



# SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES



Celebrating 50 Years of Excellence



Celebrating 15 Years of  
Stimulating Knowledge through  
Quality Management Research

## Theme:

*Technology and Beyond : Business Solutions for One World, One Future.*

## SIMS International Annual Research Conference

16<sup>th</sup> - 18<sup>th</sup> December, 2024

### Knowledge Partners



EMRG



THE UNIVERSITY OF  
SYDNEY

### Conference Partner



TAYLOR'S  
UNIVERSITY  
Wisdom · Integrity · Excellence



**SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**

(Established under section 3 of the UGC Act, 1956) Re-Accredited by NAAC with 'A++' grade | Awarded Category - I by UGC

## **Symbiosis International (Deemed University)**

Symbiosis International (Deemed University) is a multi-disciplinary university offering its students and faculty a vibrant learning ecosystem designed around its multi-cultural and innovative ethos. Established in 1971 by Prof. Dr. S.B. Mujumdar, it is a 'home away from home' for International students. The Institution is based on the principles of Vedic thought of "World as One Family". The University's name fittingly captures the quintessence of the relationship with International students; a mutually beneficial bond between India and the International student community. Symbiosis is committed to building international understanding by offering quality education, and is resplendent of the activities and students of more than 85 countries. Today the university has its campuses spread across four states and 6 cities in India. All the university campuses epitomize the Symbiosis vision, 'Promoting International Understanding through Quality Education' and are a beehive of international students from all across the globe, being privy to Indian culture and hospitality.

The university is awarded the Category-I status by UGC, and an 'A++' grade by NAAC.

The university is also ranked 32<sup>nd</sup> in the Universities Category of NIRF 2023, and

Ranked 10<sup>th</sup> in the category of 'University & Deemed to be University (Private-Self-Financed)' in Atal Ranking of Institutions on Innovation Achievement (ARIIA) 2021.

Globally, the Times Higher Education (THE) World University Ranking 2023 has ranked Symbiosis International University amongst the top 801-1000 Universities in the World.

The University is ranked as 140<sup>th</sup> in the World and 6<sup>th</sup> in India in Business Management Studies by QS World Rankings (2024) and amongst 261-270 Universities in Asia by the QS Regional Rankings (2024).

It is also the only Indian university to have received the Asia Pacific Quality Label.

## **Symbiosis Institute of Management Studies (SIMS)**

Set up in 1993, SIMS is a premier Management Institute ranked amongst the top B Schools in India. SIMS is a constituent of the prestigious Symbiosis International University and is the only MBA institute of its kind in India and a shining example of PPP (Public Private Partnership) between Symbiosis and Government of India – Ministry of Defence since 2002. Its flagship MBA course is primarily for Defence Personnel and their Dependents with some seats for Civilian candidates. This ideal mix of defence dependents and civilians brings out the best in both and ensures holistic development. SIMS has an ergonomically designed and ideally located campus in the heart of Pune. It provides secure residential accommodation to over 600 female and male students, state of the art facilities and infrastructure. It is truly a "Home away from Home". SIMS is an ISO 9001:2015 quality certified management institute, one of the three institutes in complete Western India. SIMS is an accredited "Centre for Corporate Governance" of the 'National Foundation of Corporate Governance' (established by Ministry of Corporate Affairs and CII) and one of the few recognized as a Centre for Entrepreneurship by Department of Science and Technology. SIMS is the B-School which creates leaders who "Make a Difference". Come and be a part of SIMS, become a leader and "Make a Difference".

## **SIMSARC'24**

The annual international research conference, SIMSARC, is organized by the Symbiosis Institute of Management Studies (SIMS), Pune, to give academics, researchers, scholars, and students an opportunity to participate, present, or publish their research papers. SIMS takes great pleasure in announcing SIMSARC'24, its 15<sup>th</sup> Annual International Research Conference, to be held between December 16<sup>th</sup>-18<sup>th</sup>, 2024. The earlier editions of SIMSARC have seen active participation from all stakeholder groups including faculty, international academia, students and industry. SIMSARC constitutes an excellent platform for researchers to present their research work and a good networking opportunity to connect with experts. SIMSARC 24 will have different tracks in domain areas as well as separate tracks for doctoral scholars and UG/PG students to present their work to reviewers and experts.

# 15<sup>th</sup> Annual International Research Conference

## Pre-Conference event

The Pre-conference will be held on 16<sup>th</sup> December, 2024. The SIMSARC'24 participants are welcome to attend this event "Free of Cost," and everyone who does so will get a certificate of participation.

**Last Date of Submission of Full Paper**  
**31<sup>st</sup> August 2024**

**Date of Registration**  
**31<sup>st</sup> October 2024**

**Conference Dates**  
**16<sup>th</sup>- 18<sup>th</sup> December 2024**

## SUB-THEMES FOR SIMSARC'24

We invite contributions from the following areas ( although not restricted to ) connected with the theme of the conference.

### INFORMATION TECHNOLOGY

- Digital Transformation
- Phygital
- Hybrid work Environment
- Artificial Intelligence
- Social Media
- Online Education / Digital Learning
- EdTech
- Machine Learning
- Data Protection
- OTT Platforms
- Big Data
- Data Analytics
- Cyber Security
- Recent Trends in IT

### MARKETING

- Customer Retention
- Customer Expectation
- Digital Marketing
- Customer Value
- Sustainable Marketing
- Green Marketing
- Cause Related Marketing
- International Marketing
- Services Marketing
- Digital and Social media Marketing
- Consumer Behaviour
- Consumer Relationship Management
- Recent Trends in Marketing

### HUMAN RESOURCE MANAGEMENT

- Workforce Safety and Security
- WFH
- Employee Well-being
- Leadership and Change Management
- HR Technology/Analytics
- Work-life Balance
- Culture and Diversity
- Human Rights
- Talent Acquisition
- Training and Development
- Virtual Communication in HR
- Performance Management
- Recent Trends in HR

### FINANCE

- Cost Management
- Financial Stability
- Cash flow/liquidity Management
- FinTech
- Financial Inclusion
- Banking
- Cryptocurrency/Digital currency
- BlockChain
- Payment Banks
- Corporate Finance
- Capital Market
- Mergers and Acquisition
- Recent Trends in Finance

### OPERATIONS AND SUPPLY CHAIN MANAGEMENT

- Enterprise Agility
- Logistics
- Disruptions in Supply Chain
- Six Sigma
- Project Management
- Total Quality Management
- Business Operations
- Service Operations Excellence
- Business Process Re-engineering
- Green Supply Chain management
- Industry 4.0 and SCM
- Inventory Control
- Recent Trends in Operations

### HEALTHCARE

- Infrastructure
- Vaccination
- Healthcare of staff
- Preventive Healthcare
- Health Insurance
- Personal Protective Equipment
- Digital Health
- Online pharmacy
- Record Keeping
- Public Health care
- Patient Management
- Nursing and Administration
- Recent Trends in Healthcare

### GENERAL MANAGEMENT

- Business Sustainability
- Economic Reforms
- Inclusive Growth
- Ease of doing Business
- ESG
- Entrepreneurship
- Start-ups
- Strategic Management
- Communication
- E-Commerce
- Innovation Management
- Economics
- Recent Trends in Management

## Publication Opportunity

All papers presented in the conference will be recommended for publication to the following journals:

- Conference Proceedings indexed in Scopus.
- SIMS' bi-annual journal, Journal of Applied Management - Jidnyasa, ISSN: 0976-0326, indexed in IScholar, JGate & ProQuest & Ebscohost.
- Student papers will be published in SIMSJMR (SIMS Journal of Management Research), ISSN:2582-0206
- \* **Publication is based on further review and acceptance by the respective journal / discretion of Editor.**

## Important Points

- For each author to be eligible for a conference certificate, they must attend each of the plenary sessions and their paper presentation track (hybrid mode).
- A single author may submit a total of two papers (one as the principal author & the other as co-author).
- Under no circumstances will the conference registration money be returned.
- The author's name cannot be changed after the paper has been submitted.
- The paper cannot be withdrawn under any circumstances after it has been approved and the author has registered.
- Not more than five authors per paper.
- Kindly follow the research ethics as suggested by COPE.
- **All the shortlisted papers will undergo a double blind peer review process. Acceptance of the paper for presentation at the conference is no guarantee that the paper has been accepted for publication.**

## Guidelines for Full Paper Submission

- The author should submit a separate title page with author details along with full paper without author details to [simsarc@sims.edu](mailto:simsarc@sims.edu).
- The paper should be submitted in word doc only (no Pdf will be accepted).
- The allowed word limit for the paper is between 5000 to 6000 words (including abstract, keywords, and references).
- Please visit <https://www.sims.edu/simsarc> for detailed guidelines.
- "Student paper" means all the authors are ONLY students of UG/PG level.
- In case of paper in the doctoral category, the principal author should be a doctoral scholar.
- All registered presenters and participants will get certificate.

## Best Paper Award \*

Best paper certificates and Cash Prizes will be awarded to best 3 research papers in each of categories: a) Faculty/ Industry : b) Doctoral Scholars ; c) Students

(\*Subject to a minimum of 7 papers presented in each category)

## Registration Details

CATEGORY	REGISTRATION FEE*
PG/UG Student	Rs. 750
Doctoral scholar	Rs. 1,000
Faculty/Academicians	Rs. 2,000
Industry/Corporates	Rs. 3,000
Foreign Delegates	\$100
Participation Only	Rs. 750

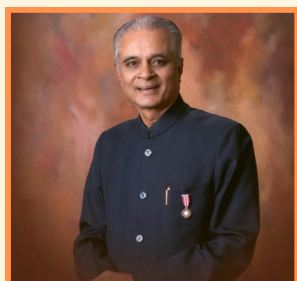
\*Inclusive of GST

\*Registration fee includes admission to all the plenary sessions, pre-conference event , and paper presentation tracks.

\*Registration fee does NOT include publication charges.

# Visionaries of the Conference

## Chief Mentors



**Dr. S. B. Mujumdar**

Chancellor,  
Founder and President,  
SIU, Pune,  
India



**Dr. Vidya Yeravdekar**

Pro Chancellor,  
SIU  
& Principal Director  
Symbiosis,  
Pune, India



**Dr. R. Raman**

Vice Chancellor,  
SIU, Pune,  
India



**Brig. (Dr.) Rajiv Divekar**

Dean, Faculty of Management,  
SIU  
Director,  
Conference Chairperson,  
Symbiosis Institute of  
Management Studies,  
SIU, Pune,  
India

## Advisory Committee - Industry

**Mr. Anuj Ranjan**

General Manager, RBI,  
India

**Mr. Debasish Mallick**

Deputy Managing Director  
(Retd.),  
Export-Import Bank of India

**Mr. Suresh Gupta**

Chief General Manager (Retd.),  
SEBI,  
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President –Corporate  
Governance, Deepak Fertilizers and  
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**Mr. Neeraj Kulshretha**

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## **Advisory Committee - Academic**

### **Prof. Kishore G. Kulkarni**

Distinguished Professor of  
Economics,  
Metropolitan State University of  
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### **Prof. Pawan Jain**

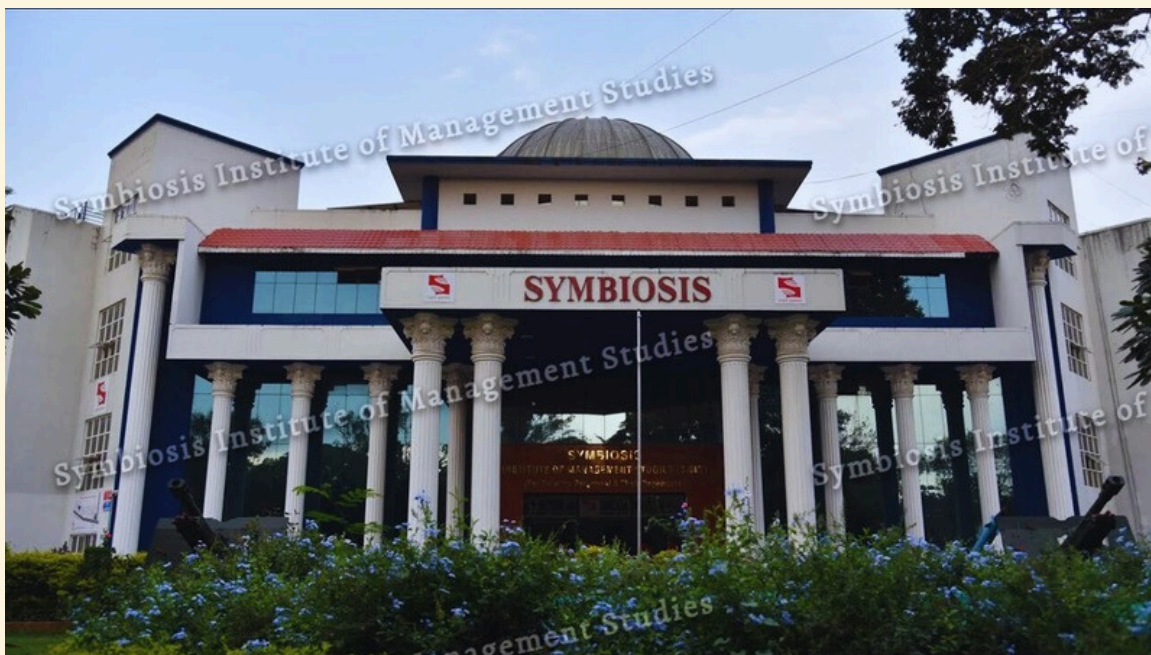
Interim Dept. Chair & Associate  
Professor  
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### **Prof. Ravi S Gajendran**

Associate Professor and Alvah Chapman  
Eminent Scholar Endowment Chair,  
Department Chair for the Global Leadership  
and Management (GLAM) department,  
Florida International University,  
USA

### **Prof. Arti Chandani**

Professor and Chair of FPM  
(Fellow Program in Management),  
Jaipuria Institute of Management,  
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## Conference Committee

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