

**Dr. D. Y. Patil B-School,
Pune, India**

In collaboration with

**Dr. Soetomo University,
Indonesia
& AIMS, India**

International Conference

**Fostering Resilient Business
Ecosystems and Economic Growth:
Towards the Next Normal**



Date :
27th -29th April, 2022



Venue :
Online

We feel immensely privileged to invite you to the
International Conference on

“

Fostering Resilient Business Ecosystems and Economic Growth: Towards the Next Normal

”

Organized by
IQAC & Research & Publication Cell

Dr. D. Y. Patil B-School, Pune, India

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ABOUT US

Dr. D. Y. Patil B-School runs AICTE approved PGDM program. It has been ranked 1st Emerging B-School among top institutes of west India by Times of India. It has also been conferred the ET Now Business School of the Year award. The two-year full-time PGDM program offered by Dr. D.Y. Patil B-School is designed to empower students to become successful business professionals in the challenging global scenario. The Institute is continually evolving to meet its goals in an ever-changing business environment. It has been playing an essential role in professionalizing Indian management through its programs. Dr. D. Y. Patil B-School aims to create value-driven leaders, global managers, and entrepreneurs with strong conceptual foundations and analytical approaches to help them be the best in their chosen field. The aim is to innovatively address modern India's needs and connect aspirations and realities to attain benchmarks that are respected internationally.



ABOUT THE CONFERENCE

“Next Normal” is the latest buzzword two years after the Covid -19 pandemic hit all the sections of the society and economy. With the havoc now seemingly showing the downturn, it’s the “Next to Normal” that will define 2022 and the subsequent years. Covid-19 has changed the world, society, and business function. With the Next Normal, the future demands resilience. Resilience is the CEO agenda of every company and across all industries. Businesses are reconsidering their approaching order to make it more resilient. Re-evaluating one’s supply base, geographical footprint, moving with speed to digitize the operations end to end, encouraging flexibility to create new value for the customers, and increasing competitive advantage are certain considerations that need to be undertaken to build a resilient ecosystem for economic growth in the Next Normal. The ‘Next Normal’ also calls for innovative ways to re-engage an organization’s human resources and marketing techniques. Other measures such as financial assistance, devising a favorable environment for the growth of startups, and regional collaboration among ecosystem developers can play an essential role in transforming the way businesses work are the other factors business leaders should consider as they prepare for “The Next Normal.” There is a need for in-depth scientific reflection regarding the methods and instruments for economic development in theoretical and practical terms. In this background, the prime goal of this Conference is to be a platform for discussing scientific achievements and evaluate the current state of research development on the role of institutional, financial, and technological innovation in fostering a resilient business ecosystem and economic growth

OBJECTIVES OF THE CONFERENCE

- ✔ To understand how the businesses and education sector are preparing themselves to recover from the havoc caused by the Covid-19 and marching ahead towards the next normal.
- ✔ To provide researchers, industry practitioners, academicians, research scholars, and students with strong research orientation, a forum for developing, discussing, and presenting new ideas and the emerging phenomena for fostering resilient Business ecosystems and economic growth in the Next Normal.

SUB-THEMES

- ✔ International Economic Competitiveness
- ✔ Entrepreneurship and Socioeconomic development
- ✔ Financial technologies (Fintech) in the development of economy
- ✔ Internationalization of entrepreneurial ecosystems
- ✔ Technology, Innovations and Labour market
- ✔ Innovations in economic and entrepreneurial education in the age of digitalization
- ✔ Covid-19: Implication for business

WHO CAN PARTICIPATE

Academicians, Economist, Entrepreneurs, Industry/ Business executives, Professionals, Practitioners, Consultants, Technocrats, Research Scholars and Students

PARTICIPATION FEE

No participation fee

CALL FOR PAPERS/ EXTENDED ABSTRACT

The Conference invites papers from the following management disciplines: Marketing, OB & HRM, Entrepreneurship, Strategic Management, Operations Management, Economics, Public Policy, Business Analytics, International Business, Finance and Accounting.

However, the above list is only illustrative; authors are encouraged to submit papers on any other issues that they deem relevant to the conference theme.

Conceptual and empirical research papers are invited from academicians and practitioners on the themes or related topics of the conference. Papers should be original and unpublished, offering new insights, new approach or new knowledge to the body of literature. A soft copy of the full paper with an abstract (not exceeding 250 words) may be submitted. Soft copy should be in MS-Word format in Times New Roman, Font size 12 with one-inch margin on all sides. All the papers received will go through a blind review process and acceptance of the papers will be communicated to the corresponding author.

PUBLICATION OPPORTUNITY

1 All accepted papers will be published in the form of conference proceedings bearing an ISBN.

2 Selected papers will be published by our publication partners*.

- ✓ Asia- Pacific journal of Business Administration (Scopus & ABDC indexed) - Emerald Publishing
- ✓ African Journal of Business and Economic Research (Scopus & ABDC Indexed)
- ✓ Universal Journal of Public Health (SCOPUS indexed)
- ✓ Environment and Ecology Research (SCOPUS indexed)
- ✓ Universal Journal of Agricultural Research (SCOPUS indexed)
- ✓ Universal Journal of Accounting and Finance (SCOPUS indexed)
- ✓ Journal of Management and Training for Industries (Japan)
- ✓ MERC Global's International Journal of Management (A Double Blind Peer-reviewed Refereed Journal)
- ✓ Prayukti – Journal of Management Applications (A Double Blind Peer-reviewed Refereed Journal)

**Publication is subject to the approval by respective journals according to their scope & publication norms.*

BEST RESEARCH PAPER AWARD

The papers presented in the Conference will be evaluated by an expert panel consisting of prominent academicians and industrialists. The best paper will be awarded as follows:

FIRST PRIZE
\$400 / ₹30000

SECOND PRIZE
\$200 / ₹15000

THIRD PRIZE
\$100 / ₹7500

IMPORTANT DATES

Last date of paper submission:

April 10, 2022

Acceptance after **5 days** of
paper submission

Last Date of Registration for
Inclusion of paper in Conference
Proceedings:

April 10, 2022

Conference presentations:

April 27-29, 2022

HOW TO SUBMIT A PAPER

Authors can send their papers as an attachment
in MS word file at:
conference.bschoool@dpu.edu.in.

MODE OF CONFERENCE

Online: The conference will be held through
virtual mode.

PRE-CONFERENCE WORKSHOP

All registered participants will get an opportunity to
attend the Workshop on

**“Data Analysis using Process-Macro:
Advance Mechanism for Mediation &
Moderation in SEM”** on

April 27, 2022 by resource person

Dr. Vikas Arya (Assistant Professor – Marketing),
Rabat Business School, Morocco.

GUIDING LIGHTS

Hon. Dr. P. D. Patil

Chancellor,

Dr. D. Y. Patil Vidyapeeth, Pune, India

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Vice Chairman,

Dr. D. Y. Patil Vidyapeeth Society, India

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Dr. Atul Kumar

Professor,

Dr. D. Y. Patil B-School, Pune, India

CONFERENCE CO-CONVENER

Dr. Rashmi Paranjpye

Associate Professor,

Dr. D. Y. Patil B-School, Pune, India

CONFERENCE SECRETARY

Ms. Geetika Jha

Assistant Professor,

Dr. D. Y. Patil B-School, Pune, India

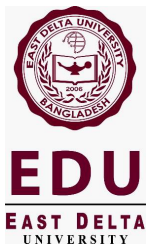
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City University is a private university in Dhaka, Bangladesh. It was established in 2002. The university offers undergraduate and master's degrees in the fields of business administration, mechanical engineering, computer science and engineering, textile engineering, electrical & electronics engineering, civil engineering, pharmacy, agriculture, law, English, etc.



East Delta University is a private university in Chittagong, Bangladesh. It received the government's license in 2006 and started its academic operation in February 2008. East Delta University is approved by the Government of Bangladesh as well the Bangladesh University Grants Commission (UGC) under the nation's private university rules. It is a not for profit university.



MTC Global – a global think tank in higher education and an Apex Advisory Body in Management Education in the world having presence in over 30+ countries, over 1000 B-Schools, 30,000+ members, 45 national chapters, 32 international chapters and connected with millions of people across the world through its different initiatives. A participant in United National Global Compact program, Rolex replica United Nations Academic Impact and ISO 9001: 2008 certified organization.



Management Education & Research Consortium Global (MERC Global) is founded in January 2013 by SRSY Charitable Trust as a pure non-profit organisation to establish a bridge with the scholars, academicians, corporates and institutions / schools / universities' departments through various activities such as publications, seminars, workshops, conferences, training, consultancy and allied services in the area of management education and research at global level.



Business Standard is India's leading business newspaper in India. This daily newspaper is the preferred choice of serious business readers. Business Standard stands for reporting that stresses accuracy and credibility, commentary that is informed, independent and fair, and journalism that is rooted in ethical conduct and defined by a sacrosanct bond with the reader.



Centre for Education Growth and Research (CEGR) is the leading and only education think tank in India, credited with four innovations. CEGR provides a platform for exchange of dialogue among educationists, the media and policy makers and augments educational growth and research. With over 10,000 aligned academicians, corporate and researchers, the CEGR National Council includes His Excellency-Governor of Kerala; Chairman-National Board of Accreditation; Regulators from AICTE; 70 Vice Chancellors from various regions of India and leading industrialists.



International Association of Commerce and Management - The very true objective of IACM is to make a global platform dedicated to the advancement and knowledge creation in the field of commerce and management. International Association of Commerce and Management (IACM) has a proven track record of international linkages and connecting professionals across the domain area.



Skill Edge is a team of SKILL practitioners – TeacherPreneur to Product Strategist to Digital experts – who believe and execute JOB SPECIFIC skill training to Job seekers and Job Creators. The courses are developed and executed to provide 100% SKILLING for a particular Job role, ensuring GUARANTEED EMPLOYABILITY.

FOR MORE INFORMATION, PLEASE VISIT
<https://bschool.dpu.edu.in/conference-2022.aspx>

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**DPU Dr. D. Y. Patil
B-School**
(Program Approved by AICTE, Ministry of Education, Govt. of India)

GLIMPSES OF PAST CONFERENCE

