



S.P. MANDALI'S
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Welingkar Education

Call For Papers

INTERNATIONAL CONFERENCE

**FUTURE OF
WORK
WORKFORCE &
WORKPLACE**

13th and 14th January, 2020, MUMBAI

ORGANISED BY

*S.P.Mandali's Prin.L.N.Welingkar Institute of Management
Development and Research, (WeSchool), Mumbai, India*

IN PARTNERSHIP WITH



SPONSORED BY

All India Council of Technical Education, New Delhi

About WeSchool

Established in 1977, and part of the S.P. Mandali Trust having a glorious legacy of 130 years (one of the oldest in India), Prin. L.N. Welingkar Institute of Management Development and Research, Mumbai, (also known as WeSchool) has earned a reputation of being one of the leading lights in the space of progressive Higher Education.

The Institute has two campuses in the two leading metros of India, i.e. Mumbai & Bangalore, renowned the world over for being India's Business and startup hub respectively. WeSchool offers a range of Post Graduate programs in the space of Business and Management Education. These Programs range from the Core Management Programs viz. MMS and PGDM to the contemporary i.e. Business Design, E biz, Research and Business Analytics; besides those with sectoral focus, i.e. Rural, Retail, Healthcare, and Media and Entertainment. WeSchool has always experimented with practice-oriented, innovative and Technology enabled pedagogy, while developing the corporate and business leaders of tomorrow. The Institute also offers Doctoral Program in Management, affiliated to the prestigious University of Mumbai.

About the Conference

The International Conference on "Future of Work, Workforce and Workplace" is an initiative of WeSchool supported by AICTE and is scheduled on 13th-14th January, 2020 in Mumbai. The conference envisions offering an excellent opportunity for researchers, academicians, scholars, practicing Managers and Business & Industry leaders from across the world to interact, share their thoughts, experiences and present their ideas on the chosen theme. The conference is also envisaged as a platform for the industry to showcase their ongoing research and development initiatives, related to the conference theme. This alignment is of increasing importance not just for India but any other nation whose delegates are participating in any capacity- be it as Paper presenters, panelists or audience- and hence will generate many opportunities to fortify Industry-Academia linkages.

Further, this will provide a forum for sharing, exchanging views and knowledge on the challenges and opportunities that have arisen/will arise in the context of fast-paced Technological Innovation leading to the disruption of business models and even social structures. The conference will encompass the widest footprint, including AI, Robotics, Machine Learning, Deep Learning, VR, IOT and Cognitive Computing. The deliberations would, inter alia, focus on the leading trends of more and more number of jobs becoming vulnerable- fueled by the above Automation platforms. Deliberations on the rise of Big Data, Digitalization & explosion in contingent workforce would also be engaged with.

Keynote Speaker



Dr. Jagdish N. Sheth

*Charles H. Kellstadt Chair in Marketing
Goizueta Business School
Emory University, USA*

Dr. Sheth is an American Psychological Association Fellow and past President of the Association for Consumer Research (ACR). He is also a Fellow of the American Marketing Association and the Academy of Marketing Science. Among his past and present accolades, Dr. Sheth was the recipient of the Viktor Mataja Medal from the Austrian Research Society in Vienna (1977) and the 1989 Outstanding Marketing Educator Award from the Academy of Marketing Science. In 1991 and again in 1999, Dr. Sheth was also recognized as the "Marketing Educator of the Year" by Sales and Marketing Executives International (SMEI).

Conference Mentor



Prof. Dr. Uday Salunkhe

Dr. Uday Salunkhe heads Welingkar Institute of Management Development and Research (WeSchool) as its Group Director.

An 'Edupreneur', 'thought leader' and a 'turnaround specialist', Dr. Salunkhe's passion for leadership, design thinking and innovation has helped WeSchool carve itself a niche in the space of management education. He has extensive years of experience both in the academia & corporate world and recipient of several awards. He has the distinction of being the recipient of the prestigious Eisenhower Fellowship, USA which identifies, empowers and links leaders across the globe.

Call for Papers and Themes

The conference invites papers in the following tracks, with suggested themes. Contributors are welcome to choose alternate topics, related to any track and the theme of the conference. The paper should be original and should not have been published/presented earlier nor should have been communicated for publication/presentation elsewhere.

Publication Opportunities

All selected papers will have any one of the three publication opportunities as described below (subject to the review by the respective editorial boards) -

- A.** Inclusion of Paper in selected Journals of Conference Publication Partner, namely Sage Publications, indexed in SCOPUS - subject to further review and discretion of their respective editorial boards.
- B.** Paper Publication in Aweshkar, a bi-annual research journal published by We School and listed in EBSCO databases.
- C.** Inclusion for publication in a Special conference edition book published by Springer.

SUGGESTED THEMES & SUB-THEMES

Prospects, Challenges and Strategies - Marketing Domain:

- Scoping the Forces Disrupting Marketing across Industries
- Consumer Engagement
- Customer Service Management
- Brand Management
- Customer Relationship Management
- User Experience (Consumer Experience Management)
- Sustainable Competitive and Comparative Strategies in the context of Future of Work
- Sustainable Marketing Practices

Prospects, Challenges and Strategies - Operations Domain:

- Scoping the Forces Disrupting Operations across Industries
- Distribution/Logistic & SCM
- Drivers and Challenges in the deployment of Intelligent technologies
- Automation and Digitalisation
- Emerging Trends in Inventory Management
- Robotic Process Automation and Cognitive Automation: Next Practices

Prospects, Challenges and Strategies - Finance Domain:

- Scoping the Forces Disrupting Forces disrupting roles of CFOs/Financial Managers
- Operations across Industries
- Anticipating corporate risks, including Risk mitigation
- Building agility across Finance functions
- Financial Distress
- Sustainable Financial & Accounting Practices
- Sharing Economy and its implication for BFSI
- Scenario Planning
- Implications for Reporting And Governance
- Impact of Technology

Prospects, Challenges and Strategies - IT Domain:

- Cyber security
- Analytics and AI/ML/Robotics
- Computational intelligence
- Next Generation Network
- Technology's Role in Communication Management
- Sustainable IT and IT Enabled Practices in the Future of Work

Prospects, Challenges and Strategies - HR Domain:

- Government/Policy Implications of Automation of Work
- Policy Implications of Increase in contractual Work
- New Wage Models for Humans working alongside machines
- Skills Requirement to meet New age challenges
- Role of Education in helping workforce transition to meet the digital and automated future of work
- Workplace of Future- alternates scenarios
- Prospects and challenges in Building Lifelong learning capabilities to grapple with "future of work" for Individuals
- Role of stakeholders in building the Workforce of Future: Government, Educational Institute, Industry associations, Corporates, NPOs, Labour agencies etc.
- Sustainable HR Practices
- Social Justice and wellbeing

Important Dates:

Last Date of Submission of Extended Abstract (min 1000 words)	10 November, 2019
Notification of acceptance of Extended Abstract	17 November, 2019
Last date for submission of full paper	15 December, 2019
Last date for Registration	31 December, 2019

Papers should be submitted on the mail id - **conference@welingkarmail.org**
For author guidelines, please visit the website - www.welingkar.org

Registration Fee*

Research Scholars / Students	1000 INR
Academicians	2000 INR
Industry Delegate	3000 INR
Paper presented In Absentia	2000 INR
International Delegates	100 USD
Non Author Participation	1500 INR

*GST will be chargeable @18% and added to Basic Registration Fees. Charges do not include accommodations.

Conference Contacts

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