

## Prestige Institute of Management and Research, Indore

<b>Type of Activity Organized (Please tick)</b>	<b>1) Management Development Program</b> <b>2) Faculty Development Program</b> <b>3) Student Training Program/Certifications</b> <b>4) Consultancy</b> <b>5) Co-Curricular Activity</b> <b>6) Extra Curricular Activity</b>		
<b>Title</b>	<b>e-Conference on the theme “Surviving in Tough Times: Strategies for Success and Sustainability”</b>		
<b>Number of Faculties Coordinating</b>	<b>5</b>		
<b>Name of the Faculty/s Assigned and Designation</b>	<b>Dr. Tarun Kushwaha, Associate Professor</b> <b>Dr. Sharda Haryani, Assistant Professor</b> <b>Dr. Arpit R. Loya, Assistant Professor</b> <b>Prof. Prayatna Jain, Assistant Professor</b> <b>Prof. Nakul Singh Chouhan, Assistant Professor</b>		
<b>Duration (DD/MM/YYYY)</b>	<b>From Date: 06/June/2020</b>	<b>To Date: 06/June/2020</b>	<b>Total No. of Days: 1</b>
<b>Whether On Campus/Off Campus (Please Mention)</b>	<b>Online</b>		
<b>No. of Participants</b>	<b>Top Level Managers</b>	10	
	<b>Mid Level Managers</b>	7	
	<b>Lower Level Managers</b>	5	
	<b>Professors</b>	17	
	<b>Associate Professors</b>	25	
	<b>Assistant Professors</b>	115	
	<b>Students</b>	35	
<b>Total Income (if any): Rs. 55,422/-</b>		<b>Total Expenses (if any): Rs. 10,000/- (approx)</b>	
<b>Total Income in Words: Rupee Fifty five thousand four hundred and twenty two only</b>		<b>Total Income in Words: Rupee Ten thousand only</b>	
<b>Description of the Activity:</b>			
Prestige Institute of Management and Research, Indore organized its first e-Conference titled “Surviving in Tough Times: Strategies for Success and Sustainability” on 6 <sup>th</sup> of June, 2020. The event was attended by illustrious panel members, namely - Mr. Paul Barnett, CEO, Strategic Management Forum, London, U.K., Mr. Anish Agrawal, M.D., Data & Analytics, Royal Bank of Scotland, India, Ms. Prema Mishra, Founder & M.D., UCatapult, Mr. Sushanto Mitra, Founder			

and C.E.O, Lead Angels Network, Mr. Piyush Gupta, Managing Partner, Drinking Water Advertising & Design, Mumbai, Dr. Davish Jain, Vice-Chairman, Prestige Education Society, Dr. Anil Bajpai, CEO Prestige University, Dr. Yogeshwari Phatak, Director, Prestige Institute of Management and Research, Indore, Dr. RK. Sharma, Director In-charge, PIMR- UG Campus. 131 papers were presented in the conference by 214 participants. The topics ranged from Marketing Strategies to Financial Strategies, Block Chain to HRM Strategies and e-Learning to Data Protection and Cyber Security.

**Space for Photographs: Brochure**



## Introduction

The world is passing through probably the toughest time in its history. The global crisis caused by Covid-19 pandemic has affected every country across the world and has raised serious concerns about Economy, Society, Civilizations and Humanity. Due to prolonged global lockdown, economic activities have come to standstill which may result in grievous recessions. This will affect the economic progress of countries by posing threats on every front of business, including production, distribution and consumption. Worst affected will be the job prospects which may result in creating a vicious cycle of demand and supply mismatch. The dependency on technology has also increased manifolds and virtual organizations have started replacing traditional structures. Now, new principles of management are evolving and replacing the old ways of doing business.

It is affecting our social practices also. We are locked in our homes and practising social distancing. This is affecting us both individually as well as collectively. As an individual we have become more concerned about our health and hygiene. We are also redefining our relations with our family members, colleagues, and the society at large. Our outlook towards the

society has changed in many dimensions and we have become very selective in interactions with our neighbours, friends and relatives. Civilizations are struggling for their survival. Experts are suggesting that our existence would depend upon how we pass through this situation. Two important components of any civilization are its religion and culture and pandemic has affected both. Our religious beliefs are getting reshaped while our culture is getting redefined. This situation has also resulted in new alignments at the global level and different countries and civilizations are coming close or getting apart on the basis of their mutual requirements.

Humanity is also at its peak. Countries are sharing their resources with each other to combat the crisis. Government officials, medical professionals, public welfare staff, police and volunteers are the warriors now against an unknown enemy of mankind. They are doing their duties selflessly and the whole world is appreciating this gesture. In the light of the above scenario, Prestige Institute of Management and Research (PIMR), Indore proposes an e-Conference on the theme **"Surviving in Tough Time: Strategies for Success and Sustainability"**.

## Call for Papers

PIMR e-Conference on the theme **"Surviving in Tough Time: Strategies for Success and Sustainability"** invites empirical and conceptual research papers from academicians, professionals, consultants, practitioners, research scholars and students related to the following themes and subthemes.

## Who Should Attend

Academicians; Senior Managers/Practitioners; Research Scholars; Students; Management Development Facilitators; and Trainers.

## The Methodology for Paper Presentation

- Papers can be presented in the e-Conference through Zoom/Skype Platforms.
- The web link (session ID and Password) will be shared two hours before the e-Conference.
- According to the pre-informed schedule, the speaker will be required to present a paper live through the screen share option for the stipulated time.
- e-Certificates of presentations will be e-mailed post e-Conference.

## Publication of Full Papers

Research papers selected by the review board may be considered for publication in the Prestige International Journal of Management Research (PIJMR) post e-Conference. The submission date of selected full papers for publication would be notified later.



## Sub Themes

Research Papers or abstracts can be submitted on broad sub-themes mentioned below. However, research papers or abstracts can also be submitted on any related area or discipline under the broad theme of e-Conference.

### Marketing in Tough Time

- Marketing Strategies
- Redefining Marketing Concepts
- Redefining Consumer Behaviour
- Media Habits
- Reshaping Sales Practices
- New Era in CRM
- The Impact on Sectors - Health, Tourism, Retail, Entertainment, etc.

### Finance in Tough Time

- Financial Strategies
- Redefining Financial Concepts
- Changing Preferences of Investors
- Digital Transactions
- New Tax Regime
- Crypto Currency
- Impact on Financial Health of Different Sectors

### Human Resource Management in Tough Time

- HRM Strategies
- Redefining HRM Concepts
- Virtual Organizations
- New Definition of Industrial Relations
- Diversity in Virtual World

### Information Technology in Tough Time

- Block Chain
- Cloud Computing
- Virtual Reality
- Artificial Intelligence
- Cyber Intrusion
- e-Commerce and e-Business Applications
- Security of Online Transactions
- Data Science Applications

### Education in Tough Time

- e-Learning
- Redefining the Role of Academicians
- Virtual Universities
- New Age Learners

### Law in Tough Time

- Data Protection and Cyber Security
- Spread of Force Majeure
- An unprecedented challenge to Indian Legal Structure
- Good Governance
- Corporate Social Responsibility

## Important Dates to Remember

Last Date for Submission of Abstract	20th May, 2020
Intimation of Acceptance of Abstract	25th May, 2020
Commencement of Registration	26th May, 2020
Last Date for Registration	31st May, 2020
e-Conference Presentations	06th June, 2020

## Abstract Submission Guidelines

- Extended Abstract of minimum 1000 to 1500 words must be typed with clearly mentioning Title of Paper and Name, Affiliation, Contact Details of Author(s) and with at least three key words.
- Reference must be in APA format.

The Abstract should be submitted in soft copy to the E-mail ID: [econference@pimrindore.ac.in](mailto:econference@pimrindore.ac.in)

Copy (cc) should be sent to:

- Dr. Tarun Kushwaha, Associate Professor  
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- Prof. Nakul Singh Chauhan, Assistant Professor  
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## Registration Details

Category	Amount (INR)
Senior Managers/ Practitioners	1000
Academicians (Faculty/ Consultants)	750
Research Scholars	500
Indian Students	300
Foreign Delegates	\$ 20
Foreign Students	\$ 10

- Online registration link will be opened from May 26 to May 31, 2020 at [www.pimrindore.ac.in](http://www.pimrindore.ac.in)
- Registration fee is non-refundable. However, change in nomination/s is acceptable
- In case of more than one author the presentation certificates would be given to only those authors who registered for the e-Conference.
- You can register by paying registration fee through NEFT and GPay (Bank Transfer). For payment please find following information:

### Account Name: PIMR National Conference

- Bank: Punjab National Bank
- Branch: PIMR, Scheme No. 54, Indore
- Account No.: 2892012100000092
- IFSC Code: PUNB0625100
- Branch Code: 6251
- MICR Code: 452024015

\*Please mention Transaction ID of NEFT payment in registration form.

## About the Institute

Prestige Institute of Management and Research, Indore is a premier management institute established in the year 1994. It was conferred Autonomous status by UGC in 2006, 2012 and again in 2018. PIMR is amongst the best self-financed management institutes in the country. PIMR is affiliated to Devi Ahilya University for all its Under Graduate and Post Graduate programs. The institute has been accredited by National Assessment and Accreditation Centre (NAAC) and has received NAAC 'A' Grade Accreditation from U.G.C. twice in 2009 and in 2014. It is an ISO 9001:2008 certified Institute. It is recognized by University Grants Commission under 2(f) and 12(b). Prestige Institute of Management and Research is conceived as a unique growth oriented institution of professional education and training. The Institute has in its genesis the solemn objective of catering to the educational and training needs of the students, non-resident Indians, foreigners residing in India, defence personnel and executive from industry and government. The uniqueness of the Institute is its provision for elaborate spectrum of professional programs, on-the-job training, emphasis on qualitative education/training and building of cultural values leading to development of a dynamic personality.

The Institute had made a beginning in 1994 by introducing MBA (Core) and MBA (Part Time) programs, and an undergraduate program in management discipline (Bachelor of Business Administration). The Institute now offers M.B.A. (Full Time), M.B.A. (Part Time), M.B.A. (Marketing Management), M.B.A. (International Business), M.B.A. (Financial Administration), M.B.A. (Personnel Administration), M.B.A. (Advertising and Public Relations), Bachelor of Business Administration (B.B.A.), Bachelor of Computer Applications (BCA), B. Com. (Hons.), Masters and Bachelor in Mass Communication, BBA(Foreign Trade), B.A. L.L.B. (Hons.), B.B.A.L.L.B. (Hons), B.Com.L.L.B. (Hons), L.L.B., and L.L.M.

The institute is ranked consistently in the upper edge of top ranking business schools in various national surveys carried out by the agencies like India Today, Chronicle, Business Today, Ministry of Human Resource Development, Business India and Outlook which has enabled the institute to achieve significant position amongst B-schools in the country. The achievements of the institute in Twenty Five years of its existence have been widely appreciated.

## For More Details Contact

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Director & e-Conference Chair

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Professor & e-Conference Co-Chair

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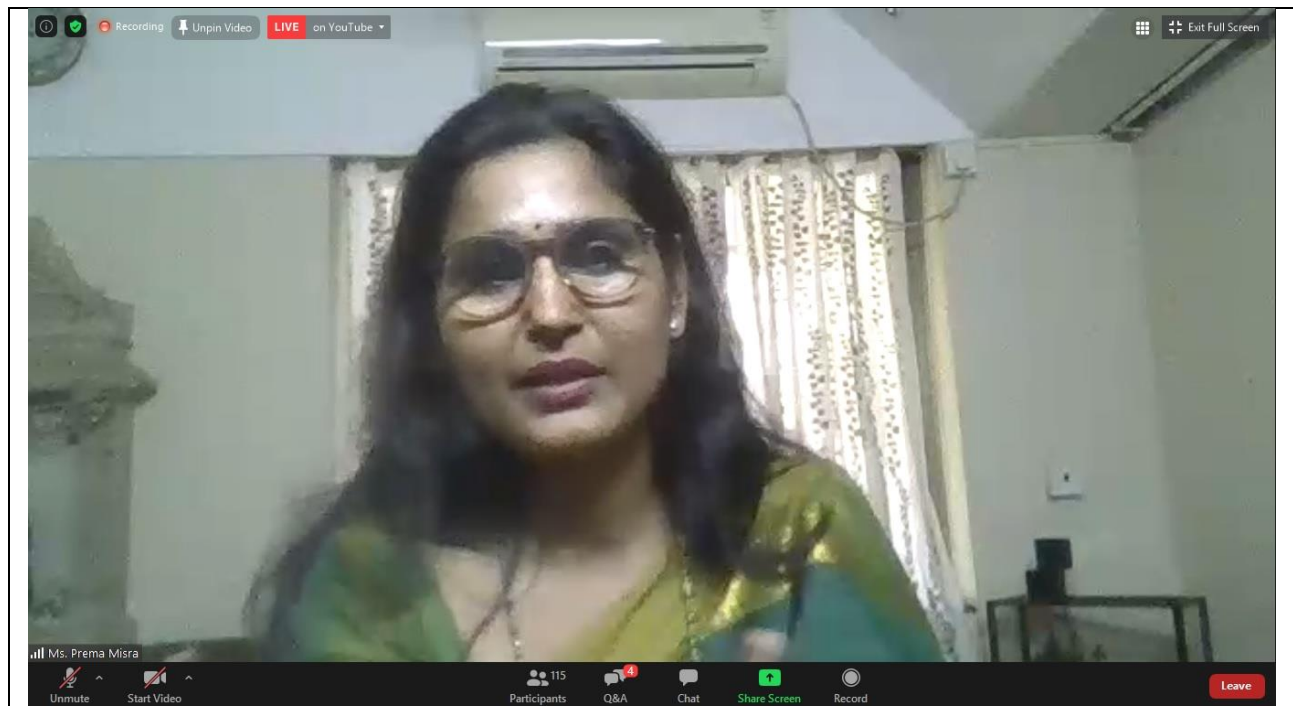


**Figure 1: Mr. Paul Barnett, C.E.O., Strategic Management Forum, London, U.K.**



**Figure 2: Mr. Anish Agrawal, M.D., Data & Analytics, Royal Bank of Scotland, India**





**Figure 3: Ms. Prema Mishra, Founder & M.D., UCatapult,**



**Figure 4: Mr. Piyush Gupta, Managing Partner, Drinking Water Advertising & Design, Mumbai**

<b>List of Registered Participants</b>			
<b>Sr. No</b>	<b>Full Name</b>	<b>Institution / Organization Name</b>	<b>Designation</b>
1	Anjali Madhwani	Prestige Institute Of Management Dewas	Assistant Professor
2	Sarita Vijayvargiya	Prestige Institute Of Engineering Management And Research, Indore	Assistant Professor
3	Bushra Sarwar	Jagran Lakecity University	N/A
4	Pratheep K	University Institute Of Technology, Karuvatta, Alappuzha, Kerala	Assistant Professor
5	Ankita Jain	Shri Vaishnav Institute Of Management, Indore	Assistant Professor
6	Shikha Kumrawat	Iips Davv	Research Scholar/Student
7	Dr. D. C. Kumrawat	S. B. N. Govt. P. G. College Barwani	Professor Commerce Department
8	Deepak Deshmukh	Prestige Institute Of Management And Research Indore	Research Scholar/Student
9	Dipti Talreja	Pimr	Visiting Faculty
10	Priyam Gour	Prestige Institute Of Engineering Management And Research,Indore	N/A
11	Dr. Shradha Vernekar	Bharati Vidyapeeth Institute Of Management And Entrepreneurship Development,Pune	Assistant Professor
12	Dr. Sonal Sisodia	Daly College Of Business Management	Principal
13	Jintu Thakuria	Cotton University	Research Scholar/Student
14	Jitendra Patel	Prestige Institute Of Management And Research	Assistant Professor
15	Nataraja	Rudragouda Patil Government First Grade College	Assistant Professor
16	Ashutosh Kumar Jha	Devi Ahilya Vishwavidyalaya, Indore	Research Scholar/Student
17	Archana Rajpoot	Prestige Institute Of Management Dewas	Assistant Professor
18	Sougata Majumder	Army Institute Of Management	Assistant Professor
19	Sunil Garg	Gyanodaya Institute Of Management & Technology, Neemuch	Assistant Professor
20	Anindya Saha	Army Institute Of Management, Kolkata	Assistant Professor
21	Dr Paulachan K.J.	Naipunnya Institute Of Management And Information Technology	Executive Director And Principal
22	Dr. Bandana Khattray Burman	Prestige Institute Of Management And Research-Indore	Associate Professor
23	Dr. Jacob P. M.	Naipunnya Business School	Director
24	Nayana S	Naipunnya Business School	Assistant Professor
25	Dr.Praful Sheshraoji Vairale	Rashtrapita Mahatma Gandhi Arts,Commerce & Science College Saoli.Dist-Chandrapur	Assistant Professor



26	T S Narayanan	N/A	N/A
27	Geetanjali P	Bharthair University,	Research Scholar/Student
28	Dr. K Aparna Rao	Gibs,Bangalore	Director
29	Sanjana Talreja	Symbiosis University Of Applied Sciences	Research Scholar/Student
30	Yuvika Singh	Punjabi University, Patiala	Research Scholar/Student
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32	Saurabh Srivastava	Indian Institute Of Management Lucknow	Research Scholar/Student
33	Yogesh Mahajan	Prestige Institute Of Management & Research	Research Scholar/Student
34	Yamini Nimonkar	Prestige Institute Of Engineering Management And Research,Indore	Assistant Professor
35	Dr. Sunita Arya	Department Of Law, Pimr, Indore M.P.	Principal
36	Dr. A. K. Merchant	Temple Of Understanding India Foundation	General Secretary / Researcher
37	Zeba Khan Ahmed	N/A	N/A
38	Bushra Sarwar	Jagran Lakecity University	N/A
39	Dr. Kapil Shrimal	Symbiosis University Of Applied Sciences Indore	Assistant Professor
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41	Dr. Shivinder Phoolka	Punjabi University Regional Center For It And Management, Mohali	Assistant Professor
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49	Shaili Kailasia	Prestige Institute Of Management And Research, Indore (Mp)	Assistant Professor
50	Alisha Thomas	Department Of Law, Prestige Institute Of Management And Research, Indore	Assistant Professor

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52	Aarti Bahl	Dept. Of Psychology, Ignou	N/A
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54	Jyoti Bahl	Gcw Parade,Jammu	Assistant Professor
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56	Shrinkhala Swaroop	Prestige Institute Of Management And Research	Assistant Professor
57	Rahul Neema	Prestige Institute Of Management And Research	Assistant Professor
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75	Dr Deepali	Christian Eminent College Indore	Assistant Professor

	Sharma		
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98	Sunita Kishnani	Research Scholar At Pacific University Udaipur (Raj.) And Cmo At Systematix Infotech Pvt. Ltd.	Chief Marketing Officer
99	Dr. Vivek Kaushik	St. Paul Institute Of Professional Studies, Indore	Assistant Professor

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113	Shaan Malhotra	Prestige Institute Of Management And Research	Assistant Professor
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121	Isha Joshi	Prestige Institute Of Management And Research	Assistant Professor
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124	Yogendra Singh Rajavat	Prestige Institute Of Management Dewas	Assistant Professor



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127	Atul Chanodkar	Prestige Institute Of Management And Research, Indore	Assistant Professor
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133	Amulya Gurtu	University Of Wisconsin-Green Bay	Associate Professor
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138	Dr. Deepak Jaroliya	Prestige Institute Of Management And Research, Indore	Associate Professor
139	Prof. Shaan Malhotra	Prestige Institute Of Management And Research.	Assistant Professor
140	Prof. Shaan Malhotra	Prestige Institute Of Management And Research	Assistant Professor
141	Sumit Zokarkar	Prestige Institute Of Management And Research	Assistant Professor
142	Dr. Anukool Manish Hyde	Prestige Institute Of Management And Research, Indore	Professor
143	Dr. Fcs Pratima Jain	N/A	N/A
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146	Dr. Satnam Kaur Ubeja	Prestige Institute Of Management And Research, Indore	Assistant Professor
147	Dr. Raksha Thakur	Prestige Institute Of Management And Research	Assistant Professor
148	Dr. Shail Shri Sharma	Prestige Institute Of Management And Research, Indore	Assistant Professor
149	Prof. Shaan Malhotra	Prestige Institute Of Management And Research	Assistant Professor
150	Mansi Choudhary	Prestige Institute Of Management, Ug Campus	N/A
151	Somen Mitra	Prestige Institute Of Management And Research, Indore	Assistant Professor
152	Dr. Shailendra Gangrade	Prestige Institute Of Management And Research Indore	Assistant Professor
153	Dr. Manisha Singhai	Prestige Institute Of Management And Research, Indore	Associate Professor
154	Dr. Kalpana Agrawal	Prestige Institute Of Management And Research, Indore	Assistant Professor
155	Dr. Ranjana Patel	Prestige Institute Of Management And Research	Associate Professor
156	Priyanka Jain	Prestige Institute Of Management And Research	Assistant Professor
157	Dr. Nitin Tanted	Prestige Institute Of Management And Research Indore	Professor
158	Pranay Karnik	Pimr Indore	Assistant Professor
159	Prof. Shasn Malhotra	Prestige Institute Of Management And Research	Assistant Professor
160	Prof. Shasn Malhotra	Prestige Institute Of Management And Research	Assistant Professor
161	Dr. Sukhjeet Kaur Matharu	Prestige Institute Of Management And Research, Indore	Assistant Professor
162	Naina Goyal	Prestige Institute Of Management And Research, Indore	Assistant Professor
163	Dr. Meeta Baid	Prestige Institute Of Management And Research	Assistant Professor
164	Bhavya Bhatt	Prestige Institute Of Management And Research	Assistant Professor
165	Naina Goyal	Prestige Institute Of Management And Research, Indore	Assistant Professor
166	Prashant Sindal	Prestige Institute Of Management And Research, Indore	Assistant Professor
167	Akhilesh Dubey	Prestige Institute Of Management And Research	Assistant Professor
168	Bushra Sarwar	Jagran Lakecity University	N/A
169	Dr. Charul Jain	Acropolis Group Of Institutions	Associate Professor
170	Prof. Tapas Jain	Visiting Faculty At Prestige Law College, Indore	Research Scholar/Student

171	Dr.Sharda Haryani	Prestige Institute Of Management And Research	Assistant Professor
172	Dr.Prateek Sharma	Prestige Institute Of Management And Research, Indore	Associate Professor
173	Amber Tiwari	Prestige Institute Of Management And Research , Indore	Assistant Professor
174	Dr. Ruchy Sharma	Govt. Pg College, Una	Assistant Professor
175	Mohit Seth	Shri Vaishnav Institute Of Management	Research Scholar/Student