



Laxmi Charitable Trust's
SHRI CHINAI COLLEGE OF COMMERCE & ECONOMICS
Dr. S. Radhakrishnan Marg, andheri (East) Mumbai – 400 069

Affiliated to University of Mumbai

Department of Commerce

Organises
One Day International Virtual Conference

On

**“Revitalization of Business Strategies:
Road Ahead after COVID-19”**

28th January, 2023

ABOUT COLLEGE

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

ABOUT CONFERENCE

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

The COVID-19 pandemic has disrupted economic activity in India. Until mid-March 2020, the economy was mainly hit by disruptions in cross-border connections. The pandemic has magnified the various inequities among people, places and businesses in India, largely heaping health, social, and economic distress on the vulnerable segments.

The objectives of the conference are

1. To share insights about creating economic recovery and growth after COVID-19
2. To provide a platform to share new ideas and views on business recovery and growth after COVID-19
3. To get knowledge about strategies used by diverse businesses for flourishing with enormous growth after COVID-19 pandemic.
4. To explore hidden market opportunities available for business houses.
5. To discuss renewal of strategies adopted by businesses after COVID-19.

SUB THEME

- Revitalization of Human Resource Strategies after COVID-19.
- Revitalization of Finance Strategies after Covid-19
- Revitalization of Marketing Strategies after COVID-19
- Revitalization of Production Strategies after COVID-19
- Revitalization of Technology & Equipment Strategies after COVID-19
- Revitalization of Operations Strategies after COVID-19
- Revitalization of Business Strategies after COVID-19
- Revitalization of E-Commerce after COVID-19
- Revitalization of Customer Relationship Management Strategies after COVID-19
- Revitalization of Accounting Strategies after COVID-19
- Revitalization of Information Communication Technology Strategies after COVID-19
- Revitalization of Ethics and Corporate Governance Strategies after COVID-19
- Any Topic Related to Revitalization of Business Strategies after Covid-19 in Any Sector / Industry

ORGANIZING COMMITTEE

- Assist. Prof. Manish Jaiswal
- Assist. Prof. Riteeka Kamble
- Assist. Prof. Vinay Jadhav
- Assist. Prof. Raju Mistry

REGISTRATION

Kindly Register on

<https://forms.gle/imqPJ5towMnxaAjCA>

Guidelines for Paper Publication

- ✓ Abstract should not exceed 300 words and should be followed by 3 - 5 keywords.
- ✓ The cover page of the manuscript must contain the Title of the paper, Author's Name, Affiliation, Contact Number and E-Mail Address.
- ✓ The Paper should be typed in Font Style- Times New Roman, Font Size-12, Line and Paragraph Spacing-1.5".
- ✓ Total length of the full paper must not exceed 3,000 words or 6 pages including graphs, tables, and appendices.
- ✓ The cover page should not be a part of the paper so as to facilitate peer review of the paper.
- ✓ Submission of the manuscript will imply that it has not been previously published & is not under consideration for publication elsewhere.
- ✓ Please email your Research Papers in MS-WORD format on mentioned email address:
chinaiconference2021@gmail.com

Note

1. All the accepted Research Papers will be published in peer reviewed journal bearing ISSN 2582-2160 with an impact factor: 9.24
2. Few selected papers will be published in Conference Proceeding bearing ISBN.
3. The research papers will be blind peer-reviewed and the suggestions given by the reviewers will have to be adopted.
4. Plagiarism check will be conducted by the college and those papers which clear plagiarism check will be shortlisted for publication.
5. All papers will be published in online form no hard copy of paper will be provided.
6. Details of UGC Care journals with charges will be provided at the end of the conference.

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Dr. Balaji B. Kamble
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Shri Chinai College of Commerce & Economics
University of Mumbai

Key Note Speaker



Allan Gatenby
Lead Partner & Master Coach,
World of Work Program,
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500/-

\$6.26

Important Dates

Last Date for Registration / Fees Payment – 10.12.2022
Last Date for Abstract Submission – 17.12.2022
Last Date for Full Paper Submission – 24.12.2022

Online Payment Details

A/c Name: Shri Chinai College of Commerce & Economics
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Happy to help you!

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