2020

ONLINE

Multi-disciplinary

International
Conference

on Transformation and Survival
Post Pandemic

Date : 14th - 15th October, 2020

IN ASSOCIATION WITH

Savitribai Phule Pune University

SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE INDIA

Daffodil International University
A landmark to create the Future

DAFFODIL INTERNATIONAL UNIVERSITY, DHAKA, BANGLADESH

CHITKARA UNIVERSITY
PUNJAB

CHITKARA UNIVERSITY, CHANDIGARH, INDIA.

NATIONAL INSTITUTE OF PERSONNEL MANAGEMENT
NIPM

NIPM, INDIA

ABOUT US

Ajeenkya DY Patil University, Pune has been established under Maharashtra Govt. **Act III of 2015** of Government of Maharashtra and is recognized by the University Grants Commission (UGC).

The University aims to contribute to the creation of Innovation oriented Indian society by focusing on academic excellence in **teaching, research and quality of service**. Our purpose is to help transform individuals into the thinkers, dreamers and innovators of tomorrow and we are proud to call ourselves an Innovation University.

Our programs are highly experiential, hands-on programs with a unique learning experience **to explore new ways of generating cutting-edge solutions**. The emphasis at ADYPU is always on creating an exciting and charged environment, where a mix of youthful vibrancy with experience & maturity, global viewpoint with local reality, emerging technology with traditional wisdom, and existing knowledge **with rebellion and constant questioning** will lead to an exciting journey throughout the programs.

9 Schools, 80 Undergraduate Postgraduate and Doctoral Programs
School of Design, School of Engineering, School of Law, School of Management, School of Hotel Management, School of Liberal Arts, School of Film & Media, School of IT, School of Architecture.

COLLABORATORS

Savitribai Phule Pune University:

Pune is popularly known as 'Oxford of the East'.
SPPU is one of the premier universities in India, located in the North-western part of Pune city. **Established on 10th February 1949** under the Poona University Act, the university houses 46 academic departments. SPPU has about **307 recognized** research institutes and **612 affiliated** colleges offering graduate and under-graduate courses. SPPU attracts many Indian and foreign students due to its exemplary academic standards and excellent facilities.

Daffodil International University, Dhaka, Bangladesh
Dr. Md. Sabur Khan, Founder & Chairman (DIU), Bangaldesh

DIU is a private university located in Dhanmondi, Dhaka, Bangladesh. It was established on **24 January 2002** under the Private University Act of 1992. According to QS University Rankings: Asia 2019, DIU is a top-ranked private university among all the universities in Bangladesh. DIU is the first university in Bangladesh to have **signed the UN's Commitment** to Sustainable Practices of Higher Education Institutions. According to the **SCOPUS** indexed publications in 2019, Daffodil International University has been **positioned 4th** among all universities and **1st among** all private universities in Bangladesh. The university has multiple campuses within Dhaka.

Chitkara University, Chandigarh, India
Dr Madhu Chitkara, Pro-Chancellor, Chitkara University, Punjab

Chitkara University in Punjab, has been founded by **Dr. Ashok Chitkara and Dr. Madhu Chitkara**, who have been passionate teachers for more than **40 years**. Since its inception, Chitkara University has been different. The students have been different. So are the faculty, the academic strengths and the outlook towards teaching and learning. Within a decade, most of Chitkara University academic programs are **ranked in top 50 programs in the country.**

Students from around the country are getting attracted to Chitkara University because of its commitment to teaching excellence, focus on research, tailored courses that make education relevant to changing career dynamics and formidable industry partnerships.

National Institute of Personnel Management (NIPM)
Mr. Vishwesh Kulkarni, National President, NIPM

National Institute of Personnel Management (NIPM), is the only all India body of professional managers engaged in the profession of Human Resource Management, Industrial Relations, Labour Welfare, and Training & Development in the country. It came in to existence on **15th March 1980**, with its National **Office at Kolkata**; NIPM has a total membership of about **10,000 spread over 53 Chapters all over the country.**

NIPM is a **nonprofit making body** devoted to building professional excellence in the field of Human Resource Management through regular activities ranging from Evening Lectures to People Process Quality Certifications. Post Graduate Diploma in Personnel Management (PGDPM), **the 2 years flagship academic programme** of NIPM is widely recognized by industries in India for a career in HRM. NIPM has set up dedicated wings for Corporate Training & Consulting and Research & Development to leverage its vast experience and expertise. **NIPM 4000-2016**, the Global Standards for Quality of People Process, is aimed at defining global benchmarks for HR processes in organizations. All endeavors of the Institute are aimed at **continuously defining and redefining the benchmarks of Professional Excellence for People** and People Processes and supporting the professionals and organizations achieving them.

CONFERENCE
Overview

The conference represents an occasion of international interest that is addressed to the professionals from connection domains that, by their contributions **may provide a multidisciplinary communication framework.** Participating in this conference represents a way of inter-personal and inter-institutional communication based on research themes and also an opportunity to connect in the domains, having implications focused on the improvement of the qualitative level of the academic environment reflected in the direction of scientific research. The issues surrounding business organizations and the growing interconnectedness that profoundly shape the context in which **organizations face the challenge of transformation and managing survival in the pandemic COVID-19 situation.**
In this conference different perspectives of transformation and survival of business organizations will be presented .

CALL FOR PAPERS/THEMES

The Major Themes of the Conference, but not limited to, are

1. Healthcare and Wellbeing
2. Environment and Sustainable Development
3. Technology for the Future
4. Community and Liveable Societies
5. Entrepreneurship and Innovation

Research Papers, Concept Papers and Case Studies are invited in the following domain areas

1. Management
2. Film and Media
3. Design
4. Engineering
5. Hospitality, Travel and Tourism
6. Law
7. Humanities

SUB-THEMES

1. School of Management

Entrepreneurship and Innovation

Entrepreneurship Opportunities in the New Normal
Social Innovation and Entrepreneurship, Sustainable Entrepreneurship
New Technology Entrepreneurship
Women Entrepreneurship, Rural Entrepreneurship, Green Entrepreneurship
Entrepreneurship Education- Role of Universities and University Incubators
Government policies to promote entrepreneurship in times of crisis
Impact of digital innovations on Healthcare in India
Make in India campaign: Innovation and technology towards Atmanirbhar Bharat.
Innovative approaches in applied sciences and socioeconomic development
Impact of informatics and cybernetics on societies and cultures.
Innovation in Conservation of natural resources and biodiversity
Innovation in Sustainable farming system vis-a vis climate change
Emergence of Wellbeing Industry in India

Marketing

Marketing Challenges in the New Normal
Marketing Communications in times of crisis
Marketing Communication and Social Health Behavior
Branding Practices and Brand Architecture in the New Normal
Public Relation Strategies in the New Normal
Globalization strategies post pandemic
Changing dynamics of new Supply Chain models
Pricing strategies in the new normal
Isolated but Connected customers: the new CRM perspective
Consumer behaviour post pandemic
Demands of the new e-Marketplaces
Creativity & Innovation in the digital economy
Marketing of neutracuticals

Finance and Economics

Financial Management in the new normal
Financing Innovations and Start-up ventures
Fintech in the new normal
Stock Exchange Performance during and after pandemic
Banking Challenges and NPAs
Social Banking and Micro-finance
Investment behaviour post pandemic
Economic Challenges and Opportunities in the New Normal

**Human Resource Management &
Organizational Behaviour**

Organizational Changes in the New Normal
Employee Engagement in times of crises
Work Life Balance in the new normal
Global talent Mobility post pandemic
Ethical Issues in Work from Home culture
Leadership and Sustainability
Sustainability of Organizations during and post pandemic
Knowledge Management in the new normal
Employee Behavioural Challenges post pandemic
Behavior of Corporations during and post pandemic

2. School of Engineering

Smart Healthcare
Health Information Technology
Nutrition
Industry 4.0
Mixed Reality
Artificial Intelligence
Cognitive Computing
Green Energy
Waste Minimization and Management
Biodiversity and Conservation

3. School of Law

Laws and regulations related to healthcare in India
Medical laws and ethics in India
Healthcare laws; Issues and challenges
Environmental Jurisprudence in India
International legal framework on environment
Information technology act; Issues and challenges with respect
to Healthcare Industry
Cyber Laws in India; Issues and challenges

4. School of Hotel Management

New trends in hospitality sector
Food and Health
Tourism in the new normal

5. School of Film and Media

Healthcare and Well being

Power of documentary & ad-films in healthcare & wellbeing
Role of social media in reproductive, preventive & mental health
The power of advertising & public relations in healthcare communications
Re-designing brand architecture of healthcare brands
Communication of epidemiology, occupational safety and public health
Trends in healthcare & wellness communications
The impact of audio-visual media in global healthcare and wellbeing

Environment and Sustainable Development

Environmental sustainability and media around the globe
Role of media in communicating global warming & climate change
Digital media technologies in environment communication
Reporting of sustainable development goals in Indian context

Technology for the Future

Audio-visual storytelling through immersive technologies
Artificial intelligence, big data & analytics in communication industries
Immersive storytelling experiences
Podcasting & vlogging

Community and Liveable Societies

Community disruption through media dominance
Virtual communities and society
Community integration, local media use in democratic processes
Media's impact on educational policies and practice
New media and citizen engagements

Entrepreneurship and Innovation

Role of media in entrepreneurship development
Entrepreneurship and digital communication
Digital innovation in audience measurement of consumer experiences
Power of social media in media entrepreneurship

6. School of Liberal Arts

Economics

Plight of Migrant Workers
World Economic Growth During PostCOVID-19 Era
Changing Public Policies for Inclusive Development of Village /
Town / Metropolitan Cities
Shift in Global Economic Policies to Achieve SDGs during the Post-COVID19 Era
Rebooting Rural Economy

International Studies

Impact on international relations and priorities of the countries
Changing trends of foreign trade in context of developing countries
Effect of COVID-19 on the 2030 Agenda (SDGs)
Paradoxical scenario of human values
Emergence of new global political-socio-economic communication
Voices from Margins
Diversity and Inclusion
Covid-19; Climate Change
Promoting Cultural Competence in Indian Sub-continent
to Disasters Psychology
Cross-cultural dimensions of mental disorders
Employment issues and training; Organizational psychology
Psychology in politics and international issues
Social factors in adolescence and its development
Social anxiety and self-esteem; Immigration and social policy
Self-efficacy and identity development
Parenting and social support and Addiction and stigmatization
Psychological and social impact of virtual networks

Languages

Gender issues and border in literature
Discussion of collective memories and trauma in literature
Perspectives of Identity, Migration, and Displacement in literature
Diaspora and hybridity in Literature
The literature of exile and border
Racism and discrimination in literature
Cultural sub-alternity in literature
Quarantine and self-isolation in literature
Epidemic and Pandemic in literary History
The absurdity of life in literature

7. DYPDC School of Design

Design from Home
Designing the 'Online' Design education
Public transportation and Social distancing
New horizon for Digital Design
Re-analyzing the future Design trends

AUTHOR GUIDELINES

Ajeenkya DY Patil University , Pune, India invites original, unpublished empirical and theoretical papers, case studies, major research project reports and scholarly articles for it's the Multi-disciplinary International Conference.

The following are the guidelines for the authors:

1. Manuscripts should be typed on one side of the paper in **Times New Roman font size 12 for English**

2. Maximum length of article/research paper should **not exceed 3000 words excluding an abstract of 250 words.** Abstract should have 4 keywords.

3. Abstract should contain brief background/introduction, method, major finding/ issues discussed in article/paper and key words.

4. Tables, charts, graphs should be **numbered, cited and referenced properly**.

5. The author/ authors should obtain **copyright clearance** for the information and data used in the manuscript.

6. The final decision of acceptance or of the paper rests with the **editor/ editorial board of the journal** and it depends entirely on the **standard and the relevance of the paper.**

7. Once acceptance of paper is given by an organizer, **paper will be published in appropriate journal**(such as UGC care, high impact factor, and double peer reviewed journal).

8. The copyright of the article and other materials published in the journal **shall lie with the ADYPU.**

9. The registration will be treated complete only **after the required registration charges are remitted** in the designated account and proof thereof is submitted.

10. The soft copy shall be emailed to the conference secretary on:
   research.publication@adypu.edu.in, vijay.kulkarni@adypu.edu.in

11. Proper biographical references must be given **alphabetically in APA style** at the end of the text or the following format may be used -

For Example

Book (Single author)

Sharma,C. D. (1987) A Critical Survey of Indian Philosophy.
Motilal Banarsidas Publishers Pvt Ltd, Delhi.

Book (Two or Three authors)

Murty, S. & Pandey P. (2000) Education: today and tomorrow.
Larence Publishing House, New Delhi.

Article/Research Paper (Single author)

Bingimlas, K.H. (2009). Barrier to the successful integration of ICT in teaching and learning environment: A review of the literature.
Eurasia journal of mathematics, science & technology education, 5(3), 235-245.

Article/Research Paper (Two authors)

Dash, D, & Satapathy M. K. (2007).Education for Sustainable Development: Role of College and Teacher Training Institutions, University News, 45(49), 03-09.

Article/Research Paper (More than Three authors)

Ghavifekr, S. et al. (2012). ICT integration in education: Incorporation for teaching & learning improvement.
The Malaysian online journal of education technology, 2(2), 24-45

Author Declaration
(To be submitted by author/co-author)

I ....the sole author/corresponding author & co-author/authors of the article/ research paper entitled..hereby declare that-

1. I/We take the responsibility of the content and material of this paper as this is my/our original and genuine work and no part of it or its similar version is published or has been sent for publication anywhere else.

2. The article/research paper is original and own work of the author (i.e. there is no plagiarism). No ideas, processes, results or words of others have been presented as Author own work.

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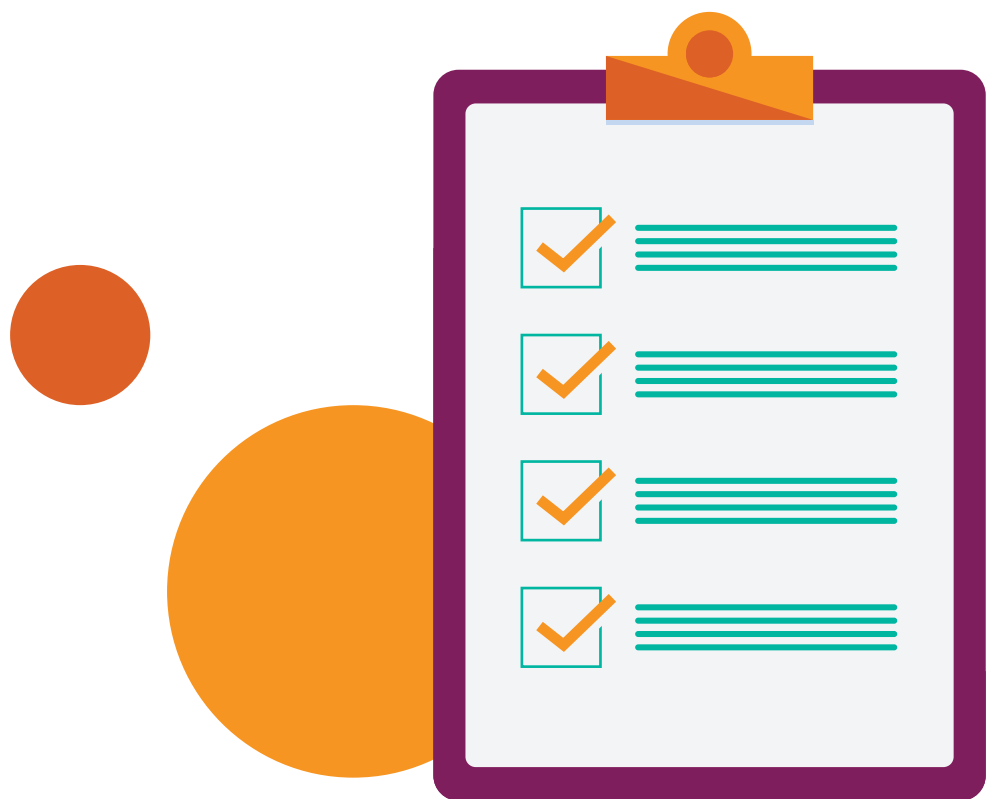
PUBLICATION

1
After the submission of full paper for the conference the same will be sent for peer review

2
Acceptance will be sent via mail to the respective authors of selected papers

3
After receiving the acceptance participants have to register along with the registration fee

All papers will be reviewed by the internal committee along with plagiarism check, same will be forwarded for review to respective journals and will be published in either of the following Journals as per the standard, quality

1. UGC care journal
2. Scopus
3. ISSN double blind peer reviewed journal
4. Edited Book (ISBN/ISNN)

*The registration should be completed in advance, as per the conference schedule

*Note: There are no charges for publication in UGC journal.

REGISTRATION DETAILS

Registration Fee includes
Publication of papers ■ E-certificate ■ Presentation of papers

Registration fees are as follows

A	Delegate from Academia	₹ 3000/-
B	Co-author / Research Scholars	₹ 2000/-
C	Delegate from Industry	₹ 3000/-
D	Foreign Delegate	$ 60
E	Foreign Research Scholar	$ 50

Registration Bank Details : Demand Draft / NEFT / RTGS / Net banking / Cash Deposit / SWIFT

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DD infavor of "Ajeenkya DY Patil University", payable at Pune, India.

Early Bird Discount : Till 15th Aug, 2020
Rs. 2,500 (Two thousand Five Hundred Only)
*Note : The registration charges are non-refundable.

IMPORTANT
DATES

CONFERENCE DATES
14th and 15th Oct, 2020

LAST DATE OF ABSTRACT SUBMISSION
30th Aug, 2020

FULL PAPER SUBMISSION
20th Sep, 2020

REGISTRATION DEADLINE
30th Sep, 2020

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