

## TSDC-ICON22-BMS

**IQAC & Department of Bachelor of Management Studies of  
ZSCT's ThakurShyamnarayan Degree College, Mumbai  
in association with  
Tilak Maharashtra Vidyapeeth, Pune  
jointly organises**

## INTERNATIONAL E-CONFERENCE

ON

## CONTEMPORARY TRENDS & CHALLENGES IN BUSINESS OPERATIONS

**30<sup>th</sup> NOVEMBER 2022**

**ONLINE MODE**

**TIME: 10.00am- 4.00pm**



**GUEST OF HONOUR**

**Dr Geetali Tilak**

**Officiating Vice-Chancellor  
Tilak Maharashtra Vidyapeeth  
PUNE, Maharashtra**



**CHIEF GUEST**

**Dr. Shivraj Hariram Nile**

**Associate Professor  
Hangzhou, China**



**KEY NOTE SPEAKER**

**Dr. S Sriranjani Mokshagundam**

**Professor of Management – SJBCMS, Bangalore  
Research Supervisor -Mysore University, Karnataka**

All accepted papers will be published in a multidisciplinary double blind Peer Reviewed International Journal with ISSN Online number & 6+ Impact factor

**Journal Name: International Journal of Advanced Research in Science, Communication and Technology (IJAR SCT)**

➤ **About the College**

ZAGDU SINGH CHARITABLE Trust's Thakur Shyamnarayan Degree College was entrenched in the academic year 2016 and is approved by Government of Maharashtra and affiliated to the University of Mumbai. It fulfils all the norms and standards set by the University of Mumbai.

“THAKUR SHYAMNARAYAN DEGREE COLLEGE” is providing and imparting quality education to the students introduced a new concept of graduate programs in affiliation with the University of Mumbai.

- College started with 20 students, 01 department, and 02 Teachers in 2017-18. It has 942 students, 10 functional departments (Bachelor of management Studies, B.Sc. Computer Science, B.Sc. IT, B.A. Culinary Art, B.Sc. Hospitality studies, B.Sc. Microbiology ID, Bachelor of Mass Media, B. Com in Account and Finance, B.Com in Banking and Insurance, B.Sc. Aeronautics) 44 Teachers in 2021-22. Its quantitative progress is multifold break through.
- 05 books publication, 46 research projects, 700 research papers publication, 07 National and 5 International conferences with 3 sanctioned patents by Germany, 230 extension activities shows excellence in Research, Innovation and Extension.
- College honored with 10 Best College awards, 18 awards for teachers and 75 awards for students marks the excellence of Institute.
- Decentralization in governance, e-administration, ISO certification, 100% participation of teaching – nonteaching staff in Faculty Development programmes, and 408 programmes by IQAC for curriculum means excellence of Institute.

Thakur Shyamnarayan Degree College (TSDC) provides extensive collegiate and co-curricular experiences for students, host of activities - in which students learn leadership skills, expand their academic horizons and celebrate cultural diversity. As reflected in the Mission statement, TSDC will provide benchmark career goals with high level of excellence and fostering education that is accessible, affordable and innovative. Presently, college is running 10 professional courses three-year undergraduate programmers.

## Organizing Committee



**Chief Patron**  
Shri V. K. Singh  
Chairman,  
Thakur Education Trust



**Patron**  
Shri Rajesh Singh  
CEO ZSCT's  
Thakur Shyamnarayan Degree  
College, Mumbai



**Principal**  
Dr. Sharad Phulari  
ZSCT's Thakur Shyamnarayan  
Degree College, Mumbai

### ➤ **Objective Of The Conference**

The conference is devoted to discussing global issues, exchanging ideas and views for the advancement of theory and practice in the field of business, marketing and management. All technical sessions will primarily involve finance and economics, sales and marketing, human resources and general management in globally. The goals are defined as follows:

- To provide a strong global platform for expressing cognitive interests and thoughts and foster leadership among all active conference participants.
- Provides the opportunity to enhance the knowledge and skills needed to solve business financial problems and meet the challenges of dynamic decision-making in a global business environment.
- Discuss the challenges of economic, trade reform, and help to enhance managerial skills globally.
- Provide participants with the opportunity to enhance their knowledge in adigital & global business context.

## **CONFERENCE TRACKS WITH SUB THEME**

### **TRACK 1**

#### **Trends and Challenges in General Management**

- 1) Leadership In Organizational Settings
- 2) Organizational Development & Change Management
- 3) Corporate Governance
- 4) CSR And Business Ethics
- 5) Conflict Management & waste management
- 6) The Role Of Cultural In International Business
- 7) Emotional Intelligence
- 8) Issues & Challenges Of Managing Workforce
- 9) Time Management
- 10) Communication Management

### **TRACK 2**

#### **Trends and Challenges in Financial Management**

- 1) Contemporary Issues In Financial Management
- 2) Economic Reforms In Indian Economy
- 3) Effects Of Demonetization on Indian Economy
- 4) Micro Finance And Micro Credit System In India
- 5) Stock Market Volatility And Liquidity Issues
- 6) Foreign Direct Investment
- 7) Impact Of Goods And Service Tax
- 8) Tax Planning & Digitalization
- 9) Strategic Cost Management
- 10) International Capital market

### **TRACK 3**

#### **Trends and Challenges in Human Resource Management**

- 1) Human Capital
- 2) Work Life Balance
- 3) Compensation Management
- 4) HR Audit & HR Research
- 5) Green HRM
- 6) Leadership & Creativity In HRM
- 7) Training And Development
- 8) Past, Present & Future of HR
- 9) Human Resource Information System
- 10) International Recruitment & Selection

### **TRACK 4**

#### **Trends and Challenges in Marketing Management**

- 1) Consumer Behaviour
- 2) Customer Relationship Management
- 3) Retail Scenario In India
- 4) Service Marketing
- 5) E-Commerce
- 6) Digital & Viral Marketing
- 7) Branding in the Digital Era
- 8) Reaching Global Audience
- 9) Franchising
- 10) Leadership In Marketing

### ➤ **About the Conference**

Changing scenarios are affecting the way business is conducted. Economy slowdown before COVID-19 had already initiated affecting developing economies across globe. The situation for these economies worsened by the impact of COVID globally it has affected businesses across the world on a large scale. These changes are experienced in cultural, social, political, business and technological spheres as well the prime focus of the conference is to identify multiply ways to manage these changes globally there are many more challenges and issues that must be discussed and analyzed in order to facilitate and improve business operations globally. Various challenges being faced in business environment therefore, the theme of the proposed conference is to focus on the various trends and challenges in the area of business operations.

## **REGISTRATION LINKS AND IMPORTANT DATES**

<b>Registration Link for participation</b> <a href="https://forms.gle/FJebMKQQ1Yxuijsm7">https://forms.gle/FJebMKQQ1Yxuijsm7</a> <b>Last date:</b> <b>30<sup>th</sup> November, 2022</b>	<b>Link for Abstract Submission</b> <a href="https://forms.gle/WA4tYPvmaLJKAY9C6">https://forms.gle/WA4tYPvmaLJKAY9C6</a> <b>Last date:</b> <b>30<sup>th</sup> October, 2022</b>
<b>Conference Date</b> <b>30<sup>th</sup> NOVEMBER 2022</b> <b>ONLINE MODE</b>	

Feedback link: <https://forms.gle/BcbmK6HgPdEJdoKY9>

E- Certificate will be provided to all Participants after Successful Submission of Feedback Form

### ✓ **Call For Paper:**

<https://drive.google.com/file/d/1bbVQiaAQ3UziFONb9q9To-EqTDtnl4xz/view?usp=sharing>

(Those who are submitting Research Paper they have to refer the above Link)

All accepted papers will be published in a multidisciplinary double blind Peer Reviewed International journal with ISSN Online number & 6+ Impact factor

### **Convener**

**Mrs. Soni Singh**

**BMS Coordinator**

**8898149571**

ZSCT's Thakur Shyamnarayan Degree College

### **Convener**

**Dr. Sunandan Yadav**

**HOD of PHD Section**

**Tilak Maharashtra Vidyapeeth**

### **Co-Convener**

**Mrs. Ritu Trivedi**

**Asst. Prof. BMS**

**9769398522**

ZSCT's Thakur Shyamnarayan Degree College

### **REGISTRATION FEE:**

- Paper Presentation Charges: **Rs. 400/-**

### **BANK DETAILS:**

**Payment Details: ZSCT's Thakur Shyamnarayan Degree College**

**Beneficiary Name: Thakur Shyamnarayan Degree College**

**Bank Name: Axis Bank Ltd**

**Saving A/C No: 917010060718699**

**Ifs Code: UTIB0000455**

### ✓ **Important & Final Dates**

- 1) Registration by **30<sup>th</sup> November 2022**
- 2) Abstract Submission: **30<sup>th</sup> October 2022**
- 3) Conference Date : **30<sup>th</sup> November 2022**

### **ZSCT's Thakur Shyamnarayan Degree College**

#### **Organizers:**

**Asst. Prof. Vandana Mathur**

**Asst. Prof. Shana Shaikh**

**Asst. Prof. Ruhi Main**

**Asst. Prof. Chaturthi Apte**

**Asst. Prof. Sana Khan**

**Asst. Prof. Sangeeta Gupta**

**Asst. Prof. Fiza Shaikh**

**Asst. Prof. Shweta Shukla**

#### **Tilak Maharashtra Vidyapeeth**

#### **Organizer:**

**Dr. Kalpana Ghatpande**

**Senior Faculty Management**

**Tilak Maharashtra Vidyapeeth**