



**NATIONAL
CONFERENCE**
HYBRID MODE

“**RESILIENCE
REINVENTION &
REBUILDING**
TOWARDS
THE NEW NORMAL”
(R3TN2-2022)

 14th May, 2022, Saturday

ABOUT THE CONFERENCE

GIMS has always been actively involved in holding events in management education and business research field. The prime driving force is to creating value based research support to management education and industry for dealing with challenges arises in front of them. The idea behind this conference on "Resilience, Reinvention and Rebuilding towards the New Normal" is to show direction to the business world after COVID-19, because COVID-19 has completely changed the way of traditional business model, management thought and management practices. Industry is going through business re-engineering mode. Now, we need innovative & sustainable solution of new challenges arising in business & industry. It is the job of academicians, researchers and business leaders to bring qualitative & quantitative solutions of business & industry problems towards resilience, reinvention and rebuilding business and industry towards the new normal.

ABOUT GIMS

Greater Noida Institute of Technology (GNIoT) is the brainchild of the visionary industrialist, Late Shri KrishanLal Gupta. He is the founder of the group. He has distinguished himself through his significant contribution to business, academics, research, government, and society at large.

GNIoT Institute of Management Students (GIMS), Gr. Noida, offers Post Graduate Diploma in Management (PGDM) approved by A.I.C.T.E and Ministry of Education (MoE), Govt. of India. PGDM is the flagship program of GNIOT Group which opens a new world of opportunities for the students. Our emphasis is on holistic development of the student. Interdisciplinary approach is implemented in the teaching-learning process and research. At GIMS, our endeavor is to treat every student as an individual, to recognize their potential and to ensure that they receive the best preparation and training for achieving their career ambitions and life goals. We aim at producing not only good professionals but also good and worthy citizens of a great country, aiding in its overall progress and development.

THEME OF THE CONFERENCE

We need to re-engineer every aspects & disciplines of management education and business research. So, we need research contribution in various disciplines of management education, business research and industry. We invite research papers from academicians, research scholars, practitioners from industry, members of professional bodies and students for contribution on the following tracks:

MARKETING

- ▶ Marketing
- ▶ Advertising
- ▶ Public Relations
- ▶ Consumer Behavior
- ▶ Brand Identity and Corporate Reputation
- ▶ Entrepreneurial and Small Businesses Marketing
- ▶ Marketing Segmentation
- ▶ E-Marketing
- ▶ Marketing Analytics
- ▶ Marketing and Social Media
- ▶ Tools and Applications in Mobile Marketing
- ▶ Events Marketing
- ▶ Emerging Issues in Marketing
- ▶ Innovations in Marketing
- ▶ Non-Profit Marketing
- ▶ Ethical Issues in Marketing

FINANCE

- ▶ Trends in startup financing
- ▶ COVID-19: Impact on Indian Economy
- ▶ Crowd funding as a financing plan for women entrepreneurs and their startups
- ▶ Economic Impact of COVID-19 on Banking Sector
- ▶ ESG- Environmental Sustainability & Governance in finance
- ▶ COVID-19: Economic Impact Analysis and the Path to Recovery
- ▶ Post COVID-19 Investment Opportunities
- ▶ Lending, Crowdfunding, Payments, Cryptocurrencies
- ▶ COVID-19: Impact on Small Scale Industries
- ▶ COVID-19: Economic Disruptions & Employment Opportunities
- ▶ Inorganic growth through mergers & acquisitions
- ▶ Behavioral Finance
- ▶ Financial Literacy and Financial Inclusion
- ▶ Blockchain and FinTech Application in Finance
- ▶ International Finance
- ▶ Derivatives and Risk Management

OB & HRM

- ▶ Talent Strategies for Workforce 2030
- ▶ HR Competencies for future
- ▶ Building Resilience-Your own and Your workplaces
- ▶ Workplace of the future- HR Issues & Challenges
- ▶ Diversity & Inclusion of Organizational Effectiveness
- ▶ Employee Engagement & Sentiment- A New Dimension
- ▶ Managing Boom & Busts: Evolving Role of HR in Contemporary World
- ▶ Women and Pandemic: The Ignored Story
- ▶ The Era of Changing Ethics & Dilemmas
- ▶ Change Management in Everything We Do
- ▶ Training, Retraining & Rescaling

GENERAL MANAGEMENT

- ▶ Sustainable Development in the New Normal Era
- ▶ Leadership in risking diversity, equity and inclusion in the hybrid work environment
- ▶ Risk Management
- ▶ Role of creativity and innovation to rebuild & renovate
- ▶ Total Quality Control in businesses during crisis
- ▶ Economic growth and job creation
- ▶ Role of Communication in leading the change
- ▶ Reviving economies after COVID-19
- ▶ Strategic communication in the digital world
- ▶ Entrepreneurship and entrepreneurial ecosystem in emerging economies
- ▶ Strategic inertia, turnaround and renewal strategies
- ▶ Innovation as a strategy

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IT & BA

- ▶ Emerging trends in Information Technology and Business Analytics
- ▶ Blockchain the Future Technology
- ▶ Applications of Artificial Intelligence & Machine Learning
- ▶ Cloud Adoption & its applications
- ▶ Remote Management of Technology Infrastructure
- ▶ Emergence of Data Engineering and Data Technology
- ▶ Cyber bullying & Cyber Crime
- ▶ Internet Addiction

Above is an indicative list of topics, other topics related to conference theme are also invited.

PAPER SUBMISSION GUIDELINES :-

Academicians, research scholars, practitioners from the industry, members of professional bodies and students are invited to contribute papers on topics related to the theme of the conference.

- ▶ The maximum paper length (including title page, abstract main text, Figures, tables, references etc.) should not be more than 8000 words.
- ▶ All papers submitted to the conference will be subjected to blind peer review. The decision of the reviewers is final and binding. To facilitate the review process, authors should adhere to the following guidelines:
 - Abstract should not exceed 300 words and must contain title of the paper, author's name, institutional affiliations, email and keywords.
 - Full paper should be limited to 5000-7000 words including tables, graphs and references.
 - The paper should be in Times New Roman, Font Size 12, with 1.5 Line space. Please follow the APA (sixth edition) style of referencing.

- All submissions should be original and previously unpublished research work.
- Abstract and full text papers (.docx and .doc) will be accepted electronically through EasyChair for R3TN2-2022
<https://easychair.org/conferences/?conf=r3tn22022>
- In case of any query contact us at: research@gims.net.in

CRITERIA FOR EVALUATION OF THE PAPER

- **Relevance:** Is the topic related to the overall conference theme?
- **Academic Rigor:** Depth and adequacy of literature review, the structure of the paper analysis and scope of the research.
Methodology: Use of appropriate secondary data and primary research, statistical analysis.
- **Originality:** Does the research paper add new knowledge to the body of literature?
- **Managerial Implications:** Does the research paper bring out relevant discussion points for practicing managers?

PARTICIPATION/PRESENTATION/ PUBLICATION OF PAPERS

All papers (after due acceptance) received for conference will be published in Conference-Proceeding with ISBN. Few selected papers may be published in ABDC Indexed/Scopus Indexed/UGC-Care Listed Journals as per guidelines and norms of the concerned journals.

CERTIFICATES

Industry Professionals | Academicians | Research Scholars | Students registering for the event will be given Participation | Presentation Certificate.

REGISTRATION FEES

Industry Professionals	1000 INR	*Registration fee includes tea, lunch and conference kit. *No TA/DA will be provided to any participant. *Author (s) with multiple papers has to register separately for each paper with 25% discount on each paper's fee.
Academicians	750 INR	
Research Scholars Students	500 INR	
Participation	350 INR	

Registration fee is payable by Online Bank Transfer. The details are as follows:

Name	: GNIOT Institute of Management Studies
Bank Name & Address	: CANARA BANK, Gr. Noida, U. P. 201306
Branch	: Greater Noida
Account Number	: 88951010004569
IFSC Code	: CNRB0018895

IMPORTANT DATES :-

Abstract Submission	: 31 st March, 2022
Notification of Acceptance	: 10 th April, 2022
Authors Registration	: 15 th April, 2022
Full Paper Submission	: 25 th April, 2022
Conference Date	: 14 th May, 2022

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