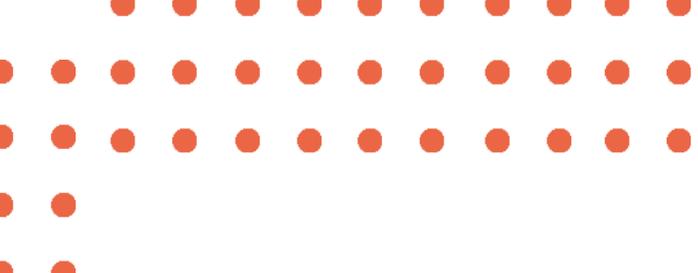


**Nilai**  
UNIVERSITY  
MALAYSIA  
CO-HOST

International Conference on  
Advances in Management Practices

**ICAMP 2021**

17th & 18th December, 2021



## CONFERENCE CONTEXT

Sometimes unexpected events or undesirable shocks disrupt our habitual routines, makes us shudder and move us out from our comfort zones. It leads us to ask big questions about what is necessary and what is worth doing. It's no wonder, then, that during the current global pandemic, many individuals and organizations are rethinking their plans for future. The challenges emerging out from this pandemic are multi-dimensional and therefore strategies have to be comprehensive as well as complex. The changing times have brought us close to witness a horizon which opens new dimensions for personal growth and organizational success and as the saying goes, "Change is the only constant in life" we are compelled more than ever to adapt to this new post Covid world.

Due to the pandemic the global environment is undergoing transformation and there has been quantitative and qualitative shift in trade and business opportunities across nations. There are paradigm shifts in the political, social and economic structures of the emerging nations. We are also witnessing innovations in information technology and its usability in our daily lives. Due to this state of disturbance business strategies and models in organizations are in a state of flux and therefore the challenge to manage business requires new ways of thinking.

Further, global trade is witnessing new trends and patterns of exchange of goods and services. These worldwide novel circumstances are certainly impacting the economics, commerce, and management of pecuniary activities. According to IMF, the global economy is expected to shrink by over 3 percent in 2020- which is the steepest slowdown since the Great Depression in 1930's. To overcome and sustain in these turbulent times requires some well thought out and innovative management practices.

The International Conference on Advanced Management Practices (ICAMP 2021) aims to explore research solutions for managerial problems during crisis and their practical implications for businesses across the globe.



## WHO SHOULD ATTEND?

Professionals from various segments of the management domain, Entrepreneurs, Consultants, University Faculties, Research Scholars, Students and Corporate Practitioners.

## CALL FOR PAPERS

The ICAMP 2021 invites multidisciplinary submissions that are innovative yet provide practical insights for managers, policy makers, organizations, and civil society as a whole. All levels of analysis from individual to global economic trade are also welcome. Submissions should be contextual to the pandemic concerns and the issues faced within our society during this very challenging period. The objective of the Conference is to discuss emerging problems and opportunities arising from the pandemic. Further, the Conference aims solutions for COVID-19 problems which will lead to the advancement of theory and practical applications in the field of economics, commerce, management and other related areas. Researches are invited in the following tracks but not limited to the same.

### FINANCE

- Pandemic Crisis and Financial Stability
- Sustainable Finance and Responsible Investments
- Risk Management-Financial and Commodity markets
- Fintech during pandemic crisis
- Earnings Management in Industry 4.0
- Banking 4.0, Green Banking and Finance
- Financial Analytics
- Financial inclusion, Financial Literacy and Micro-finance
- Structured Finance

### MARKETING

- Ethics in Advertising
- Ethical Selling
- Branding in B2B products
- Marketing to Rural customers
- Lateral Marketing
- Disruptive and Innovative Marketing
- Blue Ocean marketing strategies
- Marketing with Sustainability
- Marketing of Social services
- New marketing norms post Covid19

### ENTREPRENEURSHIP & INNOVATION

- Entrepreneurship opportunities in the new normal
- Social innovation and Entrepreneurship
- New technology Entrepreneurship
- Women Entrepreneurship, Rural Entrepreneurship, Green Entrepreneurship
- Entrepreneurship Education- Role of universities and incubators
- Government policies and its role in Entrepreneurship promotion during crisis
- Impact of digital innovation
- Atmanirbhar Bharat and promotion of innovation

### HUMAN RESOURCE MANAGEMENT

- Organizational changes in the new normal
- Employee engagement in the times of crisis
- Work life balance
- Global talent mobility post pandemic
- Ethical issues in work from home culture
- Leadership and sustainability
- Knowledge management
- Employee behavioral changes during crisis
- Digital HR and its significance
- Recruitment marketing
- Agility in HR

The above sub themes are indicative in nature. Other related areas can also be explored for paper submission by research scholars and faculty members.

Selected research papers will be published in ABDC & Scopus indexed journals. Some other reputed Interdiscipline and UGC Care journals are also to give their consent for collaboration soon.

## SUBMISSION DATES

Abstract submission deadline- 25th November, 2021

Intimation of acceptance- 30th November, 2021

Full paper submission deadline- 10th December, 2021

Last date for registration by at-least one author for presenting the paper in conference- 5th December, 2021

Conference Date- 17th & 18th December, 2021

## ABSTRACT SUBMISSION GUIDELINES

The contributors must ensure that the submission is original and not presented or published earlier or under review for presentation or publication at the same time. Interested contributors need to submit an abstract of 250-300 words latest by 25th November, 2021, electronically. The acceptance or otherwise would be intimated to the contributor/corresponding author latest by November, 30th 2021.

Upon review, the contributor(s) may be invited for full paper submission by 10th December, 2021. After which at least one of the author has to get registered and present the paper during conference.

## PUBLICATION OPPORTUNITY

All selected full papers will be published in Elsevier.



ELSEVIER

## FEE

No Registration fees.

### CONTACT DETAILS

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[icamp2021@jimsindia.org](mailto:icamp2021@jimsindia.org)

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