



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

Dr. S. Radhakrishnan Marg, Andheri (East) Mumbai –400 069



Organises
One Day National Virtual Conference
(Multidisciplinary)

On
“Emerging Trends and Innovative Ideas in Business, Commerce & Management”

27th January, 2024

ABOUT COLLEGE

Shri Chinai College of Commerce & Economics is a well established college since 1963 and affiliated to the University of Mumbai. Since its commencement till date the college is successfully providing quality education. The college has a deep sense of its duties and responsibilities towards not only students but also towards teachers and its stakeholders. Along with B.Com, the college is also successfully running self-financing courses i.e. B.Com. in Accountancy & Finance, B.Com. in Banking & Insurance, B.Com. in Financial Markets and Bachelor of Management Studies.

ABOUT THE CONFERENCE

The purpose of this conference is to bring together all business, commerce, management, academics, professionals, research scholars, students, and stakeholders from corporates. This conference seeks to provide a forum for attendees to analyse, debate and share important insights on the most recent trends, innovations, new ideas in business, commerce and management.

OBJECTIVE OF THE CONFERENCE

- To provide a vibrant platform for exhibiting interest and for promoting research in the fields of business, commerce, and management.
- To identify different problems and challenges faced by businesses.
- To understand the emerging trends and Innovative ideas in the field of business, Commerce and Management.
- To provide an opportunity for participants to upgrade their knowledge and skills.
- To discuss innovative business concepts.
- It will provide an opportunity to the research community to present their ideas and explore new ones through engaging discussion and feedback.

OUR PATRONS



Mrs. Arati H. Vissanji
Hon. Chairperson,
Laxmi Charitable Trust



**Mr. Nirmal
Bhogilal**
Hon. Trustee,
Laxmi Charitable
Trust



**Mr. Samir
Chinai**
Hon. Trustee,
Laxmi Charitable
Trust

CONFERENCE CONVENOR



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

KEY NOTE SPEAKER

- **Prof. Dr. Pramod Kumar Rajput**
Former Sr. Vice President, Sales & Marketing, Cadila Pharma, Gujrat
- **Prof. Dr. Vijay H. Pithadia**
Director, Shree Swaminarayan Institute of Management & IT, Gujrat

ADVISORY COMMITTEE

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- **Dr. Vishwajeet S. Goswami**
Associate Professor, Ajeenkya D.Y. Patil University, Pune

ORGANIZING COMMITTEE

- **Asst. Prof. Manish Jaiswal**
- **Asst. Prof. Chetan Panchal**
- **Asst. Prof. Vinay Jadhav**
- **Asst. Prof. Raju Mistry**

IMPORTANT DATES

- Conference Date: 27th January , 2024
- Submission of Full Paper : 20th January, 2024

SUB THEME OF THE CONFERENCE

Marketing & Advertising

- Impact on Consumer behaviour
- Customer Relationship Management
- Retail and E-commerce
- Green marketing
- Innovative Marketing strategies
- Marketing Analytics
- Rural Marketing
- Social media Marketing
- Neuro Marketing

General Management

- Startup & Entrepreneurship
- Innovations in Business
- Enterprise Resource Planning
- Smart Infrastructure
- Knowledge Management
- Corporate Social Responsibility
- E-commerce: Scope and new trends
- Operations Excellence

Finance

- Export & Import Management
- Innovative Banking practices
- Stock Market Strategies & Valuation Models
- Strategies
- Risk Assessment and Risk Management
- Need of Financial Literacy and Financial Inclusion

Human Resource Management

- Performance Management
- Strategic HRM
- Stress Management and Work-life Balance
- Talent Acquisition & HR Engagement
- Leadership and Corporate Communication
- Innovative Human Resource Practices
- Green HRM-
- Industrial Relation and Labour Laws

Hospital Management

- Inpatient Care
- Patient Satisfaction
- Biomedical Waste
- Medical ethics
- Health Care Marketing
- Role of Hospital in Health Care
- Health Tourism
- Tele Health
- Hospital Waste Management

Economics

- Business Economy
- Global Economy
- Underemployment
- Unemployment
- Economic Recessions
- Public-Private Partnership
- Financial Inclusion and growth
- Macroeconomics and Monetary Economics
- New paradigms in Banking
- Project and Program Management
- Financial markets and their operations

Digital Technology

- Digital Culture
- New-age Technologies
- Medical Services
- Cyber law and security
- IT Infrastructure-
- E-learning

Operations, Statistics & Logistics

- Information Technology & Networking
- E-Commerce & M-Commerce
- Quantitative Applications in Management
- Queuing and Inventory theory
- Six sigma & TQM
- Supply Chain Management
- Statistical Quality Control
- Transportation System Management
- Infrastructure Management

Any other topic related to the conference's theme

CALL FOR THE PAPERS

- Academicians, practitioners, research scholars and students are invited to send in their abstracts of not more than 300 words or full paper of not more than 3500 words on the themes, sub-themes or any topic related to the conference.
- The research paper participants are requested to send full papers (font size 12 and line spacing 1.5) in MS word, Times New Roman on or before **20^h January, 2024**.
- The front page of the paper should provide details of the author/ authors, affiliation/organisation, email address and contact number. All tables and figures should be numbered and should appear in the corresponding text with captions.
- APA citation style must be followed for references.
- Submitted papers will go under a blind peer review process and will be evaluated on parameters like originality, relevance, applicability and contribution.
- All correspondence will be addressed to the first author.
- Submission of the manuscript will imply that it has not been previously published & is not under consideration for publication elsewhere.
- The abstracts and full paper should be sent by email to the Organising Secretary at chinaiconference2021@gmail.com

NOTE

- All the accepted Research Papers will be published in peer reviewed and refereed journal bearing **ISSN 2349-5162** with an impact factor: **7.95**
- The research papers will be blind peer-reviewed and the suggestions given by the reviewers will have to be adopted.
- Plagiarism check will be conducted by the college and those papers which clear plagiarism check will be shortlisted for publication.
- All papers will be published in online form no hard copy of paper will be provided.
- Those who are interested in publishing a research paper in Scopus, Web of Science, or UGC Care will be charged separately according to the journal's fee.

REGISTRATION LINK

<https://forms.gle/DcWWRQUjKUtRaiE57>

REGISTRATION DETAILS

Registration Categories	Academician Faculty / Scholars/ Students
Category 1: Participation and Presentation of Paper (With Online E-Conference)	500/-
Category 2: Participation and Presentation of Paper with Online Publication in International Peer Reviewed Referred Journal	800/-
Category 3: Participation Only	200/-

All participants are required to register and send a full paper for the conference before **20th January, 2024**.

The details of Bank for transferring prescribed fees are as follows:

A/c Name: Shri Chinai College of Commerce & Economics

A/c No : 1170021416

IFSC code : CBIN0280595

Branch : Andheri -E (00595)