



## Important Dates

- Last date for submission of Full Paper : 14th November, 2021  
Date of communication of decision regarding acceptance/rejection : 16th November, 2021  
Last date of Registration : 18th November, 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

### In case of any query you can contact:

**Dr. Santa Kar**

(Seminar Coordinator)

Assistant Professor, Department of Commerce, USTM

Contact No: 8638404465, Mail id: [commerceustmwebinar@gmail.com](mailto:commerceustmwebinar@gmail.com)

**Dr. Abdur Rashid**

(Seminar Joint-Coordinator),

Associate Professor & Head

Department of Commerce, USTM

Contact No: 8638055147

# National Seminar on BUSINESS IN THE NEW NORMAL

Organized by:



Unveiling Excellence

**Department of Commerce**  
**UNIVERSITY OF SCIENCE & TECHNOLOGY MEGHALAYA**

Date: 21st November, 2021

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



**Campus:** Techno City, Khanapara, Kling Road, Baridua, 9th Mile, Ri-Bhoi, Meghalaya-793101

Ph. 0361-2895030/ 098540-23060

E-mail : [ustm2011@gmail.com](mailto:ustm2011@gmail.com); Web : [www.ustrn.ac.in](http://www.ustrn.ac.in)



In the dynamic world where the business environment is changing drastically, conducting business needs to be in tune with the changing environment. COVID-19 brought a new wave in the business environment in the form of digitization of the business. Moreover, the disruptive technologies are becoming mainstream at a faster pace than ever. The data-driven competence is emerging to be dominant as we evolve from the industrial era to the intelligence era. Thus, responsive strategies need to be critical to remain ahead in this dynamically changing global scenario

#### **Sub themes:**

##### **Entrepreneurship**

1. Entrepreneurship and New Value Creation
2. Social Entrepreneurship and Innovation
3. Women Entrepreneurship

##### **Business Analytics**

1. Business Analytics and Big data
2. Fintech, Blockchain and Emerging Technologies

##### **Marketing**

1. Marketing and Consumer Behaviour in age of disruption
2. Social Media and Digital Marketing
3. E-Marketing
4. Supply Chain Management
5. Logistics and Transportation Management

##### **Finance & Economics**

1. Finance and Banking in the digital World: Issues, Challenges and Road Ahead
2. Banking
3. Capital Structure Issues

##### **Business Environment**

1. International Business and Global Trade in pre and post COVID-19 era
2. Business Environment and Public Policy
3. Act East Policy and Economic Development of N.E India

##### **Organizational Behaviour and Human Resource Management**

1. HRM in Generation Z
2. Emerging challenges faced by HR in Post-Pandemic era
3. Job stress in the New Normal

##### **General Management**

1. Strategic Management
2. Sustainability, CSR and Humanitarian Operations
3. Travel and Tourism Management
4. Industry 4.0

## **Registration and Certification**

Registration Fee :

For attending the seminar- INR 250/-

For presenting Research Paper INR 500/-

Registration Fee to be paid:

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

A/c No: 911010060610980

Bank Name: Axis Bank

MICR code: 781211007

IFSC Code: UTIB0001297

**Online Registration Link:**

<https://forms.gle/gwhY3ScNTHTctnwh9>

Full paper to be sent at: [commercewebinar@gmail.com](mailto:commercewebinar@gmail.com)

\*Certificates will be provided to those who will register and attend the seminar

\*For paper presentation separate certification shall be provided

