

In Association with



MITCON INSTITUTE OF MANAGEMENT



THE FUTURE OF MANAGEMENT EDUCATION

**VIRTUAL NATIONAL CONFERENCE
PROCEEDINGS**

3rd & 4th December 2021



***Transformation by Rebooting, Resetting, &
Re-engineering Management Education***

FOREWORD

Welcome to the National conference on 'The Future of Management Education'. We are thankful for support and guidance received from the All India Council for Technical Education (AICTE), Delhi for associating with MITCON Institute of Management (MIMA), Pune in this conference. This year's conference emphasises Technology for all Ages and we are fortunate to have secured a full 2-days interesting and engaging programme.

Higher education has long been our society's primary platform for breeding competent professionals for our industries. As the years go by, the demand for higher education increases. Based on a statistic from UNESCO, the number of higher education students in 2040 is expected to reach 594 million worldwide; that's more than half of the higher education student population in 2016. With that in mind, we can all expect the higher education industry to boom in the future. There is increasing recognition across the education sector for knowledge creation, attracting and retaining students, making research sustainable, and future of management education post pandemic. However, much still remains to be done. Technology and digital innovations will never stop evolving in the future times to come. The constant emergence of new digital technologies will be a challenge for institutions because they have the potential to change educational structures. In that case, institutions must integrate these technological advancements into their systems to maintain their education quality.

A wide range of issues are discussed in the papers of this conference. They include Value Proposition of Management Education, Higher Education Fostering Innovations & Entrepreneurship, Higher Educational Quality Practices, Accreditation & Rankings, Management Education Discipline, Educational Leadership, Role of Management Education In Fostering Ethical Leadership, Management Education For The Development of Competent Global Workforce.

An innovative feature of this conference is a set of Workshops on *Evidence Based Strategies for Active Learning* and Recognizing Different Statistical Tools for Quantitative Research. The emphasis in the workshops is on gaining an overview and understanding of the fundamentals in these three important areas. The keynote speeches discuss the business case for the use of masstige marketing and disruptive innovations in higher education, as well as their impacts on the stakeholders.

We would like to thank all the people who helped in the run-up to the event. Particular and heartfelt thanks are due to Dr. Pradeep Bavadekar, Director MIMA, who has been responsible for ensuring the conference is a success. Grateful thanks are also due to Prof Adita Bavadekar, CEO, MIMA for support and advice along the way and especially to Dr Indu Sharma, Director IQAC, MIMA who has managed many of the arrangements for the conference and worked tirelessly in various capacities to also contribute her expertise to create and design the beautiful conference proceedings. We would like to thank all the Session Chairs and the anonymous referees for participating in the peer review process which helps to ensure the all-important scientific quality of the event. Thanks, are also due to the staff, faculties and students at MIMA, Pune.

Financial support has been received for this conference from AICTE as part of the specific support action for Conferences, Workshops, and Seminars to higher education institutions.

To conclude, we hope you enjoy the conference and we are sure that you find the papers published here interesting and full of future research potential.

MIMA will be conducting the next event which will be taking place in the mid of 2022 at our new state-of-the-art campus in Pune, India. Further information can be found on the web site <http://www.mima.edu.in> or by contacting the conference secretariat on conference@mima.edu.in.

Acknowledgement

The Organizing Committee of the National Conference; The Future of Management Education would like to acknowledge all supporters and organizers of this conference.

MITCON Institute of Management, Pune's National Conference is a special event organized under the auspices of the All India Council for Technical Education (AICTE), Delhi on December 3rd & 4th 2021 with a focus on the future of management education. The conference was conjointly organized by MIMA and AICTE in Online mode.

The conference was initially supposed to be held in May 2021. However, it was postponed due to the COVID-19 pandemic, to December 2021, with the expectation of holding an on-site conference. Despite the postponement, the pandemic was anticipated to continue until the subsequent year. Therefore, in December 2021, the organizers decided to hold the symposium with all the presentations and exchanges held online.

The symposium included two keynote lectures by Prof. Dr. Justin Paul, *Editor in Chief, International Journal of Consumer Studies & Associate Editor-Journal of Business Research* and Dr. Radha R. Sharma, *Chair Professor at Raman Munjal (Hero Moto Corp) & Professor, Organisational Behaviour & HRD at Management Development Institute.*

Additionally, there were two special workshops conducted, one by Prof. Dr. Roshan Kazi, Director In-charge & Professor at Allana Institute of Management Sciences, Pune on *RECOGNIZING DIFFERENT STATISTICAL TOOL FOR QUANTITATIVE RESEARCH* and another on *EVIDENCE BASED STRATEGIES FOR ACTIVE LEARNING* by Prof. Dr. Ratnadip Joshi, Associate Dean, Quality Assurance MIT WPU Pune *Associate Professor at MIT*. The conference proceedings were made possible by the contributions of numerous researchers and faculties across India.

Thank
You!



About MITCON INSTITUTE OF MANAGEMENT



Strategically located at Balewadi, Pune, **MIMA** is an institute established in 2005 by MITCON Foundation associated with MITCON Consultancy and Engineering Services Ltd. an acclaimed consulting organization since 1982.

We take immense pride in our devoted and enthusiastic faculty who lend **MIMA** a rich blend of industrial as well as academic experience and knowledge.

MIMA's primary objective is to mould young professional managers keeping in mind the dynamics of modern business and challenges of highly competitive global economic environment.

MIMA strives to respond to the demands of the dynamic and vibrant industrial scenario. **MIMA** is committed to create unparalleled professionals reaching out to conquer the zenith. Knowledge, Wisdom, Leadership & Character are the cornerstones of **MIMA's** ethos.

MIMA has a dedicated team of professionals running its placement cell, exploiting the best opportunities in industries and businesses for its students. Over past one and half decades, we have hosted various renowned corporates at our campus for interviews and students' recruitment.

VIRTUAL NATIONAL CONFERENCE IS ABOUT

'To manage a business well is to manage its future; and to manage the future is to manage information' - Marion Harper

CONFERENCE IS ABOUT

The rationale behind this conference is the growing consensus that some recalibration, and even possibly reinvention, is required in the design and delivery of management education. To envision the future of management education, this conference will focus on certain areas of interest to spark a strategic discussion. The 8 major tracks will unite industry and academia to find innovative solutions to issues of relevance, research, and technology.

The conference would explore the important challenges for business schools in both shaping and adapting to a more complex, globalized environment with new interdisciplinary and inter-professional educational models.

The Conference would provide a platform for academicians and practitioners in the areas of business and education to reflect, deliberate, analyze and suggest measures that are needed to understand and chart the path for future of management education.

The purpose of the Future of Management Education conference is not simply to replicate the by now abundant research on management capability but to engage practically with the evidence in the context of management education disruption, reform & transformation.

AIM OF THE CONFERENCE

To discuss emerging framework, disruption & paradigms that promote new learning in Management Education.

THEME OF THE CONFERENCE

The Future of Management Education

CONFERENCE TRACKS

● Value Proposition of Management Education	● Management Education Discipline
● Management Education Best Practices	● Educational Leadership
● Higher Education Fostering Innovations & Entrepreneurship	● Role of Management Education In Fostering Ethical Leadership
● Higher Educational Quality Practices, Accreditation & Rankings	● Management Education For The Development of Competent Global Workforce

'Transformation by Rebooting, Resetting, & Re-engineering Management Education'

FIRMNESS OF OUR CONFERENCE

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1

Study Need and Importance of Management Education & its Impact on Society

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ABSTRACT

When we look back to the primitive Ancient days where we had a Gurukul system to educate the others. We didn't have the concrete buildings, the class rooms, the well-equipped books, libraries, despite all hurdles and odds the gurus encouraged their disciples to undergo studies. The Gurus took the lessons in the open Air, in grounds, below the trees. The famous Legendries Poet Rabindranath Tagore, Hon. PM .Mrs. Indira Gandhi took their education In West Bengal Shantinikatain.

They were taught in the open air below the trees. The system of studies was based on discussions, understanding the concepts, and practically doing it. This is how the system of knowledge was spreaded gained and was in practice and in return the sheeshyas gave gurudakshina to their Gurus.

Life was so simple. We also know in old eras the ladies were taught and made them understand their responsibilities as homemaker to take care of their siblings , parents , grandparents , home affairs, they were taught to take care of home, food , family and kept aloof from studies, they were taught arts and crafts. Legendry Savitribai Phule was the first woman Indian Teacher who educated millions of daughters of India. Savitribai Phule Along with her Husband Jyotiba Phule were the reformists who had an important role in improving the women rights during the British rule in India.

There were other issues in India untouchables. They were kept aloof and deprived from many rights. Savitribai phule started the school for the untouchables. Thus the topic is study based on secondary data to understand the need of education, its significance and Impact on society. How from the Ancient education system to Modern education system transformations kept happening for the betterment of the Individual, for the company, for the society.

Keywords:- Impact on Society, Secondary Data, Need of Education etc.

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ABSTRACT

Various trends in the hardware, software, Information Systems, information technologies have made significant changes in academics as well as business environment. The concepts of data now are not limited to information but it has reached to knowledge and intelligence. There are various information systems which give support to business operations as well as academic data management. All such information systems are the powerful instruments of academic performance and ensure that the appropriate data is collected from various sources, processed and sent further to all needy destinations. Business Analytics satisfies diverse needs through a variety of systems through computing rather than specific method application or product.

Adaptability with related technologies has become an important issue in all business applications as many factors such as Technology, Globalization, Competition, Communication, Infrastructure, and Internet are affecting today's business environment. One of the significant developments in the last decade of the 20th Century was the emergence and convergence of a number of technologies such as Business intelligence, Data Warehousing, Data Mining, Machine learning and Artificial intelligence playing an important role in descriptive and predictive analytics.

Due to COVID-19 Pandemic the role of business analytics in managing data is increased and in academics it has become prominent in student, teachers, and academic activities retention and for gaining competitive advantage.

The main objective of this research paper is to understand tools which are used for academic data management and are useful for improving academic performance in order to predict and improve upcoming situations.

Keywords: Information Systems, Business Analytics, Big data, Business Intelligence, Adaptive Academic data management systems, Knowledge Management Systems, competitive advantage etc.

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B-Schools Students' Readiness Towards Entrepreneurship as a Career Option: A Critical Analysis and Reflection

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ABSTRACT

Entrepreneurship is one of the most critical factors for social and economic growth as it has the potential to create new jobs. During and post pandemic period, its importance has gained substantial attention. India being a developing country with a huge population and high unemployment rate needs to inculcate the entrepreneurial mindset amongst youth.

The current research aims to find out the perception of the B-Schools Students about Entrepreneurship as a career option. The authors, being the educators from the B-School, have observed that most of the students prefer jobs as a career option over entrepreneurship. Hence, the study was carried out to identify the driving factors behind students' willingness towards entrepreneurship. A model for B-schools has been proposed which would enhance the B-School Education resulting in more students opting for Entrepreneurship.

Researchers evaluated perception of students on the basis of following factors:

Demographic Factors: Gender, Age, Family Profession, Work Experience

Educational Factors: Curriculum, Co-curricular and Extra- curricular activities.

Institutional factors: Entrepreneurship education, Entrepreneurship awareness programme, Institutional policies towards incubation center for budding Entrepreneurs, awareness schemes

Keywords: Entrepreneurship willingness, Entrepreneurial Ecosystem, Perception, Career development , B-School.

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An Analytical Study of Effective Structure of Management Education in India

Dr. Harshali B. Gomase

ABSTRACT

The Covid-19 has deleterious high-flown over all universe as well as the field of education. Academics over all stages like pre primary, primary, secondary, and higher levels of education have ended in one hundred eighty eight sovereign states over the universe. Protracted end of schools and colleges has mandatory the academic field to endorse the online way of learning, but a question comes to mind of all educationists: Can this online way of learning be autonomous in the long period of time? The response to this question, our journals have presented a substitute design of transferring education in the time of the coronavirus pandemic.

This research supports investigating and analysis various techniques of course. It's also an objective to analyze and variation of different techniques of academics through SWOT means Strengths, Weaknesses, Opportunities, and Threats compares.

This study restricted its compare to education of management fields. An in detail standard exploration from different research articles, papers, cases was completed for this study to propose the techniques. I noticed that the education of management in India requires a fundamental change in mode of teaching, and evaluation and as has been the mode.

The study concluded that the academic faculties, management and administration should plan or design new curriculum in such a mode of structure which is more convenient, has enough training hours and where data gets evaluated and makes an effort in the sector.

Keywords:- COVID-19, management, education field, method of delivery etc.

5

Integration in Multi-disciplinary Teams of Upstream petroleum industry: It's mediating and moderating roles

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ABSTRACT

Various factors impact the effectiveness of Teams. Literature on Teams lists a number of such factors. This Research Paper identifies a new construct 'Team Integration', which can be operationalised as the capacity of a multi-disciplinary team to integrate diverse pockets of resources among team members. This Paper identifies some interesting features of this 'Team Integration' and its positioning in the classic Input-Output model of teams. This study is in the context of teams in the Indian Upstream Petroleum Industry, where challenges in integrating members from diverse backgrounds are normal in oil-field operations. Proper integration enables such multi-disciplinary teams to progressively move to an efficient attainment of Team Output (s).

The research methodology is a qualitative one with analysis of interview transcripts of senior team leads and team members in public sector petroleum companies Oil and Natural Gas Corporation Limited (ONGC) and Oil India Limited (OIL) for primary data. These two public enterprises comprise 80 per cent of the industry activity in India, making the data quite representative. The data have been analysed thematically to capture emerging patterns for developing a Conceptual Framework for Team Integration in Teams in Upstream Petroleum Industry, positioning Team Integration as a new mediating pathway for team effectiveness, under the Input-Mediator-Output-Input (I-M-O-I) theoretical lens.

This findings refines the I-M-O-I model, for the Indian upstream petroleum industry. The study discovers three factors of 'Team Integration' which operationalizes 'Team Integration' in such teams, viz. Team Orientation, Team Vision and Cooperation. This conceptual framework shows that Team Integration is multi-foci, with three plural factor components. Whereas 'Team Orientation' and 'Team Vision' are mediators in the relationship between Team Inputs and Team Outputs, 'Cooperation' moderates that relationship. Further research with Factor Analysis can enrich team literature significantly and also help the petroleum industry in its teams for oil-field operations.

Keywords: Team Integration, Team Orientation, Team Vision, Cooperation

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6

An Empirical Study of The Precursors of Innovation in Technological Entrepreneurship

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ABSTRACT

The research tries to focus on the precursors of innovation in the perspective of technological entrepreneurship. In essence, it is the study of technological innovation through the knowledge management (KM) initiatives which contribute to technological entrepreneurship. There are five dimensions of the KM processes which have been linked to technological innovation through a hypothetical model.

A sample size of 244 respondents have been chosen through convenience sampling for the study from a select Indian IT companies, most being multinational companies. The research methodology encompasses Structural Equation Modelling (SEM) using Partial Least Square Methods (PLSM).

The methodology has been incorporated because of the tool's ability to perform both the regression analysis and factor analysis simultaneously. The results have indicated that amongst the five KM practices chosen, knowledge validation, knowledge storage, and knowledge application have a significant influence on technological innovation. Hence a few inferences have been made to the benefit of the concerned managers so that the organization can be geared towards technological innovations to stimulate technological entrepreneurship.

Keywords:

Innovation, Entrepreneurship, Technology, Knowledge management, KM, Technological entrepreneurship.

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ABSTRACT

Information security is an interdisciplinary field of study and work by experts who use and implement security tools of all kinds (specialized, trustworthy, human and legal) to protect information as a whole (inside and outside of associations) and for information frameworks. Where information is prepared, processed, stored, sent, deleted and risk-free.

The present study explained the awareness for information security among working women from Pune city. A structured and un-disguised questionnaire was developed and used to collect the primary data from 396 respondents. Study revealed that working women from Pune city do not lack in general security awareness, information security awareness and resource security awareness.

Keywords:

Information security, general security awareness, information security awareness and resource security awareness etc.

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ABSTRACT

The COVID-19 pandemic had resulted in lockdowns across many States and Union Territories in India. The country also had to bear nationwide lockdowns that were imposed in phases in 2020. During this lockdown, many organizations and sectors had to bear humungous losses in business. In particular, the Pharmaceutical Companies set up in India were bearing these losses because the sales of pharmaceutical products, brands, and medical devices mostly depend on the interactions of Medical Representatives with the doctors. The field force of Medical Representatives was unable to finish their doctor calls physically due to the lockdown.

Because of this, the Medical Representatives had to mostly rely on digital platforms to engage with doctors. However, the digital interactions still brought their Call Average down, from what it used to be before lockdown. Even after the lockdown got lifted, the Medical Representatives of many Pharmaceutical Companies still had to rely on the Digital Platforms and Digital ways. This included webinars, video calling, E-conferences, and much more. Furthermore, in order to survive in the competitive market, the Pharmaceutical Companies had to come up with innovative ways so that they could aid their Medical Representatives and improve their Doctor Engagement Time.

This research is therefore focused on understanding the working pattern of Medical Representatives in India, particularly in the state of Maharashtra. 116 respondents (Medical Representatives) took part in the survey of this research that acted as a source for primary data. The questions in the survey were put forward to understand the job roles of Medical Representatives before, during, and after the lockdown. A few questions focused directly on the Call Average of the Medical Representatives. Since this research was also done to understand the dependence of Medical Representatives on Digitization, the researcher has used the questionnaire to understand the preference of Medical Representatives when it comes to Digital Platforms. Research also focused on understanding the initiatives that the Pharmaceutical Companies have taken to find the solutions for the problems of Medical Representatives because of the pandemic (COVID-19). Statistical analysis of data has clearly shown that the Call Average of Medical Representatives has gone down during the lockdown.

Presently, the companies have adopted a phygital approach i.e. unique blend of physical and digital methods to engage the doctors, improve call average and call coverage so as to enhance the productivity.

Keywords:- Digital Platforms, Medical Representatives, Digitization, Statistical Analysis etc.

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ABSTRACT

Online learning due to the pandemic has become a norm in many higher education institutes in the world. E-learning is termed as a potential delivery medium for education and training which can complement the traditional offline modes of education (Chawla & Joshi, 2012). There has been considerable increase in the adoption of e-learning modes across various management institutes in India.

The faculties have also given preference to more usage of e-learning modes to give students more variety and quality. This paper aims to explore the impact of digital literacy on the perceived usefulness of e-learning amongst the faculty members in management education.

The paper also explores the role of IT infrastructure in the perceived usefulness of e-learning. Responses received from faculty members of various management institutes were analysed.

Keywords: e-learning, perceived usefulness, IT infrastructure, digital literacy etc.

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ABSTRACT

Post Pandemic, Management education has become a real game changer. With the advent of education 4.0, disruptive technologies, management education is taking a new shape. As the world is heading towards a new normal, the role of management professionals is taking new dimensions. A huge demand for innovation, creativity, and agility is becoming the central point of attention. To meet this end, management education is now not confined to face to face and linear learning, but it is adapting to hybrid learning while paving the way to interactive learning.

Moreover, the sudden onset of the fatal pandemic, COVID-19 has instigated the need of hybrid learning and a global mindset. So the technology that was being used to teach the learners as an addendum has now transformed and captured the entire education system. In this light, this paper is a decent attempt to explore the challenges and opportunities of management education in this VUCA world. The discussion of the paper points towards a strong practice of life skills which pave way for a better and confident management professional amidst uncertainty.

Keywords: Management, pandemic, innovation, disruptive technology, VUCA etc.

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ABSTRACT

The rapid global spread and significant mortality is associated with the coronavirus disease (COVID-19). It caused acute respiratory viral infection and has spurred an urgent race to find effective treatments. In the current study, frequently used repurposed drugs for treatment of Covid-19 were identified from various sources like consultation with doctors, Pharmacies, recovered Covid-19 patients. About 8-10 frequently used drugs were identified and classified based on their proposed mechanism for treating Covid-19.

The market research with respect to variation in prices (MRP) and number of brands of these selected drugs was studied for 3 years using ANOVA, standard deviation and % variation. Drugs from NELM and DPCO regulation showed very less variation in prices pre and post-Covid. While in the remaining drugs, only Remdesivir showed statistically significant reduction in price. Number of brands has increased drastically in the current year as compared to earlier years. The study also implies demand supply ratio and initiatives by the government to make treatment affordable for all strata during this pandemic.

Keywords: Repurposed drugs, Covid-19, Cost variation, Mechanism.

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ABSTRACT

The education institute and their academic calendars were greatly harmed due to COVID-19 epidemic. Most of the institutes continued with their education activity switched to online activity. To keep educational tasks alive, most educational establishments have switched to online learning platforms. The COVID-19 epidemic has compelled the whole globe to embrace virtual learning.

In moments of emergency, a thorough strategy to education that covers children 'cognitive, social, and feelings and needs is critical. OECD Member Nations' attempts to meet the various needs of the most vulnerable pupils throughout the COVID-19 epidemic are described in this Paper Presented. As a result of school closures caused by the current COVID-19 epidemic, students from a variety of backgrounds who may be more vulnerable are much less likely to receive the assistance and additional resources they require, and the disparity between college students who face significant challenges and those who do not may widen.

When we look into the processes, we discover that the majority of the effect is due to the accumulated impact of knowledge gained during various analysis as the factor for testing. During the COVID-19 outbreak, schools stopped providing face-to-face instruction, sparking fears about how this may affect students' learning. There has been a scarcity of data to examine this subject thus far. The data show that pupils made little or no improvement when learning at homes, and that losses are most likely to be substantially worse in nations with less developed infrastructure or extended school absences.

Keyword: Covid-19, E-Learning, OECD etc.

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Carving the Road Towards Sustainable Entrepreneurship: Analyzing The Role of Human Resource Policies and Corporate Social Responsibility on the Financial Performance

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ABSTRACT

Human Resources are tasked with improving the productivity of their employees through various policies which are then reflected in the company's earnings and financial performance. With the inclusion of Corporate Social Responsibility practices, which receive much debate as a cost or as a lever to the company's finances. In addition, the study examines the relationship between Human Resource Policies, Financial Performance and Corporate Social Responsibility.

The research paper analyses this crucial link between the HR policies and the financial performance of the manufacturing organizations in Bhopal District, M.P. The mixed method study is based on both primary data collected through established scales for capturing Human Resource Policies and Corporate Social Responsibility perception and secondary data collected through annual statements of 5 Manufacturing organizations in Bhopal District, Madhya Pradesh.

Keywords: Human Resource Policies, Corporate Social Responsibility, Financial Performance, Return on Assets (ROA), Rate on Equity (ROE), Rate on Investment (ROI), Earning Per Share (EPS), Operating Profit (OP) & Net Profit (NP)

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ABSTRACT

The year 2020 will be remembered in the history of humanity as one of the darkest and the most destructive year. COVID -19 has created havoc in the entire world. People worldwide in their wildest dreams must not have dreamt about such a helpless situation where a minute microorganism not visible through naked eyes can infect and kill lakhs of people worldwide. People worldwide were eagerly waiting with breathed breath for the starting of the 21st century.

No one knew that the start of the century could be so fearful and deadly where the entire world would witness death and destruction to this level. COVID-19 has been instrumental in destroying the very existence of human being. Every support system of the human being has been affected. Right from Jobs, world wide economy and health has been badly affected. In order to convert the lockdown world to an active world, every country worldwide is implementing various recovery, resilience and adaptation strategies in various job sectors like HR, Finance, Marketing, IT and others.

This paper deals with recovery, resilience and adaptation strategies Post COVID from Human resource point of view as human workforce are the most important pillar of any organization and this in turn directly affects the country's economy. This paper provides solution in the form of Green HR for Post COVID recovery, resilience and adaptation strategies. Based on the present situation worldwide sustainability strategies are the need of the hour.

Key Words: COVID-19, worldwide economy, recovery, resilience, Green HRM, Sustainability.

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ABSTRACT

The effect of excessive focus on consumerism resulted in exploitation of natural resources leading to an escalation of nature and climatic issues threatening the very existence of humankind. Although late but gradually the fact that future survival depends on preserving the ecology have seeped in (Dalvi, 2007).

Research Gap: Still there is dearth of research of how these practices positively impact the ecology and help build a sustainable future. There is a need to reconsider and relook at indigenous knowledge and practices as a way to sustainable development (Mishra, 2018). These practices should be focused of study for not only environmentalist and scientist but also academia which should search for ways to imbibe environmental ethics in education, research and development (Dalvi, 2007).

Objectives: With this view the project aims to study the cultural environmentalism practices of M.P India and its role in developing a sustainable society. The study seeks to identify the ecological practices embedded in the Indian culture which leads to sustainable development of the society and country. Research will be undertaken to analyse the relevance of these practices rooted in the belief system on sustainable development which can further be added to the management education. The specific objectives include: - What are the traditional practices that impact ecology? What are the traditional Indian Practices that have a positive and negative impact on the environment? Does Traditional ecological knowledge contribute to environmental sustainability in India. How can the traditional Indian Practices having a positive impact on the environment be revisited and restored in urban areas in India?

Research Method: The qualitative study is based on data collected through interviews.

Theoretical Base: The proposed research model is based on Value Belief Norm (VBN) theory.

Keywords: Traditional Ecological Practices, Indigenous Knowledge, Environment, Indian Culture, Practices, Conservation, Sustainability; Environmental Issues; Social Responsibility etc.

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ABSTRACT

COVID-19 pandemic has been declared as a Public Health Emergency. It has shown not only a substantial impact on the health of people but also shattered the economies of all big and small countries. Education sector, a vulnerable sector to such viral out breaks has experienced considerable impact. Routine academic activities of HEIs are jeopardized as those are not conducted in time. But students are the next generation and must be protected at any cost.

This study is aimed at studying the difficulties towards mandatory and routine activities of HEIs, assessing the effectiveness of e-learning in reaching the students and evaluating e-learning in terms of providing technical skills and human aspects. In this study, primary data is collected from faculty, students and industry experts. After analysis it is observed that, E-learning is an effective way to reach students though it is not entirely successful in our country mainly due to unavailability of digital infrastructure.

Keywords – COVID-19 pandemic, Higher Education Institutions (HEIs), Blended Learning Model, Gross Enrolment Ratio, E-learning, Financial instability etc.

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ABSTRACT

The world is once again on the verge of war, cold-war has become more realistic and prominent amongst the world super powers. India v/s China, Russia v/s the US, Israel v/s Iran has been long standing in each other's faces more than often with each country aiming to dominate the world economy, Countries like Afghanistan, Iraq, Syria are in re-building process; however the significance of human capital economy still lives in fear hoping and praying NO MORE WARS.

Holistically each and every human life on this planet earth is and should be governed by UNIVERSAL HUMAN VALUES. Objective: The research paper aims track the laid down road map of human values and also see if it is actually being accepted as yardstick to measure the living standard across the world. The study focuses on management graduates as they are being taught of accepted universal human values across the globe.

Tomorrow the youth and students' are the future of this world so it is the prerogative of the education system to shape and build them mentally and psychologically to value human lives more than ever. It is also in their hands to be eco-sensitive towards the eco-system in which we live with the aim that if there is a planet earth there will be human lives living on it.

Keywords: Universal Human Values (UHV), Human Value Education, Human Value Sustainability, Value Education, Human Capital, Universal Values.

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ABSTRACT

As an industry, tourism in India is rising. With the growing socio-economic climate, the idea of tourism is slowly shifting from mainstream to niche. Agro-tourism is a subset of tourism that allows urban residents to experience a rural lifestyle, local people and cultural traditions.

It has received increasing attention from researchers in both developed and developing countries due to its influence on shaping society. It has several influencing growth factors such as climate, socio-culture, demography, and economic background as a newly emerging phenomenon in the urban population.

The study tries to find out some of the influential components that can affect the choice of destination as an important tourism development opportunity. However, Maharashtra's promotion of agro-tourism has its own challenges to face, and the study also attempts to identify and address them through a conceptual framework model. The study's main goal is to help rural people.

Keywords- Agro-Tourism, agro tourist, rural tourism, agro-tourism in Maharashtra, Tourism

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ABSTRACT

The perspective of the research is to identify the entrepreneurship cognition (ECg) intensities across entrepreneurship competency (EC) levels of a student whose programs and course include delivery of entrepreneurship education (EE) and developing evaluating students' under different taxonomies and identifying the quadrant in which the student is currently is and where is he supposed to be after creating awareness about entrepreneurship and also tracking the cognitive quadrants of the students.

A Need to identify the entrepreneurial mindset (EM) of a student is imperative only by which we can predict if a student is positive to be an entrepreneur based on his entrepreneurial skills (ES), entrepreneurial attitude (EA). Objectives: A predictive matrix is proposed that will help faculty of different education programs to take feedback and identify deviations or to identify new teaching pedagogies which will impact a student's development.

It will also be helpful To assess the impact and the difference that is created after receiving by Entrepreneurship Education (EE) and the role and impact of delivering entrepreneurship education and take corrective measures required to promote and encourage students to be future entrepreneurs and indicate if a student could be a predictive entrepreneur (PE).

Keywords: Entrepreneurship Cognition (ECg), Entrepreneurship Competency (EC), Predictive Entrepreneur (PE), Entrepreneurial Skills (ES), Entrepreneurial Attitude (EA), Higher Order Thinking Skills (HOTS).

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ABSTRACT

The importance of product/brand placement has gradually increased with rising competition and globalization. With the intensified market competition in recent years, many innovative techniques for effective marketing communication have been established by organizations. In this context, many media channels like television serials, Hindi movies, computer games, and books are frequently employed for product promotion purposes. In this paper, the influential factors of product placement in Hindi movies used as a marketing communications practice will be discussed, and the correlation amongst product promotion, product awareness and product usage with product recall shall be established through regression analysis of the data collected using proper channels.

Today's marketers are vastly spending on product placements in films because they are perceived as advantageous when an advertisement is in the storyline which is hard to miss for viewers. This paper mainly evaluates the brand placement in Hindi films as compared to the commercials on television and its effect on buying attitude of the audiences, for exploring the brand awareness degree created by brand placement on the minds of the viewers and to examine the impact of the type of usage done while placing the brand in films. Many studies have been conducted in this field to show why advertisers prefer product placements in movies to commercial ads.

Nonetheless, the focus of this study is on the effects of product placement on consumer brand recognition and the promotion style adopted. To gather data for this study, a questionnaire was developed, which included questions about general opinion as well as product placement's impact on brand promotion, use, recall, and recognition through movies. The data was analyzed using the Exploratory Factor Analysis –EFA and the Regression Analysis.

Key Words: Product/ Brand placements, Hindi movies, Television, Consumer buying behavior, Brand awareness, Brand Usage, Brand Promotion, Brand Recall, Brand Recognition.

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ABSTRACT

Systemic entrepreneurship pedagogy refers to creating and establishing a systematic and a constructive educational structure to stimulate entrepreneurship during the course or a program. This literature review attempts to demonstrate and elaborate the influential role of educational institutes on students to develop and promote entrepreneurial intentions through systemic entrepreneurship pedagogy imbibed in education system. It then becomes imperative for educational institutes to have a systemic teaching-learning methodology and a model that integrates educational entrepreneurship as a strong and robust support system.

A Need for an educational organizational structure is desired that mentors and coaches students be entrepreneurs by strengthening the core educational scheme for students to survive and thrive in these tough times. We are again faced with ever-rising unemployment figures globally and to overcome this, systemic entrepreneurship pedagogy should be endorsed for students to be job creators than merely job seekers.

Keywords: Systemic Entrepreneurship (SE), Entrepreneurship Education (EE), Entrepreneurial Ecosystem (EEco), Management Education (ME), Entrepreneurship Intentions (EI), Entrepreneurship Attitude (EA).

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ABSTRACT

Lockdown imposed in 2020 to curb the spread of novel Corona Virus has affected every sector seriously. Irreversible damage has taken place for the economy of our country. The unemployment rate also increased since the lockdown. The education sector is not an exception to this damage. This paper tries to explore the problems of higher education teachers in Maharashtra because this topic is not exposed so far.

The other purpose is to expose the consequences of exploitation of higher education teachers. To achieve the objectives primary data was collected through in depth interviews of higher education teachers. Secondary data is also collected from news articles, blogs and the internet. The results are shocking. Many teachers have left the profession forever. Those who lost jobs were highly qualified teachers. These teachers are now asking the question of what the use of their qualifications is the consequences on higher education in India are also discussed in brief at the end.

Key Words- Higher Education Institutes, Teachers' vacant positions, Covid-19

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ABSTRACT

Scam 1992, a web series based on Harshad Mehta's scam in Indian Share Market gave the topic to most people to think on the share market. In FY 2021, the total number of retail investors has increased by 14.2 million with 12.25 million new accounts being opened in CDSL & 1.9 million in NSDL. It results in domination of the Indian stock market by retail investor's up to some extent.

In NSE share of retail investors grew from 33% to 45% in FY 2021. This trend still carries the momentum with the registration of 1.5 million new investors in June-2021. So, we can see the interest of retail investors in the Indian stock market is increasing day by day. In this research paper, we tried to find out various parameters of investment used by these retail investors in the Indian share market. Also, we tried to analyse & interpret the primary collected data.

Key Words: - Stock Market, Retail Investors, First-time investors, NSE, BSE etc.

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ABSTRACT

Universally marketing through social media is a growing commercial platform for different marketing activities. Maximum higher education institutions recognized the importance of social media marketing over traditional ones. The purpose of the study is to evaluate the available secondary data which is available in journal, research publications, and relevant websites to find the future scope of the study.

Every year higher education institutions spend the highest amount of expenditure to manage the different activities of marketing, but most of the social media marketing practices are underdeveloped and lack strategic recognition when it comes to marketing of higher education institutions. There is a need to study the intentions of students for admission purposes.

Keywords: Social media, Higher education institutions, Student recruitment

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ABSTRACT

Today, in the 21st century the concept of Problem solving is gaining more and more importance. Earlier most of the problem used to be created by the challenges of nature and hence finding a solution was either by invention or by used of resources available in nature only. Now the situation is changed as now most of the problems are created by mankind for the excessive benefit or wrong use of natural resources and excessive use of natural resources.

Business is also done by mankind, for mankind. Business is sustainable because it is beneficial for both, who does it and for whom it is done. Though, business is not that easy, as it has a lot of challenges and problems in its way. In business most of the challenges are manmade and management of the business has to handle it with the help of its team. As most of the challenges are manmade and a lot of people are involved in it, we have to consider the psychological aspects involved in the problem solving process and the quality of Education people getting from their childhood. In problem solving, processes like brainstorming, team work, and decision making by the management are most important and all these processes have an enigmatic factor of psychology involved.

Key Words:- Mankind, Challenges, Psychological Aspects, Brainstorming etc.

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ABSTRACT

In developed countries since the basic technology solutions needs are satisfied they are also ready in terms of disaster management, while in developing countries basic solutions are not are fully developed. Extensive use of technology to give smart solutions to the problems faced by the region people is the aim behind Smart city.

This technology mostly exists in form of mobile phone and other handheld smart devices. Smart phones has now become the basic need of any person, so will be the case with Smart cities. With innovation of technology the city's assets are made more secured be it people, infrastructure and follow of discipline or policies for mankind betterment.

This digital infrastructure which enhances the quality of service and livelihood of every living things present on this earth. The basic features of smart city are digital infrastructure, e-governance and smart solutions to the problems faced in daily life. The digital ecosystem required for making cities smarter are in the form of hardware, software and communication technologies. IoT, sensors, Big data analytics, connectivity, smart apps integrates the stakeholders and provides services to them.

Keywords:- Smart city, Top 50 cities, smart parameters, smart energy, smart peoples, smart infrastructure, smart governance, smart mobility, etc.

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ABSTRACT

Inclusive education evolved consistently over decades and has been integrated at kindergarten and primary-levels in schools across the globe. In India, awareness on early intervention and identification of learning difficulties during initial ages (3 – 6 years) has shown a gradual progress. Inculcating inclusive education in the primary-levels of schooling can assure strong foundations of functional concepts and accommodates personalized learning experiences. Effective inclusion provides opportunities to experience the richness of the curriculum at the comfort of differential instructions and appropriate assistance.

World-wide spread of pandemic has unleashed many factors that can influence the learning and development of children. Management practices of inclusive education have thrived to respond to the diversity of children by altering the curriculum and encourage participation in mainstream classes, specifically designed with a Least Restrictive Environment (LRE). Inclusion promotes child-centered learning by treating children from different learning levels equally through modified teaching methodologies.

The inclusive school managements encourage a compassionate environment where every learner feels inspired to realize and celebrate their unique potential. The study portrays the concept of best practices inculcated within an Inclusive organization and how the educational management with innovative objectives caters to the holistic development of a learner.

The study represents various aspects of inclusive education and management practices within the educational organization. Sustainability of approaches and nurturing diversity in young individual minds by respecting differences in learning through ensuring equal participation substantiates the practice of child-centric learning within the organization. Inclusive education management and organizational systems followed for administration is studied to endorse successful inclusion measures.

Key Words: Inclusion, Special Education, Learning Difficulties, Inclusive Practices, Remedial Teaching, Customize Education

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ABSTRACT

Accreditation is a quality assessment tool that ensures excellence for management education. External governing body evaluates the course/program in context to various criteria. National Board of Accreditation (NBA) is a governing body under AICTE. It is playing a very significant role at present and has shifted the paradigm for management education. The paper attempts to examine various criteria enclosed in NBA accreditation. Each criterion is a reflection of the quality enhancement in management education by setting standard benchmarks to be achieved by institutes. The motivation, opportunities, challenges, of NBA accreditation is examined.

Key Words: NBA, Accreditation, Criteria, motivations, challenges.

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