Abstract shall be on mail ID: [sagenationalconference@gmail.com](mailto:sagenationalconference@gmail.com)
- Selection of papers for presentation will be based on the review of abstracts which must include a clear indication of the purpose of research, methodology, major results, and implications.
- The author(s) should mention under what track of the conference the abstract is to be included. Authors shall use APA 6th edition formatting style.
- The speaker will be required to present the paper live through the screen share option for the scheduled time.
- Electronic Certificates of presentations will be sent through e-mail after the National Conference.

## PUBLICATION OF FULL-LENGTH PAPER

Research papers selected by the reviewer committee may be considered for publication in the proceedings published by SAGE University, Indore.

## DATELINES

- Last date for submission of Abstract: June 15th, 2021
- Intimation of Acceptance of Abstract: June 20th, 2021
- Last date for Full Paper submission: July 5th, 2021
  
- Commencement of Registration: June 16th, 2021
- Last date for Registration: July 16th, 2021
- National Conference Presentations: July 23-24, 2021

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## REGISTRATION DETAILS

For registration fill the Google form

<https://forms.gle/V7pJCWmUHwnCSeHr8>

### Registration Fees

Faculty Members: Rs.900/-

Research Scholars: Rs.700/-

Students: Rs. 500/-

Professionals: Rs.1500/-

- The online registration link will be opened from June 16th, 2021.
- The registration fee is non refundable. However, a change in nominations is acceptable.
- In the case of more than one author, the presentation certificates will be given to only those authors who registered for the conference.

## CONTACT US

### Conference Chair

Dr. Mayank Saxena, Head of Institute, IMS, IOC, IJMC

hoi.mgtcommjmc@sageuniversity.in / icanb.sims@gmail.com

Mob: +91 9893911411

### Conference Co-ordinator

Dr. Meenu Mathur, Associate Professor, Sage Institute of Management Studies

sagenationalconference@gmail.com / mathur.meenu100@gmail.com

Mob: +91 9893025625

### Conference Co-Coordinators

Prof. Himadri Mishra

+91 9009183381

Prof. Alka Swami

+91 9630415268

Prof. Shiv Mohan Sharma

+91 7045159004

## ORGANIZING BODY

### PATRONS

**Hon. Er. Sanjeev Agarwal**  
Chancellor  
Sage University, Indore

**Hon. Ms. Shivani Agarwal**  
Executive Director  
Sage University, Indore

**Hon. Dr. Ankur A. Kulkarni**  
Vice Chancellor  
Sage University, Indore

### Conference Chair

**Dr. Mayank Saxena**  
Dean and Head of Institute  
SAGE Institute of Management Studies, SAGE Institute of Commerce and  
SAGE Institute of Journalism & Mass Communication

### Conference Conveners

**Dr. Ritu Joshi**  
HOD, Institute of  
Management Studies

**Dr. Mukesh Keshari**  
HOD, Institute of Commerce

**Prof. Jamna Mishra**  
HOD, Institute of Journalism &  
Mass Communication

**Dr. Meenu Mathur**  
Associate Professor, SAGE Institute of Management Studies



**SAGE UNIVERSITY**  
— INDORE —

*Kailod Kartal, Rau By-pass Road, Indore*

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