

## **VENUE**

**PUNE INSTITUTE OF BUSINESS MANAGEMENT**  
Gut No. 605/1 Lavasa Road, Pirangut, Tal - Mulshi,  
Paud Road, Pune - 412115, Maharashtra.

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**020-66575045**



**E-Mail us**  
**events@pibm.in**

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# **VIRTUAL INTERNATIONAL CONFERENCE ON BUSINESS INTERVENTIONS & TECHNOLOGY**

**11<sup>th</sup> & 12<sup>th</sup> DECEMBER, 2020**

# About Pibm



Pune Institute of Business Management (PIBM) is an AICTE approved & Affiliated to Savitribai Phule Pune University, one of the top Management Institutes in India. Pune Institute of Business Management strives to skill the youth of our country as well as whole of Asia & the World to make them employable so that they can either

## JOIN A COMPANY OR START YOUR OWN COMPANY THEREBY CREATING MORE JOBS

Pune Institute of Business Management (PIBM) is one of the top B-schools in India. The aim of PIBM is to provide high value business management education to produce educated and skilled Management Graduates. PIBM stands tall amidst B-Schools in India because not only does we focus on the highest standards of academics but also train students with skillsets making them shine in the corporate world. Established in 2007 and spread across 2.5 Acres, PIBM is strategically located in calm and serene valley on the outskirts of Pune. PIBM provides Post Graduate courses in Management at Pune campus. Post Graduate Diploma in Management (PGDM) which is an AICTE approved course is the flagship

program at PIBM Pune. PIBM also offers Master in Business Administration (MBA) course in affiliation to Savitribai Phule Pune University. In recent years, PIBM has expanded by opening up Campuses for Graduation Courses - BBA, B.Com & BCA in Solan (Himachal Pradesh), Guwahati (Assam) and Shillong (Meghalaya).

At PIBM, education is not limited to academic accomplishments alone but extends much beyond the mainstream classroom education. Teamwork, problem solving, analytical thinking, creativity, leadership skills, decision making, and goal achievements are areas that are addressed effectively to build flourishing careers in

business management. We boast of having the unique training methodology in India where the whole curriculum is solely designed only on the basis of requirements of Industry. This helps in bridging the gap between Companies' requirements & Management Graduates' business knowledge.

PIBM is proud to have strong association with 50+ Corporate Panellists and 250+ other Corporate Heads like CEOs, CFOs, Directors, Presidents, VPs, and Heads etc. who continuously train our students. At PIBM, Quality speaks for itself. Every student of PIBM stands out in the crowd as they are not only equipped with Business Concepts but also the right attitude, competencies, aptitude, communication, skills and personality. Till date PIBM has nourished 3500+ successful Alumni who are placed in top companies at senior management positions as well as few have become an entrepreneur.

For more details about the Institute, please refer to our webpage: [www.pibm.in](http://www.pibm.in)

## PIBM MILESTONE & AWARDS

Accredited by



**NIRF 2020 India Rankings**  
PIBM ranked amongst the **top 100 MBA institutions in India**



Awarded as the **Best Emerging Institute in India**



**34th**

in **Top 100 B-schools in India**

**21st**

in **Top Private B-schools in India**

**16th**

in **West Zone**



**70th**

**Top B-Schools in India**

**42nd**

in **Learning Experience**

**40th**

in **Future Orientation**



**16th**

**Top B-Schools in India for Finance**

**10th**

for **Intellectual Capital & Learning Experience**

**10th**

for **Industry Interface**



Recognized as one of the **Best Education Brands**

**THE WEEK**

**76th**

In **Best B-Schools in India**



Awarded for the **Most Innovative Learning Practices 2018 in Asia**



Covered by Republic TV as one of the **Great Places to Study in India.**



# About Conference

The “International Conference on Business Intervention and Technology” aims at bringing together professionals to share their knowledge and experience regarding recent trends. The theme of the conference is business intervention and technology taken place in the business world. The global business environment is changing at a desperate pace. Digitization, technology, innovation and entrepreneurship are at the core of business dynamics in the uncertain business environment. New technological development such as internet of things, block chain, industries 4.0 etc. are altering the avenue for the firms to do business domestically and in the global market place. Supported by innovation and digital technologies, global business landscape is

under transformation in to business models, strategies, global value chains, operations, communication, knowledge sourcing and creation across international network and geographic boundaries.

This conference is aimed to deliberate on this issues related to management of technology and intervention. The aim of this conference is to share the insight of various stakeholders towards technology shift from management perspective. It will provide a platform for sharing knowledge related to various aspects of technology and intervention, e.g. its enablers, consequences, impact and hurdles, work practices, innovation, invention, innovative business model and marketing practices, techno entrepreneurship etc.

## Conference OBJECTIVES

- Bridging the gap between academicians and corporate in terms of business intervention & technology
- Encourage knowledge of participants

# Conference TRACKS

- **TRACK 1 #** Marketing Technology and Intervention
- **TRACK 2 #** HR Technology and Intervention
- **TRACK 3 #** FinTech and Intervention
- **TRACK 4 #** Analytics Intervention
- **TRACK 5 #** Operation & SCM Tech and Intervention
- **TRACK 6 #** Entrepreneurship Development & Intervention



## TRACK 1 # MARKETING TECHNOLOGY & INTERVENTION

- TRACK 1.1 Sentimental Analysis
- TRACK 1.2 Brand Management
- TRACK 1.3 E-Marketing, E-Commerce and Digital Marketing
- TRACK 1.4 Retail Management and Visual Merchandising
- TRACK 1.5 Customer Relationship Management
- TRACK 1.6 Pricing Management and Strategy
- TRACK 1.7 Neuromarketing
- TRACK 1.8 Agile Marketing
- TRACK 1.9 Marketing Automation
- TRACK 1.10 Digital Branding & Consumer Experience

## TRACK 2 # HR TECHNOLOGY & INTERVENTION

- TRACK 2.1 HRIS - HR Technology/Analytics
- TRACK 2.2 OD Intervention
- TRACK 2.3 Organizational Change and Structure
- TRACK 2.4 Organizational Behavior
- TRACK 2.5 Emotional Intelligence
- TRACK 2.6 People Analytics in HR
- TRACK 2.7 Talent Management: Recruitment and Selection
- TRACK 2.8 Leadership Management
- TRACK 2.9 Performance Management System
- TRACK 2.10 Learning and Development
- TRACK 2.11 Strategic HRM
- TRACK 2.12 eHRM
- TRACK 2.13 Employee Engagement through Digital Transformation

## TRACK 3 # FINTECH & INTERVENTION

- TRACK 3.1 FinTech
- TRACK 3.2 Financial Econometrics
- TRACK 3.3 Financial Risk Analytics and Management
- TRACK 3.4 Financial Crises and Systemic Risks
- TRACK 3.5 Corporate Finance
- TRACK 3.6 Financial Distress

## TRACK 4 # ANALYTICS INTERVENTION

- TRACK 4.1 Artificial Intelligence and Gamification
- TRACK 4.2 Machine Learning
- TRACK 4.3 Big Data
- TRACK 4.4 Data Science
- TRACK 4.5 Predictive Analytics
- TRACK 4.6 E-Learning
- TRACK 4.7 Cloud computing

## TRACK 5 # OPERATION & SCM TECH AND INTERVENTION

- TRACK 5.1 Supply chain Analytics and Technologies
- TRACK 5.2 Supply chain – Digital Innovation
- TRACK 5.3 Retail supply chain Management
- TRACK 5.4 Warehouse Management
- TRACK 5.5 Operation Management and Intervention

## TRACK 6 # ENTREPRENEURSHIP DEVELOPMENT & INTERVENTION

- TRACK 6.1 Entrepreneurship Development
- TRACK 6.2 Business Intervention
- TRACK 6.3 Family Business Management
- TRACK 6.4 Small and Medium-sized Enterprises



# Call For PAPERS

## IMPORTANT DATES



**Submission  
Extended Abstract**



**Early Bird  
Registration Date:**



**Submission of  
Final Paper**

20-11-2020

23-11-2020

25-11-2020

30-11-2020

30-11-2020

**Acceptance of  
Extended Abstract**



**Final Registration  
Date:**



## REGISTRATION FEE

Conference Element	Early Bird Registration		Final Registration	
	Indian Delegates	Foreign Delegates	Indian Delegates	Foreign Delegates
Corporates /Industrialist	₹ 1500	\$ 150	₹ 2000	\$ 175
Academician/Faculty	₹ 1000	\$ 100	₹ 1500	\$ 125
Research Scholar	₹ 500	\$ 75	₹ 750	\$ 100
Students	₹ 250	\$ 50	₹ 500	\$ 75

## REGISTRATION PROCESS

Registration fee can be deposited through online payment/ Demand Draft in the name of PIBM. For registration please contact,

**Ms. Rajashree Bhise**

Email ID – [events@pibm.in](mailto:events@pibm.in)

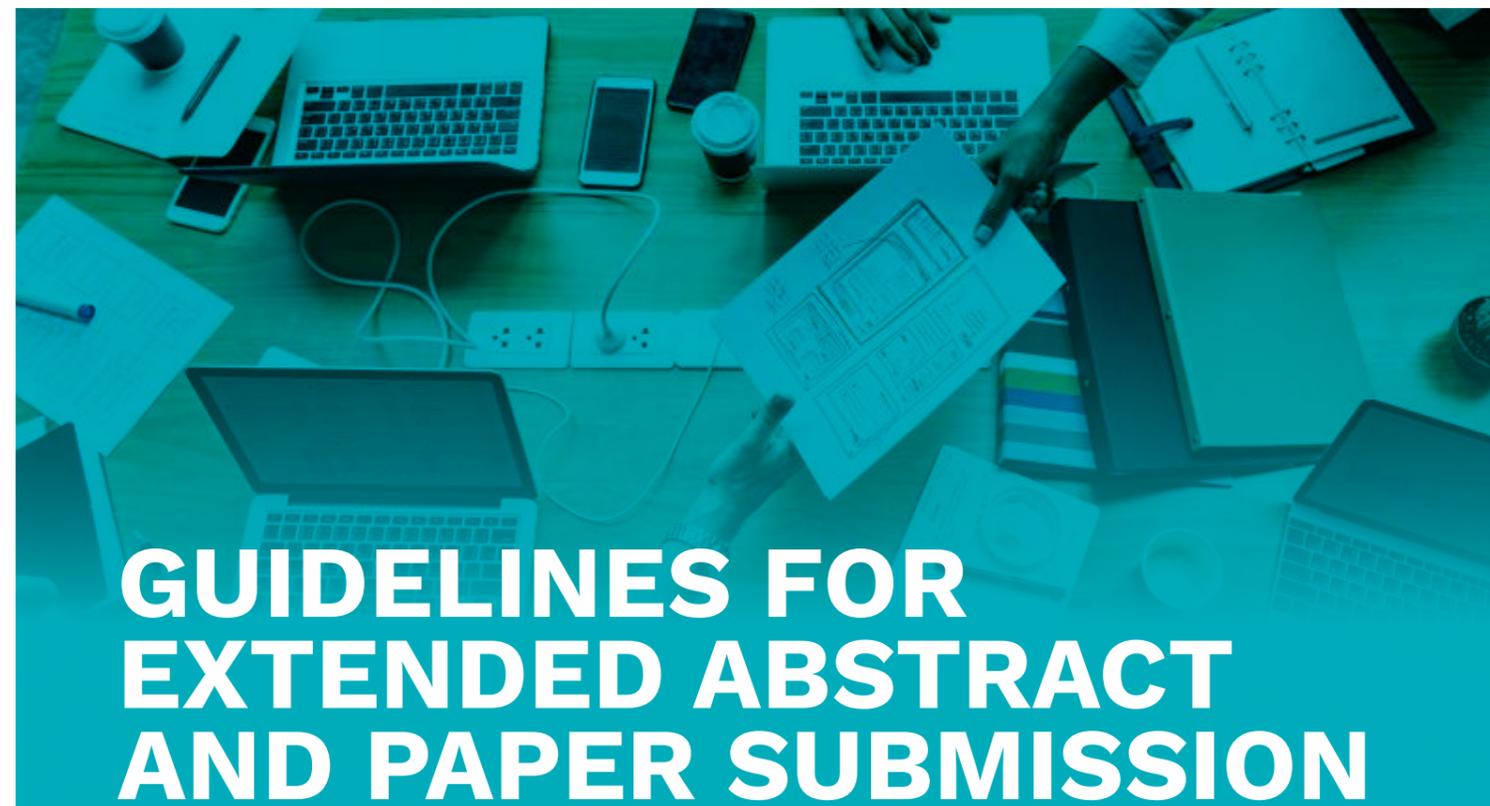
Contact Number: 020-6657-5045

## PAPER SUBMISSION

Authors are request to mail the extended abstract at: [events@pibm.in](mailto:events@pibm.in) mentioning the respective Track ID in the mail subject. Only electronic submission will be accepted. All submitted papers/articles will undergo blind review process and author will be informed about the review decision within mentioned period of time.

## BEST PAPER AWARD

From each track, one paper will be selected and awarded with certificate of “Best Paper” and will publish in ABDC or SCOPUS Indexed Journals.



# GUIDELINES FOR EXTENDED ABSTRACT AND PAPER SUBMISSION

### EXTENDED ABSTRACT SUBMISSION:

- Manuscript should be prepared in MS-Word
- Extended abstract should be 1000 - 1500 words
- Keywords: Minimum 3 and maximum 5 Words
- Font: Times New Roman
- Font Size: 14 Heading and 12 Content
- Line Spacing – 1.5 Line Space and Justify

### FINAL PAPER SUBMISSION:

- Full length paper should be Minimum 3500 and Maximum 6000 Words
- Font: Times New Roman
- Font Size: 14 Heading and 12 Content
- Line Spacing – 1.5 Line Space and Justify
- APA Reference Style

# Publication **PROCESS**

Accepted papers will be published in regular or special issue of ABDC/SCOPUS/ABS/WOS Indexed journal. Abstracts will be published in conference proceedings.

**Note:** The research papers will be published in journals after extensive review and acceptance of the research papers by reviewers of journals.



# Conference **Convenor**

## **DR. RAJASSHRIE PILLAI**

HRM & Research - HOD

## **DR. RAJALAKSHMI M**

HR Department

Mail ID: m.rajalakshmi@pibm.in

## **MS. POORNIMA SEHRAWAT**

Batch In-charge, Academics Department

## **DR. NILESH KATE**

Marketing Department

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## **PROF. ADESH DOIFODE**

Finance Department

Email ID: adesh.d@pibm.in

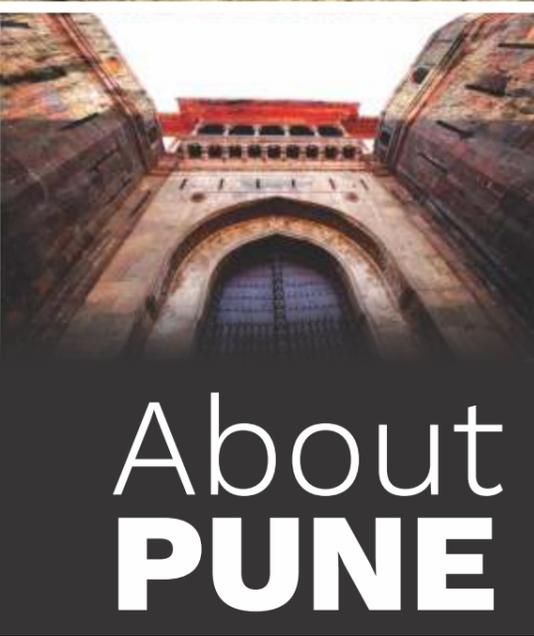
# Glimpse & Highlights OF PRIOR CONFERENCE

## INTERNATIONAL CONFERENCE 2019

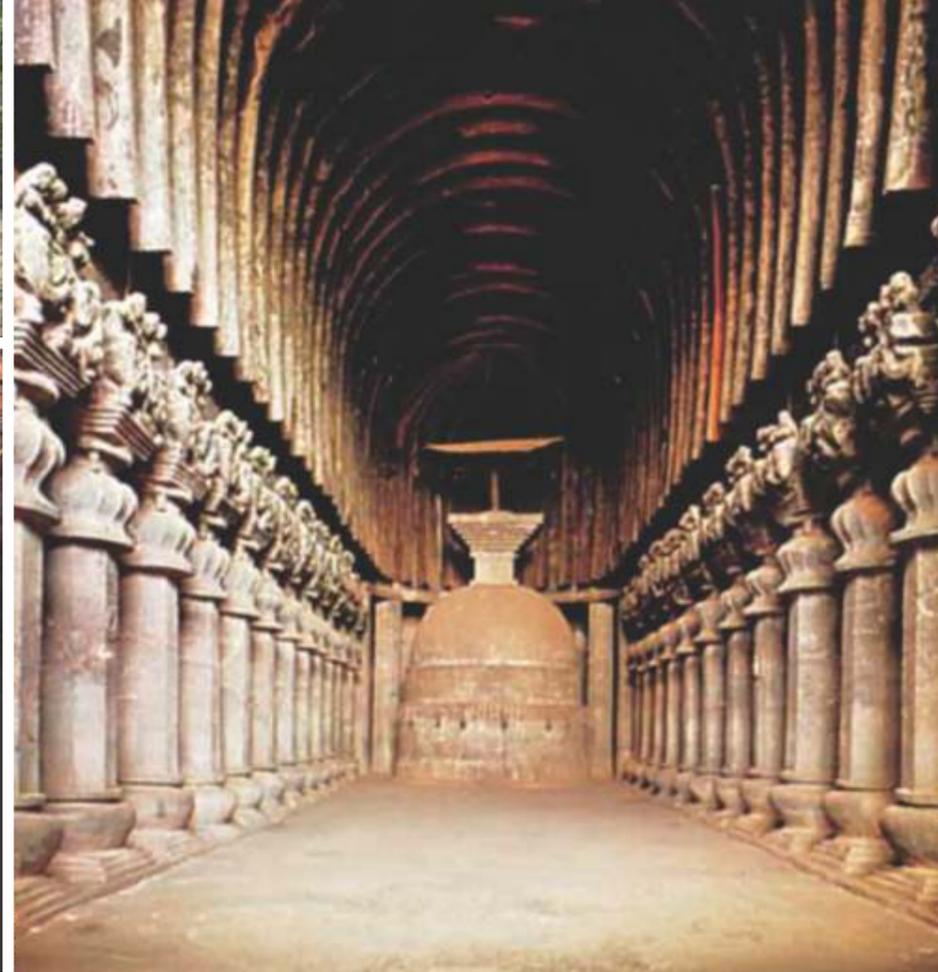
AI & Cognitive RPA Applications  
in business in Emerging Economies

23<sup>rd</sup> & 24<sup>th</sup> August 2019

PIBM Successfully organized the 2nd International Conference on 23rd and 24th August. The focus of the International Conference 2019 was "Applications and Research on Artificial Intelligence and Cognitive RPA in various business areas of emerging economies." The event witnessed many Global Corporate personnel coming together to share knowledge, insights and experiences. The two day event was full of Corporate Interactions, Research Paper Presentations, Discussions and various workshops addressed by different keynote speakers. We extend our gratitude towards the guests and all the distinguished corporate members for their presence in the event.



# About PUNE



Pune is the second largest city in the Indian state of Maharashtra after Mumbai and the seventh most populous city in the country. Situated 560 metres (1,837 feet) above sea level on the Deccan plateau on the right bank of the Mutha river, Pune is the administrative headquarters of Pune district and was once the centre of power of the Maratha Empire established by Shivaji. In the 18th century, Pune was the political centre of the Indian subcontinent, as the seat of the Peshwas who were the prime ministers of the Maratha Empire.

Pune is known as "Oxford of the East" due to the presence of several well-known educational institutions in the city. The city has emerged as a major educational hub in recent decades, with nearly half of the total international students in the country studying in Pune. Since the 1950s and 1960s, Pune has had a traditional old-economic base as most of the old industries continue to grow.

### PUNE EDUCATION AND RESEARCH:

Pune has over a hundred educational institutes and more than nine deemed universities apart from the Savitribai Phule Pune University (SPPU; formerly University of Pune), which is the second largest University in the country based on total number of affiliated colleges. Higher education institutes attract international students mainly from the Middle Eastern countries such as Iran, and United Arab Emirates, and also African countries such as Ethiopia and Kenya. Pune is the largest centre for Japanese learning in India. Other languages taught in the city include German, which is taught at the Goethe-Institute, and French, which is taught at Alliance Française.

### PUNE ECONOMIC AND INDUSTRY:

Pune has the eighth largest metropolitan economy and the sixth highest per capita income in the country. The key sectors of the local economy are education, manufacturing and information technology (IT). The city is known for its manufacturing and automobile industries, as well as for research institutes of information technology (IT), education, management and training, which attracts students, and professionals from India, South East Asia, the Middle East and Africa.





**Glimpse & Highlights OF PRIOR CONFERENCE**

**Conference THEME**

- AI Application in Industry 4.0
- Writing Quality Research Papers with industry impact for Global standard journals
- Data Analytics and AI in Digital Era – Social Media and Ecommerce impact
- Data Analytics and AI in Supply Chain Management and Business Operations
- Big Data Impact on Organization performance – Key Function areas

**CORPORATE KEYNOTE SPEAKER FIRST PANEL**

S. No.	Corporate Name	Designation	Company Name
1	Mr. Rajeev Mishra	CEO	UM Lohia Two Wheelers Pvt. Ltd.
2	Mr. R. S Rajan	CEO	Livpure
3	Mr. Ashish Chandra	Business Head & CEO	Vodafone Mobile Services Ltd.
4	Mr. Vijay Jasuja	CEO	SBI Cards & Payment Services Pvt Ltd
5	Sujan Sinha	MD & CEO	Shriram Housing Finance
6	Dewang Neralla	CEO	Atom Technologies
7	Mr. Arijit Dutta	President	UNO Minda
8	Mr. Rajiv Mitra	MD	Govind Milk & Milk Products Pvt. Ltd.
9	Mr. Rohit Churamani	MD	i3 Research Consultant

**SECOND PANEL**

S. No.	Corporate Name	Designation	Company Name
1	Mr. Sam Elangalloor	CEO & Co-Founder	Find Facts Innovation Pvt. Ltd.
2	Sanjay Shukla	MD and CEO	Centrum Housing Finance Ltd
3	Mr. Sandeep Wirkhare	MD and CEO	Aryarth Housing Finance Ltd.
4	N. Garla	MD & CEO	IDBI Capital
5	Gurinder Singh	CEO	Star Agri Finance Ltd.
6	Pavan Kumar Gupta	CEO	Muthoot Housing Finance Ltd.
7	Sudip Bandyopadhyay	Group Chairman	Inditrade Capital Ltd.
8	Arun Thukral	MD & CEO	Axis Securities
9	Arijit Basu	MD & CEO	SBI Life Insurance

**Academic KEYNOTE SPEAKER**



**DR. ELENA CAHIL**  
 Director of the Ernest C Trefz School of Business at University of Bridgeport



**DR. RAHUL BEDI**  
 Information Technology Management & International Business at Berkeley College, USA



**DR. TAREK M. SOBH**  
 Executive Vice President University of Bridgeport



**DR. YAM B. LIMBU**  
 Associate Professor of Marketing Motclair stateuniversity, USA



**DR. YOGESH DWIVEDI**  
 Co. Director Academic Leadership at Swansea University, UK



**DR. STEPHEN CHRISTENSEN**  
 Dean School of Business, Concordia University