



**SYMBIOSIS CENTRE FOR MANAGEMENT AND
BUSA RESOURCE DEVELOPMENT**
SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Estd. Under **section 3** of the UGC act 1956)

Re-accredited by NAAC with *A* Grade (3M/4) | Awarded Category | by UGC

Skill Development Workshop: S-Team 2020 Conference

Title: SCMHRD - TECHNOLOGY, ECONOMICS, ANALYTICS & MANAGEMENT
CONFERENCE 2020 (Skill Development)

Pandemic or any other disaster of global magnitude does throw open a plethora of challenges. Especially, in the fields of economy, business, health science, sociology, and psychology. Such challenges call for collaborative efforts between academia, research fraternity, media, and voluntary organizations to rhetorically 'try and douse the flames'. Resolute action is required from various government agencies, health care providers, and communication media to promote sustainable healthy lifestyles, managing economic challenges, and nurturing scientific culture among masses and societies. Some nations, as well as organisations, perform better than others in managing the disaster, providing essential services, sensitising and motivating people and bringing out technological innovations for long term national and organisational sustainability.

The conference will focus on the changing paradigm of management during and after the global crisis.

Any situation of the crisis has several social sciences and inter-disciplinary & trans-disciplinary dimensions.





S-TEAM 2020

**SCMHRD- TECHNOLOGY,ECONOMICS,
ANALYTICS & MANAGEMENT
CONFERENCE 2020**

17th to 22nd August, 2020



Conference Theme

**“Changing Paradigms of Management during and
after a Global Crisis”**

About SCMHRD:

SCMHRD, established in 1993, is a premier institute honing world-class leaders and entrepreneurs. It features in the elite list of B-Schools to have been accredited by the Association to Advance Collegiate Schools of Business (AACSB). The elite brotherhood has only fourteen B-Schools from India and a mere 5% of the total B-Schools across the world. SCMHRD's MBA programme is one of the most prestigious in India. SCMHRD specializes in producing quality talent in the fields of HR, Marketing, Finance, Operations, Infrastructure Development and Management, Business Analytics. Aply supported by a robust curriculum featuring massive experiential learning opportunities to equip the students with the applied orientation of thoughts into action in the real world. The research focused approach of SCMHRD also helps in this direction. Wherein, the quest for a deeper understanding gets etched in the DNA of every SCMHRDian.

Apart from academic excellence, SCMHRD also focuses on equipping the students with the functional and technical know-how of skills and competencies that are in practice in the corporate world at any given point in time. It also provides opportunities to develop their leadership and entrepreneurship skills through various student activities and institute initiatives. SCMHRD has partnerships with National Entrepreneurship Network (NEN) and Symbiosis Center for Entrepreneurship & Innovation (SCEI) to help foster and nurture the spirit of entrepreneurship amongst its students.

Scope of the Conference:

Pandemic or any other disaster of global magnitude does throw open a plethora of challenges. Especially, in the fields of economy, business, health science, sociology, and psychology. Such challenges call for collaborative efforts between academia, research fraternity, media, and voluntary organizations to rhetorically 'try and douse the flames'. Resolute action is required from various government agencies, health care providers, and communication media to promote sustainable healthy lifestyles, managing economic challenges, and nurturing scientific culture among masses and societies. Some nations, as well as organisations, perform better than others in managing the disaster, providing essential services, sensitising and motivating people and bringing out technological innovations for long term national and organisational sustainability.

The conference will focus on the changing paradigm of management during and after the global crisis. Any situation of the crisis has several social sciences and inter-disciplinary & trans-disciplinary dimensions. Some of the key themes of this conference are:

Track 1: Managing Physical, Economic, and Social Infrastructure during a Global Crisis.

Inadequate health infrastructure is responsible for holding back the fight against COVID-19 and any such global crisis in underdeveloped and developing countries. Though its timing, severity, and ultimate strain remains a mystery; a pandemic of such magnitude tests the critical infrastructure of developing countries and the world. For example, power cuts of Nigeria or the water shortages that currently afflict Harare and Bulawayo. The same is true for fast-growing regions of Latin America and many other parts of Asia. Therefore, deploying efficient and effective

infrastructural solutions with limited resources is not only a challenging task but also a key-enabler for the developing countries to come out of COVID-19 like pandemic. However, the major question here is - what kind of infrastructure is actually needed? Developing countries are building new infrastructure in anticipation to meet the needs of their present and future generations. It needs to be ensured, that these eventually meet peoples' aspirations within an altered but sustainable and socially acceptable ecological framework. In fact, every society should be allowed to make its own decisions, in accordance with its own preferences. Insofar as they do not have a negative impact beyond their borders.

This track tries to address and mitigate the effects of a pandemic by learning from the past and implementing smart and intelligent infrastructure for the future. This track tries to address energy and sustainability issues pertaining to the infrastructure domain. Papers are welcome from quantitative as well as qualitative research methods domain along with mixed-method studies. Provided, these are all previously unpublished, original piece of work on the following issues, but definitely not limited to:

- Financing health infrastructure
- Developing Smart Urban Infrastructure Assets
- Infrastructure Analytics
- Infrastructure Asset Management
- Public-private partnerships in Health Infrastructure: Need for a big push
- Life cycle risk management of Infrastructure projects
- Challenge of effective contracting for infrastructure projects
- Low Carbon Infrastructure
- Managing risk of Force Majeure events

Track 2: Managing Changes in Behaviour, Thinking, and Experiences of People during a Global Crisis.

Change is inevitable and probably the only constant in the mortal world. Sometimes it can be favourable - fuelling immense growth opportunities. While on the other side of the spectrum, it can be agonizingly inclined towards loss - business and/or personal. Often the toughest changes to be cognizant and adapt to, are the ones that can neither be pre-empted nor controlled. Economic recession, global pandemic, or a major disaster with massive collateral damage may top that list. Coming to terms with such changes can be very difficult. Any disruption or even a threat to that direction may sizably impact the behavior, thinking, and experience of people. However, the experience of the same can be regulated by the reaction and attitude of the people involved therein. Due to the recent pandemic, the enforced shift to remote working, consuming, and socialising is bound to fuel a further shift towards virtual activity in other aspects of human life as well. Which in turn, may perpetually alter the ways of communication concerning learning, working, transacting, and consuming.

Papers are welcome from quantitative as well as qualitative research methods domain along with mixed-method studies. Provided, these are all previously unpublished, original piece of work on the following issues, but not limited to:

- Leading through change
- Learning & development in VUCA times
- Talent management
- Performance management during troubled times
- Managing employee experience
- Employee engagement
- Managing HR risks during global crises
- HR innovation and future of work
- HR Analytics
- Organizational Behavior, groups and structure
- Psychological wellbeing and issues at work

Track 3: Sustainable Corporate Financial Performance, Financial Markets and Institutions during a Global Crisis.

Global financial markets, institutions and firms have observed many crises in the past. Having learnt its lessons, they have adequately adapted themselves to face similar eventualities in the future. Some of those crises were systematic and impacted the whole world. Whereas, some were specific to firms, institution and markets. These crises often end up causing financial markets to crash, generate high volatility, and lead to corporate failures owing to financial instability. Sometimes, even to the extent of raking up scandals due to inability of the leadership to efficiently manage the crisis. However, financial markets have never ignored the contagion effect. Post the global financial crisis of 2007-08, markets and institutions brought about many changes. Their preference to trade on the path of sustainable financial performance lead to: the formation of BASEL III guidelines, socially responsible investing, impact investing, digitization of financial institutions, payments & settlements and stringent corporate governance norms.

A global pandemic in the shape of Covid -19 erupted as a “black swan” event. It went on to affect all markets simultaneously; thereby collapsing economies irrespective of their nature and status (developed, developing/emerging or under-developed) and shook the very concept of open and free trade.

This track aims to help researchers and policymakers understand the performance of firms, markets, economies and institutions in the light of such extreme crisis situation. Papers are welcome from quantitative as well as qualitative research methods domain along with mix method studies. Provided, these are all previously unpublished, original piece of work on the following issues, but definitely not limited to:

- Financial Markets and Institutions
- Corporate Sustainable Financial Performance
- Corporate Governance and Corporate Disclosures
- Economic and Social Impact of Global crisis
- Disruptions in financial markets and institutions in form of Artificial Intelligence (AI), Block-chain, Crypto-currencies
- Behavioural Finance and Technical analysis aspects of Markets
- Statistical and Econometric Modelling on Financial Markets to predict crisis
- Novel practices adopted by Financial Institutions and markets
- Asset pricing
- Financing infrastructure projects

Track 4: Supply chain, Analytics and Information technology

In this era of disruption and the resultant lockdown and social distancing norms due to COVID-19 across the world, technology has become central to management education and practice, more than ever. Supply chain management, Information technology, and analytics are playing an ever more important role in understanding and managing businesses better. By focusing on risk assessment, mitigation, and detection of early warning signals. In light of this circumstances, it becomes ever so more interesting to study and analyse as a part of this track, the latest trends, techniques, innovations, case studies and real-world solutions and their application in Artificial Intelligence (AI), Data Analytics, Supply Chain Management, and Operations. Also, not to forget their integrated applications in manufacturing, e-commerce, services, marketing, HR, healthcare, etc. Papers are welcome from quantitative as well as qualitative research methods domain along with mixed-method studies. Provided, these are all previously unpublished, original piece of work on the following issues, but definitely not limited to:

- Artificial Intelligence
- Applications of big data and machine learning
- Data Analytics and its application
- Advanced methods and techniques in Data Analytics with IoT and/or AI
- Blockchain technologies and adoption
- Applications of Analytics in supply chain management, healthcare, finance, human resources, and Marketing.
- The integration of AI, Data Analytics and/or Blockchain
- Impact of COVID 19 on business and real-world solutions in AI, Data Analytics and/or Blockchain
- Analytics pertaining to Behavioral issues arising out of this pandemic
- Novel statistical methods to deal with increasing volumes of data.

- Qualitative aspects of data formulation.
- Supervised, Unsupervised and Semi-Supervised approaches to machine learning across domains

Track 5: Changing Phase of Retailing and Marketing during a Global Crisis.

The global pandemic has disrupted shopping environments, shopper's expectations, shopping behavior and product preferences. Retailers and brands have to focus their complete attention on redefining their business and customer service models across all their channels. Building consumer trust and confidence in customers to enter retail environments is the new core objective of all the functions of retail companies and owners. The Marketing and Retail track aims to identify and comprehend consumer cultures and their consequences on consumer behavior in the context of a global pandemic. Submissions are welcome that seek to offer novel insights into the evolving nature of marketing and retailing in an era of newfound fondness towards social distancing and their effects on consumers' underlying decision-making processes. Submissions are also welcome on how these developments are rapidly bringing about a paradigm shift in the way consumers buy products and services. Papers are welcome from quantitative as well as qualitative research methods domain along with mix method studies. Provided, these are all previously unpublished, original piece of work on the following issues, but definitely not limited to:

- Marketing and Privacy Concerns
- Social Media and National Security
- New Age Advertising
- Challenges in Channel Relationship
- Macro Marketing / Public Policy and Marketing
- Political Marketing
- Sports Marketing
- Destination marketing
- Theme based marketing
- Consumer behavior
- Sustainability marketing
- Challenges in Direct Marketing.
- Retailing and E-commerce
- Rural Marketing
- Green Marketing

Track 6: Strategies, Entrepreneurial Decision and Innovation during and after a Disaster.

Any kind of disaster impacts property, life, communities and business. Having a far-reaching and a serious impact on business across the world. It also challenges the very essence of entrepreneurial ventures and its behaviour both during and after it's over. Such drastic changes of the business environment do gravely impact the strategic business decisions, actions and behaviour of organisations and people alike. However, a resilient individual, organization or business do look out for a silver lining on the cloud. They seek to convert such challenges into opportunities and organise resources to create business value. Hence, this track is intended to focus on research related to disaster preparedness, planning, hazard and risk assessment, strategic thinking and innovations that drive business disaster recovery systems. Papers are welcome from quantitative as well as qualitative research methods domain along with mix method studies. Provided, these are all previously unpublished, original piece of work on the following issues, but definitely not limited to:

- Risk and Uncertainty in Entrepreneurship
- Business continuity and risk management
- Business Models, strategy and innovation
- Design Thinking and Sustainable Business

In addition to submissions addressing the conference theme, we also welcome submissions pertaining to any aspect of the very broad field of business: Human Resource, Marketing, Finance, Operations, Infrastructure Development & Management and Business Analytics.

Confirmed Speakers:

Academic Panel

Dr. Ajit Patwardhan, Adjunct Faculty,
SCMHRD, Pune, India

Dr Sanjit Roy, Associate Professor,
University of Western Australia

Dr Meena Chavan, Senior Lecturer,
Macquarie Business School, Australia

Dr. Suneel Kunameneni, Senior Lecturer at
Leeds Business School

Dr Vic Matta Associate Professor, Analytics
& Information Systems, College of Business,
Ohio University

Dr. Rameshwar Dubey, Reader-Operations
Management, Doctoral School of
Management, Liverpool Business School

Dr Sudhir Rana, Faculty, Fortune Institute of
International Business, India

Corporate Panel

Dr. Prashant Shingare, Director, Vertiv
Energy Private Limited

Dr. Ramesh Darbha, Head of India and
Asia - Insurance Practice & Consulting
Services, Capgemini India

Schedule of Deadlines:

Abstract submission: 31st May 2020

Notification for acceptance of abstract: 5th June 2020

Full Paper Submission: 30th June 2020

Notification for acceptance/ rejection/ resubmission (1st Round): 10th July 2020

Final Paper Submission: 20th July 2020

Notification of final decision: 31st July 2020

Pre-Conference Workshop: 17th August, 2020

Virtual Conference dates: 18th to 22nd August 2020

Registration Opens: 5th June 2020

Registration Closes: 30th June 2020

Note:

If you wish your abstract to be published in the compendium or your full paper to be considered for presentation and/or publication as per reviewer's recommendations, you will have to pay the registration fees as applicable for your category before the due date i.e. 30th June 2020.

Guidelines for Abstract Submission

- The acceptable word range for the abstract is 150-200 words. The revisions prescribed by the reviewers at this stage should be incorporated during the full submission of the paper.
- We encourage the author to send an **informative and structured abstract as per the following template:**
 1. [Article title]
 2. **Author Details: Name, Designation, Email Address and Affiliation of all authors**
 3. **Structured Abstract:**
 - **Purpose**
 - **Proposed Design/Methodology/Approach**
 - **Findings (If any)**
 - **Practical/Theoretical implications**
 - **Originality/value**
 4. **Keywords: Minimum 3 and Maximum 5**

Guidelines for Full Paper Submission

- All manuscripts should be submitted in MS Word format only.
- The acceptable word range for the full paper is 6000 – 8000 words, excluding references. The manuscripts which do not meet this word limit will be sent back to the author(s) to be revised.
- The manuscript should be checked for grammar and language errors.
- All contributors included in your paper should be properly acknowledged with referencing and citations. APA referencing style is the accepted style of referencing.
- Font should be Times New Roman, size 12, double spaced, and left-aligned.
- Tables, figures, and images should be properly named and of good quality
- **The paper should be submitted along with a Plagiarism Report. Similarity Index of the same should be up to 10% only.**

Benefits of Participation

- First author/ Presenter will be awarded an E-certificate. All co-authors who want to get an E-certificate will be charged an additional nominal amount (per paper) as indicated in the Registration Fee section.
- All conference abstracts will be published in an E-Proceeding in the form of a Compendium
- Selected authors will be invited to elaborate on their research topic and submit the results to journals of high repute for review and potential publication.

SCMHRD's Double Blind Peer Review Process

- SCMHRD's double-blind peer review process will be conducted by the Conference Scientific Committee.

- Scientific Committee Members are established academics who have previous peer review experience.
- Notices of acceptance or rejection of the paper will be sent to the author with reviewer's comments.

Submissions should be done through Easy Chair link only

<https://easychair.org/conferences/?conf=steamconference2020>.

All queries related to the conference can be e-mailed to s-team@scmhrd.edu

SCMHRD's Scientific Committee

Members from SIU and SCMHRD

- Dr. Abhishek Behl, Adjunct Faculty, SCMHRD, Pune, India
- Dr. Ajit Patwardhan, Adjunct Faculty, SCMHRD, Pune, India
- Dr. Aradhana Gandhi, Professor, SCMHRD, Pune, India
- Dr. Dipasha Sharma, Assistant Professor, SCMHRD, Pune, India
- Dr. Dipak Tatpuje, Head, Research Projects, Symbiosis International University
- Dr. Gauri Joshi, Teaching Associate, SCMHRD, Pune, India
- Dr. Gurudas Nulkar, Adjunct Faculty, SCMHRD, Pune, India
- Dr. K Rajagopal, Associate Professor, SCMHRD, Pune, India
- Dr. Kedar Bhagwat, Adjunct Faculty, SCMHRD, Pune, India
- Dr. Manish Sinha, Associate Professor, SCMHRD, Pune, India
- Dr. Manoj Hudnurkar, Professor, SCMHRD, Pune, India
- Dr. Pankaj Sharma, Associate Professor, SCMHRD, Pune, India
- Dr. Pooja Sharma, Assistant Professor, SCMHRD, Pune, India
- Dr. Rahul Hiremath, Assistant Professor, SCMHRD, Pune, India
- Dr. Sanjay Pohekar, Professor and Head of Research Programme, Symbiosis International University
- Dr. Vinita Sinha, Professor, SCMHRD, Pune, India
- Dr. Yogesh Patil, Professor and Head – Research & Publications at the Symbiosis Centre for Research and Innovation

Members from Corporates and Premier Educational Institutions

- Dr. Akhilesh Bajaj, Chapman Professor of Computer Information Systems, The University of Tulsa
- Dr. Prashant Shingare, Director, Vertiv Energy Private Limited
- Dr. Markus Löcher, Professor, Berlin School of Economics and Law
- Dr. Harsh Jha, Newcastle University Business School, UK
- Dr. Meena Chavan, Senior Lecturer, **Macquarie Business School, Australia**
- Dr. Ramesh Darbha, Head of India and Asia - Insurance Practice & Consulting Services, Capgemini India,
- Dr. Rameshwar Dubey, Reader-Operations Management, Doctoral School of Management, Liverpool Business School
- Dr. Sanjit Roy, Associate Professor, University of Western Australia
- Dr. Shailesh Kasande, CEO & Group Director, Suryadatta Group of Institutes, Pune, India
- Dr. Siva Sriraman, Professor, Mumbai University, India
- Dr. Sudhir Rana, Faculty, Fortune Institute of International Business, India
- Dr. Suneel Kunameneni, Senior Lecturer at Leeds Business School
- Dr. Yogesh Dwivedi, Professor of Digital Marketing and Innovation, Swansea University

Registration fees:

Type of Participant	Fees (in INR)
Faculty, Students and Research Scholars of SCMHRD	5000 (Principal Presenter/ 1 st Author) + 1000 (for every participant who wants an E-certificate)
Faculty, Students and Research Scholars of other institutes of Symbiosis International University	6000 (Principal Presenter/ 1 st Author) + 1000 (for every participant who wants an E-certificate)
Academicians/ Students of other Academic Institutes	7500 (Principal Presenter/ 1 st Author) + 1000 (for every participant who wants an E-certificate)
Corporate Participants	10000 (Principal Presenter/ 1 st Author) + 1000 (for every participant who wants an E-certificate)
	Fees (in USD)
International Participants	100 (Principal Presenter/ 1 st Author) + 25 (for every participant who wants an E-certificate)
Fees only for attending the conference along with pre-conference workshop.	Rs.3000

Payment Mode of Registration Fees:

Payment Mode through Easebuzz. This link will be sent to authors whose abstract is accepted.

Conference Organizing Committee:

Member	Designation
Dr. Pratima Sheorey	Director, SCMHRD
Dr. Netra Neelam	Deputy Director, SCMHRD
Dr. Manoj Hudnurkar	Professor, Operations, SCMHRD
Dr. Aradhana Gandhi	Professor, Marketing, SCMHRD
Dr. Sonali Bhattacharya	Head, IQAC
Dr. Abhishek Behl	Adjunct Faculty, SCMHRD
Col. Kiran Kanade	Administrative Officer, SCMHRD

S-TEAM 2020 Conference Schedule		
Day 1 (17.8.2020) Monday - Pre- Conference Workshop		
Time	Resource Person	Topic
9:30-4:15	Dr. P. Murugan, University of Hyderabad	Mediation and Moderation Analysis
Day 2 (18.8.2020) Tuesday		
11:00 AM - 1:30 PM	Parallel Tracks (Research Paper Presentation)	
Inauguration and Plenary Session		
2:00 PM - 2:30 PM	Dr. Rameshwar Dubey , Reader-Operations Management, Doctoral School of Management Liverpool Business School, United Kingdom.	Role of Big Data Analytics in shaping supply chains: Learning from COVID-19
2:30 PM - 3:00 PM	Dr. Prashant Shingare , Director Business Development Vertiv Energy Private Limited	Technology Trends and Future Renewable Energy Power Electronics Market in India
3:15 PM - 4:45 PM	Parallel Tracks (Research Paper Presentation)	
Day 3 (19.8.2020) Wednesday		
Plenary Session		
9:30 AM - 10:30 AM	Dr Akhilesh Bajaj , Professor of CIS Chapman Endowed Chair of CIS, The University of Tulsa, United States.	<i>Corporate Social Responsibility: A Framework</i>
9:30 AM - 10:30 AM	Dr Brett Trusko , President and CEO at The International Association of Innovation Professionals, Data Scientist, Remote Working Expert, Executive Coach in Innovation	Innovation Management
11:00 AM - 1:30 PM	Parallel Tracks (Research Paper Presentation)	
Plenary Session		
2:00PM to 2:30PM	Dr. Ajit Patwardhan , Consultant and Corporate Management Expert, World Bank.	Risk Management of Infrastructure Projects During COVID 19 Pandemic
2:30 PM - 3:00 PM	Dr. Suneel Kunamaneni , Senior Lecturer in Innovation Management, LEEDS Business School.	Entrepreneurship in a challenging global economy
3:15 PM - 4:45 PM	Parallel Tracks (Research Paper Presentation)	
4:30 PM - 5:30 PM	Dr. Vic Matta , Associate Professor, Analytics & Information Systems, College of Business, Ohio University	Strategic Use of Analytics
Day 4 (20.8.2020) Thursday		
Plenary Session		
9:30 AM - 10:30 AM	Naresh Pinsetti , President – Corporate Governance Deepak Fertilizers and Petrochemicals Corporation Limited	<i>Employee Engagement during times of Crisis</i>
11:00 AM - 1:30 PM	Parallel Tracks (Research Paper Presentation)	
Plenary Session		
2:00 PM - 3:00 PM	Dr. Sanjit Roy , Associate Professor, The University of Western Australia.	Role of artificial intelligence in services

3:15 PM - 4:45 PM	Parallel Tracks (Research Paper Presentation)	
Day 5 (21.8.2020) Friday		
Plenary Session		
9:30 AM - 10:30 AM	Dr Shaphali Gupta , Professor of Marketing MICA Ahemdabad	Assessing the Innovation Potential of Emerging Markets
11:00 AM - 1:30 PM	Parallel Tracks (Research Paper Presentation)	
Plenary Session		
2:00 PM - 3:00 PM	Dr Harsh Jha , Lecturer (Assistant Professor) at the Newcastle University Business School.	Enhancing Qualitative Research in Social Sciences
3:15 PM - 4:45 PM	Parallel Tracks (Research Paper Presentation)	
Day 6 (22.8.2020) Saturday		
3:00 PM - 4:00 PM	Valedictory Ceremony & Announcement of Best Paper Awards	
S-TEAM 2020		

S-TEAM 2020 Valedictory Ceremony Minute to Minute Program			
22th August 2020 Saturday 3:00 PM - 4:00 PM			
Time Slot	Agenda	Speaker	Responsibility
3:00PM-3:05 PM	Assembling of Audience, Conference Participants, Faculty and Staff Members	Dr. Dipasha Sharma	Master of Ceremony
3:05PM-3:10 PM	Opening Remarks, S-TEAM 2020 Highlights and Welcome of Audience	Dr. Dipasha Sharma	
3:10PM-3:20 PM	Keynote Speech	Dr. Bhama Venkataramani, Dean Academics and Administration, SIU	
3:20PM-3:30 PM	Address by the Director, SCMHRD	Dr. Pratima Sheorey, SCMHRD	
3:30PM-3:50 PM	Announcement of Best Paper Award	Dr Pooja Sharma	
3:50 PM - 4:00 PM	Concluding Remarks and Vote of Thanks	Dr. Netra Neelam on behalf of S-TEAM 2020 Organising team	