



# sasmira's

**Institute of Commerce and Science**

Affiliated to University of Mumbai

(An Initiative of SASMIRA, Linked to Ministry of Textile, Government of India)



## *International Conference*

*On*

### **Transformation in the New Normal-Life And Business Opportunities & Strategies For the Post- Covid World**

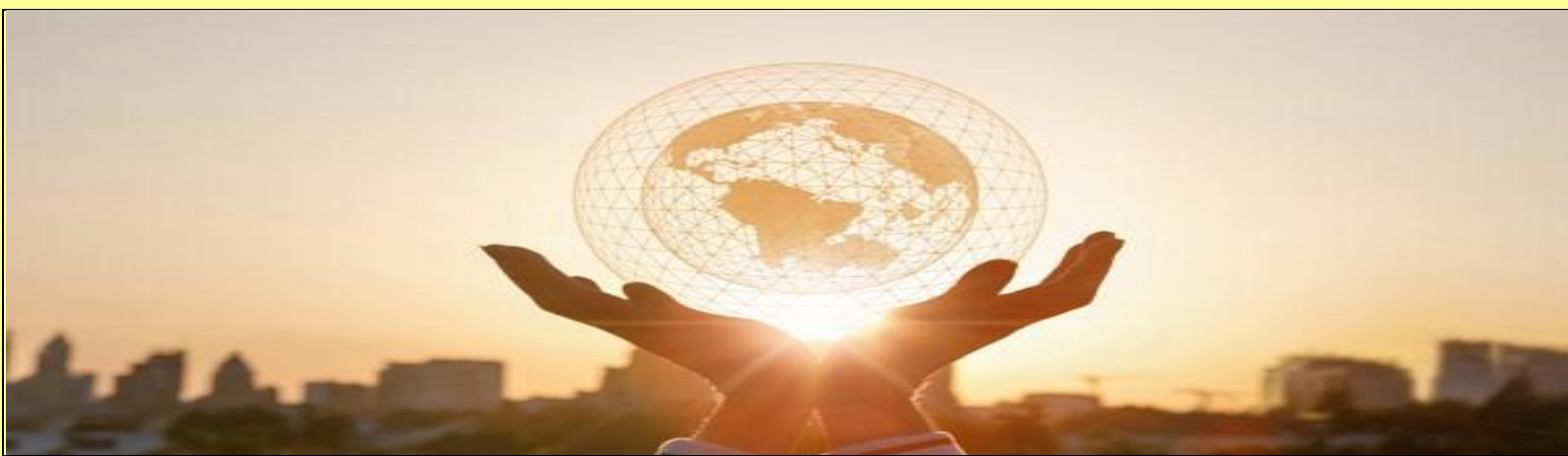
*In Association with*



University of Mumbai



Indian Academicians And Researchers  
Association



**8<sup>th</sup> August 2020**

**SASMIRA's INSTITUTE OF COMMERCE AND SCIENCE**

**Sasmira Marg, Worli, Mumbai-400030**

**Contact: +91-9869153493; 022-24935351 [www.sics.sasmira.org](http://www.sics.sasmira.org)**

## About SASMIRA

The Synthetic & Art Silk Mills' Research Association (SASMIRA) a Research Association registered under The Societies Registration Act XXI of 1860 and Bombay Public Trust Act, 1950 and having its registered office at Sasmira Marg, Worli, Mumbai 400030, Maharashtra, India, linked to the Ministry of Textile, Government of India established on 12th January 1950 under Registration No. 2505 of 1949-1950. It is a cooperative venture set up by the man-made textile industry of India after independence as a multi-functional institute to serve its scientific and technological needs. It is the Premier Research and Development Organisation and Centre of Excellence in Agro-tech with facilities for demonstration, product development, incubation, testing & certification and training in textiles. SASMIRA has multifaceted development activities including R & D, Testing and Technical Services, Skill Development. The major areas of functioning of SASMIRA are:

Research & Development	Testing Services
Technical Services and Consultancy	Services to Decentralized Sector
Textile Instrument Development	Educational Activities
Publication	Knowledge Dissemination

## About SICS

“**Sasmira Institute of Commerce & Science (SICS)**” is an Institute located at Worli, Mumbai. It is affiliated to University of Mumbai and offering the Undergraduate Courses in Management and Science. It is an initiative of SASMIRA (The Synthetic & Art Silk Mills' Research Association), started in Year 2016 to impart quality education in the field of Commerce and Science.

SASMIRA as Parent Body Linked to the Ministry of Textile, Govt. of India was established on 12th January 1950 under Registration No. 2505 of 1949-1950 granted under Societies Act XXI of 1860 and is a cooperative venture set up by the Man-Made Textile industry of India after independence as a multi-functional institute to serve its scientific and technological needs.

## Introduction to Theme

Almost everyone in the world was focusing on strategic digital transformations to improve business operations. Most of these initiatives were focused on cool new capabilities such as internet of things, robotics, artificial intelligence, e-teaching and other leapfrog technologies. Everyone was talking long-term while swinging for the fences.

### **The new normal of transformation**

Then COVID-19 hit. Instead of focusing on big-picture strategic technologies, many organizations were forced into survival mode. Other companies are experiencing dramatic increases in sales volumes. The essential businesses such as food, medical device, and healthcare are experiencing unrepresented surges in demand and the need for supply chain transformations.

Technology-enabled functioning is definitely the future and everyone is looking towards it, but will it be easy to make this transition? How should different stakeholders contribute to ensure a smooth transition?

Companies are being forced to rethink their business processes and operating models to navigate a post-corona virus world. A look into how the pandemic has effected every sector and what is the future course of action for survival and growth is the aim of the Conference.

### Tracks/Topics for Research Paper

- Trust and Sustainability Post Covid
- Effect in a Risk Averse Society
- Digitalization and Innovation
- Digitalization and Sustainability: Opportunities and Challenges
- Leadership in a New Emerging World
- Sovereign Decisions and Resilience in a Digitalized World
- Managing Human's Stress
- Leading Change in Ongoing Technological Developments
- Challenges in Consumer Markets
- Is Covid Lockdown-a Opportunities or Threats
- Digital Business - Crucial Success Factor for Small and Medium-Sized Enterprises.
- Crucial Effect on Family-owned – businesses
- Crucial Effect on large Small retailer
- Effect on Digital Business- Crucial Success Factor for women entrepreneurs
- Banking and Finance Sector
- Transformation in the Financial Sector
- Free cycling as a Current Lifestyle of Sustainable Consumption
- MOOCs and their Contribution in Education
- Digital Technology Adoption at the BOP Markets
- Digitalization - Governance, Strategy and Society
- Digital Business-Crucial Success Factor for Start-Ups
- E-Learning & its Scope
- Effect on Tourism Sector
- Effect on Human Life
- New Indian Economy
- Futuristic Scope on Global Economy

Note: The Paper may be based on the Pre or/and Post Covid scenario on the above sub-theme. This is just an indicative list and any other topic related to the theme can be included in the conference.

### Important Dates

- Submission of Full Paper : 31<sup>st</sup> July 2020
- Intimation of Acceptance of Paper : 2<sup>nd</sup> August 2020
- Last Date of Registration : 5<sup>th</sup> August 2020
- Conference Date : 8<sup>th</sup> August 2020

## Registration & Publication Fee

Type of Participants	*Registration Fee (in Rs.) with Publication in			
	Edited Book with ISBN	Peer Review International Journal with High Impact Factor 7.36	UGC-Care Listed Journal	SCOPUS Journal
Faculty/ Academician/Research Scholar	1000	1200	3500	12000
Students (UG/PG)	1000	1000	3500	12000
Industry/Corporate Delegates	1200	1500	3500	12000
Foreign Delegates	USD 25	USD 30	USD 70	USD 200

*\*Fee applicable is Per Paper wise irrespective of Authors. Maximum 4 authors permitted in a paper*

Note:

- Conference will be held in Online Mode.
- Publication is only in one Journal.
- Registration Fee includes conference – e-Certificate, soft copy of Research Conference Book, The organizing team will not be responsible for any network or technical issue from participant's side.

## Publication Opportunities

All the Research Papers selected for the conference will be publish in any one of the below journal

- **Edited Book with ISBN**
- **Peer Review International Journal** “*International Journal of Advance & Innovative Research*” (ISSN 2394-7780) with an *Impact Factor of 7.36 (India)*
- **UGC CARE listed Journal (Hard copy)**
- **SCOPUS Journal (Soft Copy)**

Note: Intimation regarding the acceptance status of paper for the publication is subject to the approval from Peer Review Committee of the Journal.

You are requested to send your preference of publication in email while submitting the paper.

## Mode of Payment (Any One)

NEFT/ UPI:

**Beneficiary Name** : Sasmira's Institute of Commerce & Science  
**Bank** : Allahabad Bank, Worli Branch, Mumbai, India  
**A/C No** : 50355603923  
**IFS Code** : ALLA0211775  
**Type of A/C** : Saving

## Guidelines for Paper Submission

- *Abstract* : Authors are required to send abstract of their papers not exceeding 300 words and should precede the text of a paper.
- *Keywords* : Each paper should include three to five keywords on its title page.
- *Size* : Article should maximum of 3,000 words excluding References and Abstract.
- *Format, Length & Style*: Paper Title in Capital letter with 14pt font size and Times New Roman Font. The manuscript should be submitted in MS Word document, with 1.5 spacing and 12pt font size for full text, all main and subheadings. Heading and sub- heading in bold. Use 10 font size for footnotes.
- *Order of the Manuscript*: Title page, Abstract, Keywords, Introduction, Review of Literature, Research Methodology, Data Interpretation/Analysis, Findings & Conclusion, and References.
- *Tables and Figures*: All tables, charts and graphs should be black & white. Tables must be concise and cited consecutively using Arabic numerals in the text (Table 1, Table 2, etc).
- *References*: All references should be in American Psychological Association (APA) style
- *Copyright*: Wherever copyrighted material is used, the authors should be accurate in reproduction and obtain permission from copyright holders, if necessary. Research work published in any other journals should not be reproduced or reprinted in any form, either in full or in part, without prior written permission from the Editor/Journal authorities.
- *Undertaking*: The author should mention the undertaking that the manuscript has not been published elsewhere or considered for publication by any other journal. Research article should also accompany another undertaking that the article is the original work of the author(s).

Email to [conference@sics.edu.in](mailto:conference@sics.edu.in)

## Chief Patrons

Shri. Maganlal H. Doshi, President, SASMIRA

Shri. Mihir R. Mehta, Vice- President, SASMIRA

## Chairpersons

Dr. U.K.Gangopadhyay, Executive Director, SASMIRA

Dr. Kamal Tandon, Director-Education, SASMIRA

## Convener

Dr. Ritu Bhattacharyya, Principal, SICS

## *For any queries contact*

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