

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

CALL FOR PAPERS

2nd International Conference on >>>

Management Skills and Growth Strategies in the Post Pandemic Period



**Selected papers shall be published as a special edition
in the Scopus indexed Journal**

(Only full paper submissions shall be considered for the
conference and publications. For author guidelines please
visit our website www.welingkar.org)

*Terms & conditions apply



DATE

21st & 22nd
January 2021



WHO CAN ATTEND

Academicians,
Corporate Executives,
Research Scholars,
Consultants and
Subject Experts



VENUE

Offline Mumbai
Campus and Online
(Zoom/Cisco
WebEx Portal)

Important Dates

Last Date of Abstract Submission : **10th December, 2020**

Deadline for Full Paper Draft Submission : **5th January, 2021**

Chief Mentors



Prof. Dr. Uday Salunkhe
Group Director
WeSchool



Dr. V. Kumar
Marketing Legend

Conference Chair



Dr. D. N. Murthy

For more details and query please contact

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**S.P.Mandali's Prin.L.N.Welingkar Institute of
Management Development & Research (WeSchool)**

Organises the 2nd International Conference on
“Management Skills and Growth Strategies in the Post-pandemic Period”

Conference Dates: 21st and 22nd January 2021

Target Audience	Academicians, Corporate Executives, Research Scholars, Consultants and Subject Experts, policy makers
Venue	Offline Mumbai Campus and Online (Zoom/Cisco WebEx Portal)
Important Dates	<ul style="list-style-type: none">• Last Date of Abstract Submission 10th December , 2020• Deadline for Full Paper Draft Submission 5th January , 2021• Registration for Conference Starts 1st January, 2021• Registration for Conference Ends 15th January, 2021• Conference Date 21st and 22nd January, 2021

Chief Mentors	Prof. Dr. UdaySalunkhe Group Director-WeSchool
	Dr. V. Kumar Marketing Legend

Conference Chair	Dr. D. N. Murthy Dean (Marketing Area & Research) – WeSchool
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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 pandemic has been one of its kind that perhaps the human race has not seen in the past. The kind of impact it had on every aspect of human life and business has no reference point to compare with. It has rattled the life of humans by eventually impacting every aspect of a business. We are still to get an assessment of the likely impact the outbreak has had on the different business sectors and economy of our country. It has restructured the demand patterns of various products, business models of the organizations, earning and spending patterns of people, connecting and socializing ways, lifestyles, and even the consumption patterns. The solution for the pandemic is yet out of sight. According to health experts, vaccination and herd immunity are the likely solutions for fighting the virus.

Technology has been one of the major factors that played a critical role during the pandemic. To a large extent, it has transformed itself and has penetrated the deeper sides of various aspects of life. The technology, in different forms, has revolutionized the way business and academics function to keep the working on

during the lockdown period. It enabled people to adapt to new normal like stay indoors, work from home, doing many household chores themselves, entertainment, socializing, etc.

The technology-enabled almost every entity to prevent the movement of people to keep the virus away. The new normal emerged during the lockdown period is likely to continue for some more time as many business entities have seen a lot of benefits both functionally and economically.

Perhaps, the interesting developments during the lockdown was the shifting patterns of demands for certain product categories. The demand for many products vanished and at the same time, it created an unprecedented demand for few categories of products. The sudden onset of pandemic hardly had any impact on the supply side of the market but had a severe effect on the demand side of the market. This created a kind of imbalanced equilibrium by putting many business entities like market channel members, manufacturers, etc who are on the supply side into trouble. The losses they incurred during pandemic has made many of them shut the shops. The demand for those products and services which enabled people to manage their professional and personal lives flourished.

This raises an important question as to what to expect about the post-pandemic scenario. As the pandemic has created huge employment loss and underemployment, the market is likely to become more price sensitive. The demand for affordable products may increase among the cash strapped customers and likewise, those sections of the population who had their steady income going even during the lockdown will now likely have more disposable income. They might start looking for more premium products. The uncertain future which is in front of the companies makes them think about the ways and strategies by which they need to look at how they continue to sustain and grow in the business post-pandemic period.

The conference has an agenda to get all the stake holders on a single forum to discuss the future management skills and strategies that business organizations need to embrace in order to effectively manoeuvre the turbulences caused by the pandemic.

CONFERENCE TRACKS

- Performance management
- Marketing related tracks
- Post-pandemic Leadership
- Organizational Development
- Workforce strategies
- Crisis management
- Rebuilding Transformation Strategies
- Psychological and Financial Resilience
- Virtual reality for COVID-19
- Social Confinement
- Future global shocks
- Post disaster intervention
- Skill development
- Trade and Development
- Retail and Consumer Goods
- Redefining skills
- Digital Engagement
- Transnational Consumers and Transnational Marketing
- Transnational Higher Education and Skill Development
- Innovation
- Crowdsourcing and Organizational Performance
- Strategies for Start ups
- Branding in crisis
- Green Purchase behavior/Consumer Behavior
- Marketing Strategies
- Corporate Social Responsibility
- Intellectual Property Rights
- Emerging Technologies
- Role of Management Schools in creating world leader
- Growth and Development Strategies
- Business impact of Covid 19
- Technology and Business
- Analytics and Business

Any other topic relevant to the theme of the conference

GUIDELINES FOR AUTHORS

Authors Guidelines for Abstract Submission

- Abstract/Executive summary must not exceed 1500 words and shall not be less than 500 words.
- Abstract must contain a brief title, author's affiliation, and designation and contact details.
- Abstracts must have up to five keywords.
- Diagrams, Tables and graphs must be limited to one or two in executive/summary abstract.

- Please choose one of thematic areas mentioned in call for papers and assure the topic of your paper is related to that selected theme.
- All abstracts/executive summaries will be peer reviewed before final acceptance/rejection and final decision on same shall be communicated with email on or before 1st December, 2020.
- Authors of accepted abstracts shall be invited to present their paper online through any of the online portal i.e. WebEx, Zoom, Google meet etc.
- The schedule and details of key note speakers and panelists shall be shared in Whatsapp group.
- Abstract must be submitted via given link on easy chair/OJAS only. Make sure to click on upload and submit after attaching the executive summary/abstract. In case of any technical issue you can contact us.
- **The Abstract submission deadline is 25th November 2020.**

Authors Guidelines for Full Paper Submission

- Paper must be written in good English free of various typing and grammatical errors to be fit for publication consideration.
- The word limit of full paper is 8000 words
- It is responsibility of an authors to ensure the paper is original, have not been shared for publication elsewhere.
- All citations and references must be in sync and author shall make sure the paper doesn't infringe any copyright.
- APA style of referencing for citation is to be followed to maintain the uniformity.
- Full paper must be typed in MS Word in Times New Roman with font size 12 and 1.5 line spacing.
- All pages of the paper shall be numbered.
- All submissions must include a title, an executive summary/abstract, authors affiliation and designation details.
- **Full Paper submission deadline is on or before 5th January 2021.**

Submission of Abstract and Full Paper

Please submit the Abstract and Research papers on - **rb.gy/dxfeww**

Registration Fees and Publication Opportunities:

Registration Fees

Research scholar/students	1000 INR
Academics	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

Registration fees includes: Paper Presentations, Attending Conference (online), Certificates and Publication of Full Papers in Conference Proceedings with an ISBN number by an international publisher.

Publication Opportunities

The Select Full Papers will be considered for publication in any one or more of the three publication opportunities as described below (subject to the review by the respective editorial boards)

- Paper publication in Special edition of Scopus indexed journal (Terms and conditions apply)
- Conference proceedings published by publisher of an international repute with ISBN Number.
- Aweshkar in-house bi-annual research journal published by We School and listed in EBSCO databases

*Only full paper submissions shall be considered for conference and publications.

Best Paper Award

Among the papers accepted and presented in the conference, top 3 papers will be selected by the review committee as Best Papers. All the selected Best Papers will be given prizes sponsored by leading corporate companies.

For more details and query please contact

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