



Sri Balaji Society's  
**Sri Balaji University, Pune**  
UNIVERSITY FOR OPPORTUNITIES



Late Dr. (Col.) A. Balasubramanian  
Founder Chancellor, Sri Balaji  
University, Pune (SBUP)

Organizes

# MIMANSA

## International Research Conference 2021

On

Innovative Strategies in Business  
Management and Technology in the  
Emerging Scenario

**8<sup>th</sup> & 9<sup>th</sup>  
December 2021**

**Time: 8:30 am –  
5:00 pm IST**

**Mode: Online via Zoom Digital Platform**

Publishing & Conference Partner





## Overview

An old adage says - When the winds of change flow some people build walls some build windmills. The Research Conference Mimansa celebrates the spirit of 'Problems are Opportunities' the mantra given by our founder Chancellor Prof. Dr. (Col.) A. Balasubramanian. We are living in a VUCA (Volatile, Uncertain, Complex, Ambiguous) world which possess many challenges which have only been compounded by the Pandemic. Many organizations saw an opportunity in this scenario and converted the challenges to their advantage. The International Research Conference will provide a forum for thought leaders from across the world to share their knowledge and insights in the area of Business Management and Technology.

## About the University

Sri Balaji University, Pune (SBUP) was established on 8th July 2019 under Sri Balaji University, Pune Act 2019. The parent body of SBUP, Sri Balaji Society (SBS) has been imparting education since 1998 under the great Thought Leader and Visionary Edupreneur Prof. Dr. (Col) A. Balasubramanian following the eternal value of "Education for Knowledge, Wisdom and Refined Culture". This University of opportunities is built on the edifice of the three Ds- Discipline, Dedication and Determination. Sri Balaji University, Pune, is an institution of excellence and has four management

institutions under its aegis: Balaji Institute of Modern Management (BIMM), Balaji Institute of Telecom Management (BITM), Balaji Institute of International Business (BIIB), and Balaji Institute of Management and Human Resources Development (BIMHRD). Sri Balaji Society has other institutions/colleges under its aegis – Balaji Law College(BLC) and Balaji College of Arts, Commerce and Science (BCACS).

## About the Conference

Mimansa Research Conference endeavours to present a confluence of the best of minds in academia and industry on contemporary topics of relevance in the domain of Business Management and Technology. The multidisciplinary conference will provide a holistic and comprehensive understanding of opportunities and challenges facing us. Mimansa, as embodied in its name aims to foster a scientific temper, spirit of enquiry and profound reflection. High quality research papers and case studies describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of Business Management and Technology are cordially invited for presentation at the two day conference.

## Theme of the Research Conference

Innovative Strategies in Business Management and Technology in the Emerging Scenario.



## Tracks

The conference will provide a forum for Academicians, Doctoral Research Students and Practitioners to share path breaking knowledge in their line of work. The conference invites research papers and case studies on the following sub tracks. Please note the list is only indicative and papers/cases aligned to the conference theme are invited.



Marketing Track	HR Track	Finance Track	Business Analytics and Technology Track	Operations and Supply Chain Track
Digital Marketing	HR Analytics	Fintech	Artificial Intelligence	Manufacturing and Network alignment
Services Marketing	Remote Working	Automated Accounting	Big data & Analytics	People, Profit and Planet- Managing Triple bottom line in SCM
Relationship Marketing	Gig Economy	Digital Finance	Block Chain	SCM to reduce carbon footprints to sustain ecosystems
Retails Marketing	Employee Engagement	Cryptocurrencies	Internet of Things	Industry 4.0
Rural Marketing	Diversity & Inclusion	Financial Market	Business Intelligence	Sustainable operations and supply chain management
Intelligent Marketing	Design Thinking in HR	Financial Services	Cyber Security	Integrating SC Strategies with business strategies
Social Media Marketing	Leadership	International Finance	Virtual & Augmented Reality	Information technology applications in supply chains
Digital Marketing	Employee wellness and mental health	Fintech	Artificial Intelligence	Lean/six-sigma/ quality issues in supply chain

## Submission Guidelines

Please ensure your submission meets the conference's strict guidelines for accepting scholarly papers.

- Authors need to submit their full papers at below link: <https://www.journalpressindia.com/website/mimansa-sribalajiuniversitypune-intlconference2021>
- Research paper can have more than one author but not more than three authors.
- It should be an original and unpublished research work.
- The Research paper /Case Study must be submitted in MS Word Format in two separate files. Name of the authors, affiliation, mobile number and email ids must be included in the cover page and Full paper in a separate MS Word file not having any author(s) identification..
- The research paper should have an abstract of 250-300 words.
- The paper should be an original work of the author(s) and be composed in not more than 8000- words, including graphs, figures and tables.
- Typing instructions: Font Style: Times New Roman, font size – 12 pts, paragraph spacing of 1.5 and normal margins.
- All the graphs, figures and tables should be labelled & numbered along with data source.
- Referencing should be as per APA style (7th Edition)
- Similarity/plagiarism index should be below 10 %.
- Case studies must be submitted along with a teaching note.

## Important Timelines

- Full paper submission: 8th Nov 2021
- Communication of Paper Acceptance: 15th Nov 2021
- Registration opens: 28th Sep 2021
- Last date for Registration: 25th Nov 2021

## Publication Opportunities

- Research Papers and Case studies submitted in the conference will have a publication opportunity in the following journals subject to meeting the reviewer's selection criteria:
- Journal of Product & Brand Management, CiteScore 2020: 4.70, Impact Factor 2020: 4.355 - Q2, JSR 2020: 0.982 - Q1
- Journal of Business Research , CiteScore 2020: 9.20, Impact Factor 2020: 7.550 - Q1, JSR 2020: 2.049 - Q1
- Journal of Consumer Behaviour, Impact factor: 3.280, 2020 Journal Citation Reports (Clarivate Analytics): 100/153 (Business), Online ISSN: 1479-1838, © John Wiley & Sons Ltd
- South Asian Journal of Business & Management Cases – Cite Score 0.5 a SCOPUS indexed, UGC Care listed SAGE Publication.
- Emerald Emerging Market Case Studies - CiteScore 2021: 0.2, Scopus indexed
- Journal of Entrepreneurship in Emerging Economies – CiteScore 2021: 3.7, Scopus indexed
- International Journal of Information Management Data Insights, Elsevier, Indexed in Directory of Open Access Journals (DOAJ), CiteScore 2020: 18.1, Impact Factor 2020: 14.098

**Event Platform:** Online via Zoom Digital Platform

## Registration Guidelines

Authors must register for the conference to ensure inclusion of the paper in the conference program.

In-absentia presentation is not allowed, one of the authors must be there for presentation Registration link

<https://www.journalpressindia.com/website/mimansa-sribalajiuniversitypune-intlconference2021>

## Registration Charges

Foreign Participants	–	INR 2500/-
Corporates	–	INR 1500/-
Faculties	–	INR 1000/-
Ph.D Scholars	–	INR 800/-

*No registration fees will be charged for student participants.*

## Publication Partner: Journal Press India

Journal Press India (JPI), is a publishing house devoted to the publication of high-quality research journals in the areas of Commerce & Management, International Business, Indian Economy, Finance & Accounting and Indian Taxation.

All papers presented in the conference will be published in the form of online Conference Proceedings with an ISBN No.

The selected papers will be published in the Special Issue of “Manthan: Journal of Commerce and Management”, a peer-reviewed journal published by ‘Journal Press India’. The papers to be published would be selected after double blind peer-review process.

Other selected papers may also get a publication opportunity in the forthcoming Regular issues, in any of the below mentioned journals published by ‘Journal Press India’, after double blind peer-review process.

**Focus:** Journal of International Business

**Mudra:** Journal of Finance and Accounting

**Pragati:** Journal of Indian Economy

**Vision:** Journal of Indian Taxation

All aforesaid journals are peer-reviewed / refereed and Indexed with Index Copernicus International (ICI), CrossRef, Research Gate, Google scholar, Summon (ProQuest), EBSCO, Indian Citation Index, Ulrich’s Web, Scilit, J-Gate and i-Scholar.



### Best Paper Prize

Best Paper Prize of  
Rs 20,000 and a certificate  
of appreciation will be  
conferred for each Track.

## OUR KEYNOTE SPEAKERS



**Dr. Jacqueline K. Eastman,**

Professor of Marketing,  
Georgia Southern University,  
Statesboro, USA, Co-Editor,  
Journal of Consumer  
Behaviour



**Dr. Cleopatra Veloutsou,**

Professor of Brand  
Management, Adam Smith  
Business School, East  
University of Glasgow,  
UK. Co-Editor in Chief –  
Journal of Product & Brand  
Management,  
Associate Editor – Journal  
of Business Research, Head  
of the Marketing Research  
Unit - Athens Institute of  
Education and Research  
(ATINER), Greece.



**Mr. Kurien Daniel,**

National Vice President,  
Indian Society of Training  
and Development (STD),  
New Delhi



**Dr. A.K. Dey,**

Professor of Operations  
& Decision Science,  
Chairperson - Centre  
for Management Case  
Development (CMCD),  
BIMTECH, Editor  
of the South Asian  
Journal of Business &  
Management Cases  
SAGE Publication, EAB of  
Emerald Emerging Market  
Case Studies and Journal  
of Entrepreneurship in  
Emerging Economies.



**Dr. Arpan K. Kar,**

Associate Professor,  
Information Systems,  
Indian Institute of  
Technology Delhi, India.  
Editor in Chief -  
International Journal of  
Information Management  
Data Insights, Elsevier



**Dr. Aviral Kumar Tiwari**

Associate Professor, Rajagiri  
Business School, Rajagiri  
Valley Campus, Kochi, India  
Research Fellows, Laboratoire  
d'Economie d'Orléans  
(LEO - CNRS), University of  
Orléans, France, Regional  
Editor-South-East Asia: JPA:  
(ABDC-B) Senior Editor:  
International Journal of  
Emerging Markets: (ABDC-B)

## Advisory Committee

- **Prof. (Dr.) G.K. Shirude,**  
*Vice Chancellor, Sri Balaji University, Pune (SBUP)*
- **Dr. Bhimaraya Metri,** *Director, Indian Institute of Management, Nagpur*

## Our Patrons

- **Her Excellency Madam Thilagavathy Balasubramanian,**  
*Chancellor, Sri Balaji University, Pune*
- **Prof. Paramanandhan Balasubramanian,**  
*Pro Chancellor, Sri Balaji University, Pune*
- **Prof. Parandhaman Balasubramanian,**  
*Principal Director, Sri Balaji Society*



## Conference Committee

- **Dr. Dimple Saini,**  
*Dean, Senior Director Corporate Relations, HOD - Operations & Supply Chain Management, Sri Balaji University, Pune*
- **Dr. Biju G Pillai,**  
*Dean, Senior Director IT and Admissions, Director BIIIB, HOD - Information Technology, Sri Balaji University, Pune*
- **Dr. Anil Keskar,**  
*Research Head, Sri Balaji University, Pune*
- **Dr. Archana Shrivastava,**  
*Director BIMM, HOD PM & HRD, Sri Balaji University, Pune,*
- **Dr. S. B. Agase,**  
*Registrar, Sri Balaji University, Pune*

## Organizing Committee

- **Dr. Binod Sinha,**  
*Professor, (BIMM) Mob. +91-8600009738  
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- **Dr. Nilesh Kharche,**  
*Professor, (BITM) Mob +91-9673587733  
Email Address – Sbsub\_conference@sbup.edu.in*
- **Dr. Rajeshwari Patil,**  
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For more details visit: <https://www.journalpressindia.com/website/mimansa-sribalajiuniversitypune-intlconference2021>

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For more details visit: [www.sbup.edu.in](http://www.sbup.edu.in)

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