



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

On

“Strategic Adaptation in a Changing Business Environment”

Date: 3rd April, 2025

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 B.Com. in Management Studies.

ABOUT THE CONFERENCE

This conference unites industry leaders, professionals, and academics to explore strategies for navigating a dynamic business landscape. Discussions will focus on market trends, innovation, and resilience, emphasizing proactive business model adaptation to maintain competitiveness. Through knowledge sharing, the event equips participants with tools for sustainable growth and success.

OBJECTIVE OF THE CONFERENCE

- To share practical insights and research on adapting business strategies to market changes.
- To emphasize the need for innovation and flexibility in a competitive landscape.
- To explore ways to integrate sustainable, responsible practices for long-term growth.
- To analyze trends and challenges to equip businesses with proactive strategies.
- To foster partnerships to drive strategic innovation and growth.
- To guide businesses in aligning with evolving policies and regulations.
- To provide an opportunity for participants to upgrade their knowledge and skills.
- 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

KEYNOTE SPEAKERS



Prof. Dr. Anil Sutar
Dean, School of Research
Methodology
TISS, Mumbai



Mr. Rakesh Pawaskar
Sr. General Manager in group
Technology office of
Mahindra and Mahindra
Limited, Mumbai

ADVISORY COMMITTEE

- **Prof. Dr. Kanchan Fulamali**
Professor, M.L Dahanukar College, Mumbai
- **Prof. Dr. Vinita Pimpale**
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- **Prof. Dr. Shiwaji Pawar**
Vice Principal, Department of Business Economics,
Mulund College of Commerce, Mumbai
- **Prof. Raj Ankush Soshte**
Nagrik Shikshan Sanstha College of Commerce and Economics,
Tardeo, Mumbai

ORGANIZING COMMITTEE

- **Dr. Manish Jaiswal**
- **Asst. Prof. Chetan Panchal**
- **Asst. Prof. Bharat Shirgoankar**

IMPORTANT DATES

- **Conference Date: 3rd April, 2025**
- **Submission of Full Paper : 31st March, 2025**

SUB THEME OF THE CONFERENCE

- Strategic Innovation in Research and Development
- Partnerships and Strategic Alliances for Growth
- Diversification Strategies for Business Stability
- Sustainable and Ethical Business Practices
- Agility in Business Models for Rapid Response
- Globalization and Navigating Trade Complexities
- Consumer Behavior Shifts and Market Adaptation
- Strengthening Financial Resilience and Risk Management
- The Role of Digital Marketing in Customer Engagement
- Supply Chain Optimization and Flexibility
- Building a Customer-Centric Business Strategy
- Crisis Management and Business Continuity Planning
- Leveraging Artificial Intelligence and Machine Learning
- Regulatory Compliance and Adapting to Policy Shifts
- Fostering a Culture of Continuous Learning and Innovation

- Building Brand Loyalty through Effective Strategies
- Customer-Centric Strategies for Market Leadership
- Innovative Marketing Tactics for Competitive Advantage
- Emerging Trends in Consumer Behaviour and Strategy
- Consumer Behaviour Analytics: Trends Shaping the Future
- Innovative Approaches to Economic Policy and Regulation
- Advanced Economic Analytics: Tools and Techniques
- Future-Ready Business Models: Innovations and Adaptations
- Corporate Governance and Ethical Decision-Making
- The Role of Digital Transformation in Economic Growth
- Data Analytics for Strategic Decision-Making
- Any other topic related to the conference's theme

CONTACT

- Conference Secretary: Dr. Manish Jaiswal - 9987055170
- IQAC Coordinator: Asst. Prof. Chetan Panchal - 9819425286

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 **31st March, 2025**.
- 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 Conference Secretary-chinaiconference2021@gmail.com

NOTE

- All the accepted Research Papers will be published in peer reviewed and refereed journal bearing E-ISSN **2582-0141** with an impact factor: **6.00**
- 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 and Web of Science be charged separately according to the journal's fee.

REGISTRATION LINK

<https://forms.gle/vucjdNmV4y6Mqm478>

SCAN QR CODE



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 with E-ISSN	800/-
Category 2: Paper Publish in Conference Proceeding with ISBN	1000/-
Category 3: Participation Only	200/-

All participants are required to register and send a full paper for the conference before **31st March, 2025**.

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)