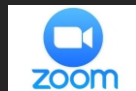


# INTERNATIONAL CONFERENCE

ON  
INNOVATIONS AND SUSTAINABLE PRACTICES IN COMMERCE  
MANAGEMENT AND SOCIAL SCIENCES:  
FUTURE PROSPECTS AND CHALLENGES  
(ICCMSS VIRTUAL-2021)



**June 04-05  
2021**  
(04:00 pm (IST) onwards)



## Organised by:



DEPARTMENTS OF COMMERCE (Under Graduate and Post Graduate)  
ECONOMICS, MANAGEMENT STUDIES AND ACCOUNTING,  
FINANCE AND INSURANCE (AFI) of  
**MANIBEN NANAVATI WOMEN'S COLLEGE**  
Vallabhnbhai Road, Vile Parle (West)  
Mumbai, Maharashtra - 400056  
Awarded Best College 2018 – 2019

In collaboration with



**INSPIRA RESEARCH ASSOCIATION- IRA**  
(A leading organization for Research Development)  
Jaipur, Rajasthan - 302018

## Chief Guest for Inauguration



**PROF. (DR.) RANA SINGH**  
Vice-Chancellor and CEO-IIIE  
Sanskriti University, Mathura  
& Former Director  
Institutional Effectiveness (Q.A.)  
University of Jazeera, Dubai, UAE  
Friday, June 04, 2021  
4:00 pm onwards



+91-98285 71010  
+91-87783 51420

[inspirawebinars@gmail.com](mailto:inspirawebinars@gmail.com)  
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<https://www.inspirajournals.com>  
<https://www.mnwc.edu.in>

**Registration Link:** <https://inspirajournals.com/ira-form-registration>

## ABOUT MANIBEN NANAVATI WOMEN'S COLLEGE, MUMBAI

Established in 1972, Maniben Nanavati Women's College (MNWC), Mumbai (Maharashtra) is dedicated to the cause of empowerment of women through access to higher education. The College has been awarded the BEST COLLEGE award by the affiliating body - SNDT Women's University, Mumbai, Maharashtra. MNWC has been reaccredited with 'A' grade by National Assessment and Accreditation Council (NAAC), a Government recognized body. It is recognized by UGC under section 2(f) and 12(b).

The College offers a wide range of programmes at Under Graduate as well as Post Graduate levels. Under UGC's National Skill Quality Framework Scheme, the College has received an approval for two certificate courses. The College is registered as Local Chapter under UGC's SWAYAM NPTEL Scheme. The College has a well established self-funded research centre - Smt. Kantaben Shah Research Centre for Multidisciplinary Studies. The College is present on the list of participating institutions of National Institutional Ranking Framework (NIRF).

## ABOUT INSPIRA RESEARCH ASSOCIATION, JAIPUR

The Inspira Research Association is an organization of academicians, professionals and researchers. It is a non-profit organization dedicated to the promotion and development of research in the fields of management, commerce, economics, taxation, finance and computer science etc. The Association regularly publishes research journals (INSPIRA-JMME i.e. Journal of Modern Management and Entrepreneurship), (INSPIRA-JCECS i.e. Journal of Commerce, Economics and Computer Science), International Journal of Advanced Research in Commerce, Management and Social Science (IJARCMSS) and International journal of Education, Modern Management, Applied Science and Social Science(IJEMMASSS) and reference books in the above areas and fields. All the Journals are Quarterly Double Blind Peer Reviewed Refereed Journals. Our main objective will be to strengthen the boundaries of the journal, to strengthen the reviewer database, and to motivate potential authors to contribute to the journal. In parallel, we all should join hands in preventing plagiarism, duplicate articles and unreliable research. We invite the authors to submit original articles, which will help to achieve our goal of obtaining higher Global Impact Factor for the journal to maintain the relevance of the journal in a highly competitive field. In future, it intends to publish some more research journals including international journals, reference books and to organize national and international conferences, seminars etc.



# (ICCMSS VIRTUAL-2021)

## ABOUT THE CONFERENCE

The Departments of Commerce (Under Graduate and Post Graduate), Economics, Management Studies, and Accounting, Finance and Insurance (AFI) of MNWC, Mumbai, Maharashtra and INSPIRA Research Association (IRA), Jaipur (Rajasthan) are hosting the Online International Conference scheduled on 04<sup>th</sup> June 2021 and 05<sup>th</sup> June 2021. The International Conference shall provide a forum for interface on Innovations and Sustainable Practices in Social Sciences, Economics, Commerce and Business Management. In order to succeed in the fast changing business environment, organisations and institutions are coming up with new technology, innovations and inventions for their sustainable success and growth.

This International Conference will provide an opportunity to management professionals, social scientists, entrepreneurs, academicians, researchers and students to present their views, share and exchange ideas in their respective areas and inter disciplinary studies.

## OBJECTIVES OF THE CONFERENCE

- To provide a platform to discuss opportunities and challenges arising in the field of innovations and sustainable developments in the fields of commerce, management studies, social sciences, accounting, finance and insurance and others.
- To explore real life examples and novel ideas in the stream of commerce, management and social sciences.
- To exchange and share experience of experts and leading academicians on the subject.
- To discuss the strategies to be adopted by business organisations post covid.

## RULES AND REGULATIONS

- Research Paper shall be original work, abstract and unpublished research paper/articles/case study/posters.
- Plagiarized work would lead to disqualification.
- Maximum three persons can write a paper together, however two persons have to compulsorily register.

## PAPER FORMAT AND LENGTH

- Abstract maximum: 350 words.
- Manuscripts maximum: 4000 words.
- Paper size: A4 size sheet.
- Font type (English): Times New Roman and (Hindi) Devlys 010.
- Font size: 12 for content, 12 for sub heading (bold and capital) and 14 for heading (bold and capital)
- Line spacing: single.
- All papers must be submitted in MS Word 2003 or 2007
- All references and bibliography should be given in APA style.
- Research Paper should be e-mailed to the below mentioned mail id only [inspirawebinars@gmail.com](mailto:inspirawebinars@gmail.com)

## PRESENTATION GUIDELINES

- 5 minutes for presentation.
- 1 minute for question and answer session.
- All presentations must be done using MS PowerPoint/Oral Presentation
- All the participants have to join the International Conference 05 minutes prior to the scheduled time.
- All the participants have to keep their Audio and Video off during the session, only at the time of their presentation participants have to keep their video on.
- Other requirements and specification will be informed to all the participants.

# (ICCMSS VIRTUAL-2021)



## HIGHLIGHTS OF THE CONFERENCE

- **E-Certificate of Conference Participation/Paper Presentation will be provided to all registered participants.**
- **e-Conference proceeding book of abstracts with ISBN will be provided to all registered participants.**
- **Publication opportunity in International Peer Reviewed Refereed Journals with high impact factor.**
- **Twelve best paper presentation awards (Six awards for each day).**
- **Three INSPIRA - IRA Best Researcher/Young Researcher Award May, 2021** out of the registered participants of the conference only on 05th June, 2021 to be announced in valedictory session. Last date to submit the CV covering academic achievements during last three years, with attachments for proof ([inspirairajapur@gmail.com](mailto:inspirairajapur@gmail.com)) is May 25, 2021.

## PUBLICATION OF FULL PAPERS IN JOURNAL (CATEGORY II)

- **Full papers will be published in below two Online International Peer Reviewed Refereed Journals of INSPIRA (who opt Category II) :**
  - **International Journal of Advanced Research in Commerce, Management and Social Science (IJARCMSS)** (e-ISSN: 2581-7930), Impact Factor: 5.880, Vol. 04 | No. 03 | July-September, 2021 or
  - **International Journal of Education, Modern Management, Applied Science and Social Science (IJEMMASS)** (e-ISSN: 2581-9925), Impact Factor: 6.340, Vol. 03 | No. 03 | July-September, 2021.

## DATES TO REMEMBER

Submission of abstracts for presentation/e-conference proceeding ISBN Book	May	30, 2021
Submission of full length paper for International Journals (Who Opt Category II)	June	15, 2021

## HOW TO REGISTER

### Registration Link

<https://inspirajournals.com/ira-form-registration>

- **Last date for registration for the conference: May 28, 2021.**

Other Payment  
Mode

9828571010  
(Dr. Ravi Kant Modi)



## REGISTRATION FEE

### Category I: Participation and Presentation Paper

Academicians/Faculty/Scholars/Students/ Corporate	₹ 760
Life Members of Inspira – IRA and Faculty & Students of MNWC	₹ 560
Foreign Delegates	₹ 1,500/\$20

### Category II: Participation and Presentation of Paper with Online Publication of Paper in International Peer Reviewed Journal

Academicians/Faculty/Scholars/Students/ Corporate (for Single Author)	₹ 1,750
Life Members of Inspira – IRA and Faculty & Students of MNWC	₹ 1,450
Foreign Delegates	₹ 3,000/\$40

(ICCMSS VIRTUAL-2021)

# SCHEDULE OF TECHNICAL SESSIONS

**DAY 1: JUNE 4, 2021 (Friday)**

**RESEARCHES AND INNOVATIONS IN  
COMMERCE AND BUSINESS MANAGEMENT**

**CHAIRPERSON**



**PROF. (DR.) G. SORAL**

President, Indian Accounting Association  
Former Dean,  
University College of Commerce and Management Studies  
Moharlal Sukhadiya University, **Udaipur, Rajasthan**

**CO - CHAIRPERSONS & KEYNOTE SPEAKER**



**PROF. (DR.) ANIL MEHTA**

Professor, School of Legal Studies, Banasthali University, Banasthali &  
Former Head, Department of Business Administration  
University of Rajasthan, **Jaipur, Rajasthan**



**DR. JYOTI THAKUR**

Head, University Department of Commerce  
SNDT Women's University  
**Mumbai, Maharashtra**

**KEYNOTE SPEAKERS**



**DR. JOLLY SAHNI**

Director, Jubilation Office  
Associate Director, MBA Program and  
Assistant Professor, College of Business Administration  
Prince Sultan University, **Riyadh, Saudi Arabia**



**DR. BHUPENDRA KUMAR**

Department of Accounting & Finance  
Faculty of Business & Economics  
Debre Tabor University, **Ethiopia**



**DR. NARENDER SINGH BHATI**

Assistant Professor  
School of Business and Commerce  
Manipal University, **Jaipur, Rajasthan**

**DAY 2: JUNE 5, 2021 (Saturday)**

**RESEARCHES AND INNOVATIONS IN HUMANITIES  
FINANCE, ECONOMICS AND SOCIAL SCIENCES**

**CHAIRPERSON**



**PASTOR ARGUELLES JR.**

Dean, College of Computer Studies  
University of Perpetual Help System Dalta  
**Philippines**

**CO - CHAIRPERSONS & KEYNOTE SPEAKER**



**PROF. (DR.) N.D. MATHUR**

Professor, Department of Economics and Director  
School of Humanities and Social Sciences  
Faculty of Arts and Law, Manipal University **Jaipur, Rajasthan**



**DR. CHAI CHING TAN**

School of Management  
Rattanakosin International College of Creative Entrepreneurship (RICE)  
Rajamangala University of Technology Rattanakosin  
**Thailand**

**KEYNOTE SPEAKERS**



**PROF. (DR.) P. MALYADRI**

ICSSR, Senior Fellow Research Advisor in Management and Commerce  
Center for Economic and Social Studies (CESS)  
An ICSSR Research Institute, Ministry of HRD, Govt. of India, Begumpet  
**Hyderabad, Telangana**



**DR. UBAID AKRAM FAROOQUI**

Senior Associate Professor of English  
BSR Government Arts College  
**Alwar, Rajasthan**



**DR. R. SUNDARI**

Assistant Professor  
PG and Research Department of Commerce  
DG Vaishnav College, **Chennai, Tamil Nadu**

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Hon. Secretary, Managing Committee, M.N.W. College  
Mumbai, Maharashtra

## CONFERENCE ORGANIZING DIRECTORS



**DR. RAJSHREE P TRIVEDI**

Principal & Head Department of English  
Maniben Nanavati Women's College  
Mumbai, Maharashtra  
+91-9820375069



**PROF. (DR.) S. S. MODI**

President, Inspira Research Association (IRA) &  
Former Head, Department of ABST, Faculty of Commerce  
University of Rajasthan  
Jaipur, Rajasthan  
+91-98293 21067

## CONFERENCE JOINT ORGANIZING DIRECTORS



**DR. PRIYANKA SHARMA**

Incharge, Coordinator and Assistant Professor  
Post Graduate Department of Commerce  
Maniben Nanavati Women's College  
Mumbai, Maharashtra



**PROF. (DR.) ANIL MEHTA**

Professor, School of Legal Studies  
Banasthali University, Banasthali &  
Former Head, Department of Business Administration  
University of Rajasthan, Jaipur, Rajasthan

## CONFERENCE ORGANISING SECRETARIES



**DR. REKHA A. KAKLOTAR**

Head and Assistant Professor  
Department of Economics  
Maniben Nanavati Women's College  
Mumbai, Maharashtra



**DR. RAVI KANT MODI**

General Secretary, Inspira Research Association (IRA) &  
Associate Professor and Head, Department of EAFM  
Faculty of Commerce, LBS PG College  
Jaipur, Rajasthan

## MEMBERS CONFERENCE ORGANIZING COMMITTEE

**MS. PRANAYA REVANDKAR**

Incharge, Coordinator and Assistant Professor  
Bachelors of Management Studies  
Maniben Nanavati Women's College, Mumbai, Maharashtra

**MS. YUTI CHANDAN**

Incharge, Coordinator and Assistant Professor  
Department of Commerce (UG)  
Maniben Nanavati Women's College, Mumbai, Maharashtra

**MRS. JYOTSANA RAUT**

Incharge, Coordinator and Assistant Professor  
Department of Commerce (AFI)  
Maniben Nanavati Women's College, Mumbai, Maharashtra

**DR. AARTI CHOPRA**

Joint Secretary, Inspira Research Association (IRA) &  
Principal, Bhavan's College of Communication and Management  
Jaipur (Rajasthan)

**DR. O.P. GUSAI**

Associate Professor  
Department of Commerce  
Moti Lal Nehru College, Delhi

**DR. ASHOK KUMAR**

Assistant Professor  
Department of Business Administration  
Jai Narain Vyas University, Jodhpur

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## SUB THEMES OF THE CONFERENCE

### COMMERCE, MARKETING AND MANAGEMENT

- Artificial Intelligence
- Emotional Advertising
- Challenges to Strategic Management
- Consumer Behaviour
- Neuro Marketing
- E – Customer Relationship Management
- Digital and E-Marketing Analytics
- E – Commerce
- Mobile Marketing
- International Marketing
- E – Supply Chain Management
- Post covid effect on trade and commerce
- Innovations in marketing management

### ECONOMICS, ACCOUNTING AND FINANCE

- Cyber Security in Banks
- Financial Inclusion and Stock Market
- Forensic Accounting and Fraud
- IT and CRM in Banking
- Mutual Funds management
- Monetary Economics and Finance
- Block Chain Accounting and Social Accounting
- Crowd Funding
- Green Banking
- Crypto Currency and Bit Coin
- Accounting Software and Business Development
- Mergers and Acquisition
- Environmental Accounting
- Behavioral Finance
- GST and Indian Economy
- Global Accounting and IFRS
- Human Resource Accounting
- Green Economy

### HUMANITIES, SOCIAL SCIENCES AND HUMAN RESOURCE MANAGEMENT

- Make in India – Role of Business and Commerce
- Entrepreneurship, Incubation and Starts up
- Performance Management
- Women and leadership
- Post Covid Opportunities and Challenges
- Management Information System, HR Software and Business Development, E – HRM
- Creativity and Innovation
- Enterprise and Business Risk Management
- Pension and Social Security
- Ethics in Business
- Talent Management
- Employee Engagement and Employer Branding
- Soft skill and Business Development – Success and Challenges
- Work Life Balance and Stress Management
- Cross Cultural Diversity
- Positive Psychology and Work force
- Emotional Intelligence
- Work From Home – Changing Scenario
- Any Topic Other Than Above, Related with the Theme and Sub Theme of the Conference

## CONTACT US

**MANIBEN NANAVATI WOMEN'S COLLEGE,**  
Vallabhbhai Road, Vile Parle (W),  
Mumbai, Maharashtra 400056  
Email Id : [conferenc@mnwc.edu.in](mailto:conferenc@mnwc.edu.in)  
Website - <https://www.mnwc.edu.in>  
Phone No :  
+91 – 8778351420, 9987048862  
7738285741, 9619232079, 7875330928

**INSPIRA RESEARCH ASSOCIATION, JAIPUR**  
(A Leading Organization for Research Development)  
25, Sudama Nagar, Opp. Glass Factory,  
Tonk Road, Jaipur - 302018  
Email Id – [inspirawebinars@gmail.com](mailto:inspirawebinars@gmail.com)  
Website - <https://www.inspirajournals.com>  
Phone No :  
+91-9828571010, 9829321067

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