



8 May 2021



Beyond the Boundaries:

Enabling and Nurturing Sustainable Business

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The COVID-19 pandemic has caused massive disruption to economics and people's livelihoods. One thing is clear, we cannot return to business as usual. To ensure that we have an economic recovery that benefits people and the planet. We need to scale up investments in Agriculture, Pharma Sector, BFSI Sector, Consumer goods sector and almost all sectors of the economy. However, every sector and industry, to survive the pandemic, changed the way they operate. Some changes were forced on us and others represent the innovation strategies in the industries. The conference titled **"Enabling and Nurturing Sustainable Business"** is aimed at addressing the respond, recover and renew strategies these sectors and further developing the sustainable business strategies. How organizations handle the recovery may define their brands with their employers, customers and establish their reputations for years to come, Enabling and nurturing these sustainable businesses would determine the future competition and make it a truly sustainable business. By anticipating and orchestrating the growth and sustainable market strategies, organizations can lead, prepare and support the next phase: thus thriving in the new normal

About the Conference



MITCON Institute of Management is pleased to organize the Virtual Conference on “Beyond the Boundaries: Enabling and Nurturing Sustainable Business “at the institute on 8 May 2021. We encourage academicians, students and practitioners from different disciplines to register for the conference and present their paper. Research papers in the areas of agribusiness, pharma, social sector, financial services, retail, professional services, healthcare systems, consumer goods industry, media and entertainment, infrastructure, travel, transport and logistics and cross functional sectors are encouraged in the Conference.

Conference Sub Themes

Topics may include, but are not limited to:

A: Agribusiness



Climate Impacts On Agriculture Food Supply
Agritourism
Role of Farmer producer organizations
Digital Technology: Game Changer In Agriculture
Future of Agriculture
Rural Marketing techniques
Allied agro based Industries
Role of cooperative societies in Agriculture
MSP in Agriculture
Effects of Agriculture on The Environment
Future of Organic Products: Brands or Retailer Private Labels?
Organic Farming Vs Conventional/Traditional Farming
Agricultural Transportation, Distribution And Marketing

Sustainable Agriculture
Role of Women in Agriculture
Drone Agriculture: Use of Drone Technology For Better Farming
Vertical Farming
Recent Developments in Agriculture
Agriculture Exports Opportunities
Diversification in Agriculture
Agricultural Economics and Policy
Commercialization of Agriculture
Role of Agriculture in the Indian Economy
Managing And Planning Water Resources For Irrigation
Internet of Things For Agriculture
Government Intervention In Agriculture Industry

B: Pharmabusiness



Research Papers should be based on Management Practices in Pharmaceutical Business, in the following areas:

OTC drugs market
Immunity boosters, Nutraceuticals
API, Excipients industry
Finished products
Traditional/alternative medicines
(Ayurveda/ Homeopathy)
Biotechnological products
Vaccines
Cosmeceuticals

Personalised medication
Pharmacogenomics and Pharmacogenetics
Customer-centric markets
Telemedicine/teleconsultation
AI & remote working in Pharma
Medical tourism
Clinical Trial
Innovation in Supply Chain
Medical devices

C: Business & Economy



Consumer Behavior
Marketing Communication
Green Marketing
Digital Marketing,
Bottom of the Pyramid
Branding
Rural Marketing
Retail Management
Risk Agility
Financial engineering
Risk Management
Mergers and Acquisition
Financial Inclusion
Legal Aspects of Banking & Insurance
Information Technology
Predictive Analytics & Forecasting
Optimization

Emotional Intelligence
Leadership (Gender, entrepreneurial,
political)
Innovation and Culture
Employee Engagement
Learning and Development
Operations and Supply Chain
Closed loop supply chain
Inventory management
Revenue Management
Retail Operations Management
Supply chain Analytics
Healthcare Operations Management
Innovations in Education
Education Technology
Pedagogical initiatives
Corporate Governance
Entrepreneurship

Call for Papers: We invite original research articles which are theoretically rigorous and empirically grounded in real-world applications and offer insights into all and related aspects of the conference theme.

Guidelines for Submission of Papers



1. The extended abstract should be submitted on or before **April 15, 2021**, as an attachment in MS Word format by email to conference. conference@mima.edu.in
2. Acceptance, rejection or review comments for the revision of extended abstract will be communicated on or before **April 25, 2021**.
3. The submitted abstract/ full paper (required during publication) should be original and not published before.
4. At least one author should register for the conference and present the paper at the conference.
5. The title page should contain Title of the Paper, Author(s) name(s), Affiliation, Complete Mailing Address, Email Address, and area under which the paper falls. i.e., Agribusiness, Pharma or Business & Economy.
6. The extended abstract should be maximum **3000** words including keywords.
7. The extended abstract should be in **12 Point**, Times New Roman and single spacing.
8. Complete Research Paper in English should be maximum **4000** words.
9. Reference should be in APA (American Psychological Association) style.
10. For co-authored papers (with more than one author), the submitting author will serve as the corresponding author who has the responsibility to forward all correspondences to his/her co-authors (e.g., acceptance/rejection emails). Co-authors will have to register separately for the conference.
11. All authors of the paper are required to do the registration for receiving the certificate. Also, separate registrations need to be done for two or more papers by the same author.

Important Dates

Submission of Extended Abstract- **April 15, 2021**

The announcement of Acceptance of Extended Abstract- **April 25, 2021**

Submission of Full Papers- can be done after the conference for Publication purpose.

In case of any revision suggested by reviewers, the revised papers must be submitted latest by **May 2, 2021** for final publication,

Last date of registration: April 28, 2021

Please visit www.mima.edu.in for further details and registration

Note: The Conference has the first right of publication on the papers presented. Although papers would be accepted for the conference on the basis of a review of abstract, the conference convener reserves the right to ask for a modification in the full paper. Full papers will be checked for plagiarism.

Registration Fees

For paper Presentation

Academicians: Rs **1000/-**

Students/ Research Scholars: Rs **500/-**

Industry: Rs **1000/-**

Only Participation: Rs 500/-

Publication

Papers will be reviewed by a panel of experts - Selected papers (Presented in the conference) will be considered for publication in MIMA's Research Journal

- The selection of papers is the final decision of the review committee

Best Paper Award

Best paper award under each Conference Theme will be decided by a Committee of Experts specially constituted for this purpose

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About MIMA

Strategically located on NH4 at Balewadi, Pune, MITCON Institute of Management (MIMA) is a management institute of repute, established in 2005 by MITCON Consultancy and Engineering Services Ltd Ltd., an acclaimed consulting organization since 1982, promoted by distinguished financial institutions and public sector commercial banks

The Institute offers PGDM Programme in

1. Business Administration (Digital Marketing, Marketing, Finance, Supply Chain and HR),
2. Agribusiness Management
3. Pharmaceutical Management.

MIMA's primary objective is to mould young, professional managers, keeping in mind the dynamics and challenges of modern business in a highly competitive global economic environment. MIMA strives to meet the challenges of the inexplicably dynamic and vibrant industrial scenario. MIMA is committed in its aim to create unparalleled professionals reaching out to conquer the zenith.

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