



Registration and Certification

Full paper to be sent at : commercewebinar@gmail.com
Last date for submission of Full Paper : 26th November, 2021
Date of communication of decision regarding acceptance/rejection : 4th December, 2021
Last date of Registration : 7th December, 2021

(Kindly register yourself for the seminar only after receiving acceptance of your Research Paper)

- *All the research papers will go through a blind peer review
- *Kindly do note that for a research paper to get accepted, plagiarism level should be less than 10%
- *Referencing should be done as per APA 7th edition
- *Selected papers will be published in
- UGC-care listed journals/Book chapter with ISBN code

Online Registration Link:

<https://forms.gle/gwhY3ScNTHTctnwh9>

Certificates will be provided to the students who will present research paper

In case of any query you can contact:

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National Conference on Management Practices and Strategies : Spirit of Sustainability

Organized by:



Unveiling Excellence

Department of Commerce
UNIVERSITY OF SCIENCE & TECHNOLOGY MEGHALAYA

Date: 10th to 12th December, 2021

Venue: USTM, Techno City, Baridua, 9th Mile, Ri-Bhoi, Meghalaya



Many global and national economies are suffering due to ongoing COVID-19 Pandemic. Businesses across the globe met with unprecedented challenges in the management of their business operations. With this aim the Department of Commerce, USTM is organizing the Conference with the theme of "Management Practices and Strategies: Spirit of Sustainability"

The objective of the conference is to keep the academicians updated and support learners who are adapting to the new normal and bring together all the discussion to fruitful insights. To offer a podium for all to discuss the changing trends and impacts on various fields and deliver valuable suggestions. To adapt to a new educational set up with technical expertise and making the whole world come to a common room.

Academicians, Research Scholars and Industry Practitioners are invited to contribute original Research Papers (both empirical and conceptual) and Case Studies on current issues in any of the following areas:

1. Marketing

- Media Analytics
- E-Commerce
- Consumer Behavior
- Customer Relationship Management
- Supply Chain Management
- Changing customer buying behavior post Covid-19
- Effects of pandemic on lifestyle retail formats such as malls, hypermarkets etc
- Consumerism on a slippery slope.
- Role of Technology in marketing Communication Product & Brand Management
- Sustainable Business Practices
- Social Media Marketing

2. Human Resources

- HR Analytics
- Performance Management
- Managing Diversity and Innovation at Work.
- Strategic Human Resource Management.
- Emerging role of HRM in Managing Organizational Culture.
- Training and Development.
- Leadership and Change Management.
- Industrial Relations and Labour Law.

3. Banking, Insurance and Financial Services

- Financial innovations
- Money Market & Capital Market
- Financial Analytics
- Foreign Exchange Management
- Risk Management
- Changing business models in the Insurance sector
- Mergers and Acquisition in Banking Sector
- Financial Inclusion: Microfinance and Micro-Credit Banking and Financial Services Tax Reforms,
- Massive rise in digital and contactless payments

4. Strategy & General Management

- Sustainability Entrepreneurship
- Corporate Social Responsibility
- Tourism Management
- Operations management
- Corporate Governance

5. Information Technology

- Shifts in global IT outsourcing trends
- Deep learning: The next big thing
- Role of AIML in business transformation
- Covid-19: A boon for the environment
- Mainstreaming of 'Work from Home'
- Adoption of Cloud Infrastructure in business enterprises
- Re-Thinking role of technology in manufacturing
- Digital readiness and data privacy

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For presenting Research Paper INR 1,000/-

Registration Fee to be paid:

A/c name: University of Science & Technology, Meghalaya

A/c No: 911010060610980

Bank Name: Axis Bank

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