

Important Dates

Last date of Full Length Paper Submission	Monday, 15th February 2021
Intimation of Paper acceptance	Saturday, 20th February 2021
Last Date of Registration	Monday, 1st March 2021
Conference Date	Saturday, 6th March 2021

Registration Fees (Including GST)

Management / Technology Students : Rs. 500/-
Research Scholars : Rs. 2,750/-
Academicians : Rs. 3,000/-
Industry Delegates : Rs. 3,500/-

Registration Link

<https://http://bit.ly/3pVyC6x>

All accepted papers will be published online in journal with ISSN number & those papers meeting the norms of UGC CARE / SCOPUS, will be published in UGC CARE / SCOPUS journals.

Payment Details

Bank A/c. - PTVA's Institute of Management
A/c No. 319701110050002
Bank Name - Union Bank of India, Vile Parle East
MICR No. 400026037
IFSC Code - UBIN0531979

In case of payments made by DD, issue the payments in favor of PTVA's Institute of Management payable at Mumbai



Advisory Committee

Hon. Shri. CA Anil Ganu
President, PTVA

Hon. Shri Sharad Kunte
Chairman, DES

Mr. Dilip Pethe
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Secretary, DES

Dr. Snehalata Deshmukh
Board Member, PTVA

Adv. Shri Neel Helekar
Trustee, DES

Conference Chairman

Dr. Harish Kumar S. Purohit - Director, PTVAIM

Conference Convener

Dr. Samadhan K. Khamkar - Director, DES's NMITD

Conference Co-convener

Dr. Tejashree Deshmukh - Dean Academics, PTVAIM
Dr. Rasika Mallya - Associate Director, NMITD

Organizing Committee Members

Dr. Sucheta Pawar - 9820629213
Mrs. Shalini Kakkar - 9867777790
Mrs. Trupti Gupte - 8454044530
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Parle Tilak Vidyalaya Association's
PTVA's Institute of Management



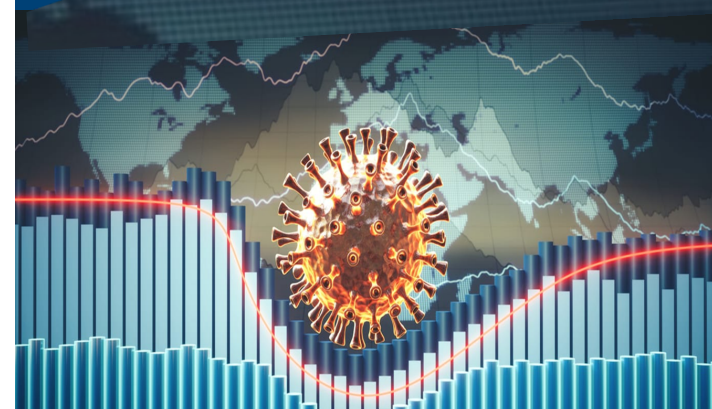
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Deccan Education Society's
Navinchandra Mehta Institute of
Technology & Development

In Association With
University of Mumbai
Organize

**Virtual National Conference on Management &
Technology (NCMAT 2021)**
Leveraging Technologies & Management Skills
To Improve Economy During 'New Normal'
March 6, 2021



Virtual Platform | Time: 10:00 am onward

About PTVA's Institute of Management

PTVA's Institute of Management is run by Parle Tilak Vidyalaya Association (PTVA), an Educational Trust which was established in the year 1921 as a rich tribute to iconic freedom fighter, Lokamanya Bal Gangadhar Tilak. PTVA is a trusted name and is known for its value based quality education. It runs famous colleges such as Sathaye College, M. L. Dahanukar College of Commerce and Mulund College of Commerce, besides PTVAIM, in Mumbai. PTVA has been an alma mater to many famous personalities including:

- Former Union Minister of Commerce & Industry and Civil Aviation, CA Suresh Prabhu
- Air Chief Marshal Pradeep Naik
- Former President of Institute of Chartered Accountants of India (ICAI), CA Mukund Chitale
- Former CMD of Bank of India, Mrs. Vijayalakshmi Iyer
- Director of Medical Education & Major Hospitals in BMC

About DES's NMITD

It is our proud privilege to introduce Navinchandra Mehta Institute of Technology and Development, which has MCA and MMS programme of University of Mumbai. NMITD belongs to Deccan Education Society, Pune, which is in the field of academics since last 135 years. Some of the famous institutions run by DES are Fergusson College (Pune), Willingdon College (Sangli), IMDR (Pune), Kirti College (Mumbai). Some famous alumni of our Society include:

- Ex-Prime Minister Mr. Narsimha Rao
- Ex-Prime Minister Mr. V.P.Singh
- Cricket Legend Sachin Tendulkar
- The Ace Rifle shooter Anjali Bhagwat
- Mr.B.D.Katty, Ex-Vice President of India



Introduction

All countries across globe are striving hard to pull economies out of COVID-19 induced recession. There is a need for extensive research for understanding impact of the crisis on people and businesses and to find effective solutions to these problems. The key areas under exploration here are Human Behaviour Management skills and technologies. COVID-19 has questioned every successful management strategy and our personal and professional life. The situational questions for research that are raised here are: Will the same management principles and strategies help us to recover from the crisis? and What changes in business management may make recovery faster?

Though the world was slowly preparing itself for digital transformation. COVID 19 has forced all of us to embrace digitalization on an immediate & urgent basis and this shall accelerate several major trends that were already well underway before the pandemic. Companies will need to provide products and services that adhere to the most rigorous health and safety conditions and be able to show or explain them to clients. Pertinent questions are raised that explore answers to following points: What do we need to do to: build innovations that reduce human-to-human contact, automate processes, optimize work from home while allowing the people to maintain their psychological health, increases accessibility to e-learning and enhance productivity amidst social distancing.

Sub-Themes

Entrepreneurship

- Entrepreneurship Opportunities in the New Normal
- Social Innovation and Entrepreneurship, Sustainable Entrepreneurship
- New Technology Entrepreneurship
- Women Entrepreneurship, Rural Entrepreneurship, Green Entrepreneurship
- Entrepreneurship Education - Role of Universities and University Incubators
- Government policies to promote entrepreneurship in times of crisis

Marketing

- Marketing Challenges in the New Normal
- Marketing Communications in times of crisis
- Globalization strategies post pandemic
- Changing dynamics of new Supply Chain models
- Pricing strategies in the new normal
- Consumer behaviour post pandemic
- Demands of the new e-Marketplaces
- Creativity & Innovation in the digital economy

Finance & Economics

- Financial Management in the new normal
- Financing Innovations and Start-up ventures
- Stock Exchange Performance during and after pandemic
- Banking Challenges & NPAs
- Social Banking and Micro - finance
- Investment behaviour post pandemic
- Economic Challenges and Opportunities in the New Normal

Sub-Themes

HR & General Management

- Organizational Changes in the New Normal
- Employee Engagement in times of crises
- Work Life Balance in the new normal
- Global talent Mobility post pandemic
- Ethical Issues in Work from Home culture
- Leadership and Sustainability
- Sustainability of Organizations during and post pandemic
- Knowledge Management in the new normal
- Employee Behavioural Challenges post pandemic
- Managing Teams
- Coping with Uncertainties
- Emotional & Physical health impact on online Education

Operations

- Service Operations Management
- Logistics & Supply Chain Management during pandemic
- Operational efficiency of manufacturing and/or service sector
- Supply Chain Management of Agro based products in India
- Global business operations management
- AI and Operations Analytics

Education

- Digitalization in Education
- E-learning vs traditional learning
- Challenges of E-learning

Information Technology

- Knowledge Management, ERP, CRM, E-commerce and Knowledge mining
- IT for Environmental Sustainability
- IT for Agricultural Development
- IT for Consumer Rights
- IT for Crisis Prevention & Recovery
- E-Governance
- IT for Disaster Management and Recovery
- Distributed & Cloud Computing
- Parallel, Multi-core & Grid Computing
- Changing software architectural paradigms
- Multimedia Computing
- Information and Collaboration systems
- Education Informatics
- Green Technology & Energy Efficient systems
- Big Data Analytics
- Data Mining & Business Intelligence
- Data Science & Machine Learning
- Mobile Computing
- Evolving entertainment technologies
- AI, Neural Networks, Fuzzy & Soft Computing
- IT for Water Resource Management
- Robotics and Automations
- Latest trends in software engineering