



Government of Maharashtra
SYDENHAM
Institute of Management Studies, Research and Entrepreneurship Education



SIMSREE'S 10th Asia Pacific International Conference on Changing Business Practices in the Current Environment

Date: 6th-7th January 2023 (Offline & -Online for Guest speakers)

Time: 10 AM - 5 PM on both days (Indian Time).

Venue: Government of Maharashtra's Sydenham Institute of Management Studies, Research and Entrepreneurship Education. Affiliated to **University of Mumbai, India**

About the Conference

Mission:

The Mission of the Conference series is to act as a vehicle to help build a global movement dedicated to capturing, spreading and nurturing good practices in business Conference in

Theme:

Changing the environment requires a new approach to problems in business scenarios. The role of business research in providing solutions in the current environment will be the main theme of the conference.

Objectives:

1. To provide a special forum to present and discuss research on Changing Business Practices in the Current Scenario.
2. To facilitate research-based knowledge among academicians and practitioners.

The above objectives shall be achieved through research based on idea generation and discussion. The main purpose is to bring about a richness in the discussion by encouraging domestic and international contributions.

Special sessions will be held on:

Day-I-6th January 2023

1. Writing a case -Tips-(Time-4-5 PM)-Day-1

Speaker: 1. Dr Farzana Q. Habib, Associate Editor, Emerald case study for emerging markets,

University Technologi Malaysia (UTM); 2. Dr Ajoy Dey, Editor, South Asian Journal of Business and Management Cases, BIMTECH ;3. DR R.K. Srivastava, Prof and HOD, Sydenham Institute of Management Studies, Mumbai

Time-4-5 PM

Day-II-7th January 2023

2. Developing theoretical construct and its validation

Dr Abbas J Ali; Distinguished University Prof, Indiana University Pennsylvania, Editor-in-Chief, Journal of Competitiveness Studies; USA; Dr M. Paul, Associate Professor, Sienna College of Business Studies New York; USA, Dr R. K Srivastava, Prof and HOD, Sydenham Institute of Management Studies, Mumbai

Time-4-5 PM

The conference has a strong focus on the relevance and application of behavioural change practice and science. It aims at providing new insights into the field of **Marketing, IB, Finance, General Management HR, Retail etc.**

Call for Papers

Papers should broadly address the theme of the conference and issues related to changing business practices. Kindly send a full paper so that it can be published in an ISBN book besides the conference. The abstract should be about 250 words in the following format: **Introduction, Objective, methodology, Results, Contribution, and Keywords. Once your abstract is accepted after review, you are requested to pay the registration fees and send the paper for review.**

Academicians and research professionals are encouraged to contribute new ideas, concepts, and paradigms. **Abstracts will be published in ISBN numbered publications** and selected papers in **International Journals.**

Kindly submit papers for the subjects mentioned below:

1. Marketing and Strategy	2. International Business
3. Brand management science	4. Business statistics/Decision
5. Finance	6. General Management

7. IT and business practices in the current business environment

There will also be a separate track for the student's paper.

Papers are to be emailed to: rks_pmc@yahoo.com OR rks.pmc@gmail.com.
Abstracts will be published in ISBN numbered publications and selected papers in the **International Journal of Sydenham Management Review -PUBLISHED SINCE 1995** after review

Reviewers:

Dr Bernadette DaSilva, Director, Allana

Dr Nirmala Joshi, Research Head, MET

Dr S Pandit, HOD Finance SIMSREE

Dr S Bhanot, Head Decision Science SIESCOMS

Venue: Sydenham Institute of Management Studies, 3rd floor-road, Church gate, Mumbai 400020.

Landmark-opposite Church gate station-last station in Mumbai

Website: www.simsree.org

Important Dates

1. Last date of submission of Abstract/paper: 15TH DECEMBER, 2022 OR EARLY
2. Notification of acceptance of Paper: 20th December 2022 OR EARLY
3. Last date for registration: 2nd January 2023 OR EARLY

Registration fees: **For Faculty-**\$50 or Rs.2000 Research Scholar-Rs 1000/- or /\$25 **Students-**Rs.500 /\$25 This includes lunch, bag and conference materials for offline

Payment details are available in registration forms which will be sent only after your abstract is accepted for the conference

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