



Laxmi Charitable Trust's
SHRI CHINAI COLLEGE OF COMMERCE & ECONOMICS

Radhakrishnan Marg, Andheri (East) Mumbai – 400 069
Affiliated to University of Mumbai

Organizes

One Day Online National Conference

on

“Sustainability of Business during COVID-19”

28th January, 2022

About College

Laxmi Charitable Trust's Shri Chinai College of Commerce & Economics was established in 1963 with the aim to provide quality and value based education. The college is affiliated with the University of Mumbai since then it is putting constant efforts in increasing standard of students by giving them specialized and skilled based knowledge. Along with B.Com, college is also successfully running self-finance courses i.e. BAF, BBI, BMS and BFM. The college has a deeper sense of its duties and responsibilities towards its stakeholders.

About Conference

The purpose of this conference is to provide a platform to all researchers, academicians, professionals and corporate stakeholders to express their views and ideas on the sustainability of business during COVID-19.

COVID-19 is the most wide-reaching public health crisis. In an effort to contain the COVID-19 pandemic, Prime Minister Narendra Modi called for a complete lockdown of the entire nation on March 24, 2020 which has significantly impacted practically every aspect of business functions. Businesses have been exposed to various challenges during the global pandemic. Businesses are changing their models in order to survive in this changing environment. The aim of the conference is to have a brief discussion on how business houses are coping with the disruptions caused by the COVID-19 pandemic.

The objective of the research is

1. To share insights transformation derived in business due to COVID-19.
2. To provide a platform to share ideas and views to cope up with business losses
3. To get knowledge about strategies used by different businesses for sustaining during COVID-19 pandemic.
4. To discuss problems faced by businesses and give appropriate solution through research.

*Organizing
Committee*

*Prof. Manisha
Ajara*

*Prof. Manish
Jaiswal*

*Prof. Vinay
Jadhav*

*Prof. Raju
Mistry*

Patrons



Prof. Manas Pandey
Executive Vice President, Indian
Commerce Association



Prof. K. S. Chandrasekar
Professor and Head, IMK
University of Kerala



Dr. Balaji B. Kamble
I/C Principal,
Shri Chinai College of Commerce & Economics
University of Mumbai

Advisory Committee

**Dr. Balaji.B.
kamble**
**Dr. Vinita
Pimpale**
**Dr. Kanchan
Fulmali**

Supporting Committee

**Prof. Subhash S.
Darole(IQAC)**
**Prof. Ashok
Bharasakle**
**Prof. Prasika
Gaikwad**
**Prof. Chetan
Panchal**
**Prof. Tabish
Khan**
**Prof. Harshad
Dhamankar**

Sub Theme of the Conference

- 1. Corporate culture and sustainability**
- 2. Human Resource Management and Sustainability**
- 3. Finance and sustainability**
- 4. Environment and sustainability**
- 5. Technology and sustainability**
- 6. Investment and sustainability**
- 7. Other topic related to Sustainability of Business during COVID-19**

Guidelines for Paper Publication

- 1. Abstract should not exceed 300 words and should be followed by 3 - 5 keywords.**
- 2. The cover page of the manuscript must contain the Title of the paper, Author's Name, Affiliation, Contact Number and E-Mail Address.**
- 3. The Paper should be typed in Font Style- Times New Roman, Font Size-12, Line and Paragraph Spacing-1.5”.**
- 4. Total length of the full paper must not exceed 3,000 words or 6 pages including graphs, tables, and appendices.**
- 5. The cover page should not be a part of the paper so as to facilitate peer review of the paper.**
- 6. Submission of the manuscript will imply that it has not been previously published & is not under consideration for publication elsewhere.**
- 7. Please email your Research Papers in MS-WORD format on mentioned email address: chinaconference2021@gmail.com**

Note

1. All the accepted Research Papers will be published in Conference Proceeding bearing ISSN 2320-2883 with an impact factor: 7.97.
2. The research papers will be blind peer-reviewed and the suggestions given by the reviewers will have to be adopted.
3. Plagiarism check will be conducted by the college and those papers which clear plagiarism check will be shortlisted for publication.
4. All papers will be published in online form no hard copy to paper will be provided.
5. Details of UGC Care journals with charges will be provided at the end of the conference.

Important Dates

The last date of registration and submission of abstract is 10th January, 2022.

Last Date of Full Paper Submission 15th January, 2022 with the fees. The confirmation e-mail with the details of online platform will be sent to the registered candidates.

Certificate

The e-certificate will be issued on successful participation & submission of all feedback forms.

Registration Fees

- Participation Fees (Attend the Conference) – Rs. 500/-
- Online Paper Presentation (Prior Intimation is Mandatory) – Rs. 600/-
- Paper Publication - Rs 800/-
- Additional Rs. 500/- for each co-author.

Online Payment Details

- A/c Name: Shri Chinai College of Commerce & Economics
- A/c No : 1170021416
- IFSC code : CBIN0280595
- Branch : Andheri - E (00595)

How to Register?

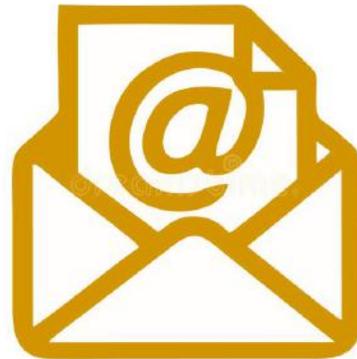
Click on the registration link

<https://forms.gle/qfzGBihBsPB7zpxF7>

Happy to help you!



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