



**BHARATI VIDYAPEETH**  
(DEEMED TO BE UNIVERSITY)

**INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI**

'A' GRADE UNIVERSITY STATUS AWARDED BY MHRD, GOVT. OF INDIA  
RE-ACCREDITED WITH 'A+' GRADE BY NAAC



# e-Conference on Emerging Applications and Strategies of Learning and Assessment During Pandemic.

**25th March 2021**

**(Thursday)**

**BVIMR NETLINx**

---

# ABOUT NATIONAL CONFERENCE

As the world economies experienced lockdown due to the COVID - 19 Pandemic because of which, schools and colleges around the globe are shifting to online learning in an effort to slow the spread of the disease and move onto a new learning paradigm. This conference provides a platform in an attempt towards developing strategies ensuring digital equity which happens to be the biggest obstacle for online learning and assessment in India. India being a developing economy doesn't have digital equity to a large extent which is clearly pointed out with the fact that most families don't have one computer per person. During lockdown, parents were also working from home, meaning several people could be competing for one or two computers. Therefore it is essential for making sure all online apps work on mobile devices in case a laptop is not available; so flexibility and portability in terms of online learning environment and assessment becomes altogether important. The time has come for digital learning days and assessment to come into picture and developing strategies for the same. The COVID-19 pandemic is having an overall effect on the economy and is challenging organizations worldwide, forcing them to rethink their business models, marketing, finance and human resource as they struggle for survival. Businesses have had to address a wide range of issues, from supply chain disruptions to changing customer behaviors to employee safety and new work environments. The idea is to draft out solutions keeping in view the interests of all stakeholders and flexibility, human connection and guidance for all stakeholders during this time for continued sustainable progress.

## Information Technology

- Digital Transformation/ Innovations
- Disruptive Technology & Block chain
- Data Science Applications
- Text Mining & Digital world
- Technology Driven Business Strategy
- Big Data Analytics
- Up-skilling of Technology

## Economics

- Microeconomics and monetary economics
- Public Finance
- Macroeconomic Issues
- Technological Development and Innovation
- International
- Trade, Investment, Economic Integration and Knowledge Economy
- Tourism

## Marketing

- Influencer Marketing
- B2B Marketing
- Online Shopping
- Mobile Marketing
- Digital Marketing
- Multi Cultural Marketing
- Technology Based Retailing
- Consumer Behavior

## Redefining HR Practices

- Human Capital
- Recruitment and Selection
- Educating Equipping the Workforce
- Employee up-skilling
- Performance Management
- Diversity Equity and Inclusion
- Employee Social Safety

## TIMELINES FOR PAPER SUBMISSION

LAST DATE OF SUBMISSION OF ABSTRACTS AND FULL PAPER:	10TH MARCH 2021
NOTIFICATION OF ACCEPTANCE TO AUTHORS:	15TH MARCH 2021
REGISTRATION:	20TH MARCH 2021

### ALL COMMUNICATIONS SHOULD BE MADE TO:

DR. DALJEET SINGH BAWA  
(9582035733),

DR. PARUL AGGARWAL  
(9811880805)

MR. MAHESH KUMAR CHAUBEY  
(9899197995)

SUBMIT YOUR PAPERS ON:  
econvimr21@gmail.com

REGISTRATION FORM:  
<https://forms.gle/Tf6vYSpmPbtbM2RX8>

### Entrepreneurship

- Role of Universities in Promoting Entrepreneurship
- Start-up & Entrepreneurship
- Entrepreneurial Finance and Venture Capital
- Entrepreneurial Growth & Competitiveness
- Entrepreneurial behaviour
- Up-skilling for making Start-Ups a success
- Corporate and Strategic Entrepreneurship
- E-Entrepreneurship

### Finance

- Fiscal and Monetary Policy Responses
- Consumer Spending
- Risk Management
- Change in Capital Structure
- international Finance and Financial Market
- Corporate Finance and Governance

## CONFERENCE PUBLICATION AND BEST PAPER AWARD

All the papers selected for the conference will be published in Book bearing International Standard Book Number. The Book will be released during the conference. Besides, 3 best papers shall be declared for awards on 25th March 2021. An early submission of the full paper for publication will be highly appreciated. E-Certificates will be issued only to the registered paper presenters and participants.

## CALL FOR PAPERS

Papers are invited from Corporate Professionals, Academicians, Researchers, Scholars and Students.

## PLATFORM

VIRTUAL CONFERENCE PLATFORM: MICROSOFT TEAMS



## GUIDELINES FOR AUTHORS

The following is the suggested format for paper submissions:

- Length: 3000-4000 words
- All authors' title (e.g. Dr., Mr., Mrs. Etc.) & Name, Affiliation, Email etc.
- Abstract (not more than 250 words) and keywords
- Introduction/Background/Objectives
- Literature Review
- Methodology, Findings, Analysis and Discussion
- Conclusions, Limitations and Recommendations
- References: Harvard or APA style is required
- Margins: 1 inch or 2.5 cm
- Font: Times New Roman, 12
- Points Spacing: 1.5 between lines and 2 between paragraphs

Note: Authors may please note that their papers should not have been submitted/ published/ accepted for publication in any other journal/conference.

## REGISTRATION

Registration fee per paper should be sent latest by 20th March 2021 through NEFT for online payment or by demand draft in favor of 'Director, BVIMR, NEW DELHI' payable at New Delhi. Link of registration form is given above in this brochure.

### BANK ACCOUNT DETAILS

**NAME OF THE ACCOUNT HOLDER:**  
DIRECTOR, BVIMR, NEW DELHI

**BANK NAME:**  
BHARATI SAHAKARI BANK LIMITED

**BRANCH NAME WITH COMPLETE ADDRESS:**  
A-4, PASCHIM VIHAR, ROHTAK ROAD, NEW DELHI - 110063

**TELEPHONE NUMBER:**  
011- 2528 4396, 25286442

**IFSC CODE: SVCB0010015**

**ACCOUNT TYPE: SAVING ACCOUNT**

**BANK ACCOUNT NUMBER:**  
201503130000004

**MICR CODE OF THE BANK:**  
110094282

### FOR PAPER PRESENTERS

CORPORATE & PRACTITIONERS	₹2,000/
ACADEMICIANS	₹1,500/
RESEARCH SCHOLAR/ STUDENTS	₹1,000/



## ABOUT BVIMR, NEW DELHI

Established in 1992, by Hon'ble Dr. Patangrao Kadam, Bharati Vidyapeeth (Deemed to be University) Institute of Management & Research (BVIMR), is an ISO 9001: 2015 and ISO 14001: 2015 certified institute, one of the pioneer institutes of management education in New Delhi. BVIMR is a constituent unit of Bharati Vidyapeeth (Deemed to be University) Pune which is a NAAC re-accredited Grade 'A+' University and is accredited by Government bodies like UGC, AICTE, NAAC, NBA and NIRF. An '8' acres oasis in West Delhi – Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research (BVIMR) is the only institute attached with Metro Station. The dedicated efforts put in by the faculty members, students, alumni, parents and the encouraging support from the industry has enabled BVIMR to be ranked in Gold Category at AICTE CII Survey 2019, among Top 100 B-Schools in India by NIRF 2019, Top 80 B – Schools in India by India Today 2017 and Top 25 B- Schools in North India by Business Today 2017.

### PATRON

HON'BLE DR. PATANGRAOJI KADAM  
FOUNDER, BHARATI VIDYAPEETH, PUNE

HON'BLE DR. SHIVAJIRAO KADAM  
CHANCELLOR, BHARATI VIDYAPEETH  
(DEEMED TO BE UNIVERSITY), PUNE

HON'BLE DR. VISHWAJEET KADAM  
PRO-VICE CHANCELLOR, BHARATI  
VIDYAPEETH  
(DEEMED TO BE UNIVERSITY), PUNE  
SECRETARY, BHARATI VIDYAPEETH,  
PUNE

PROF. (DR.) M. M. SALUNKHE,  
VICE CHANCELLOR, BHARATI  
VIDYAPEETH (DEEMED TO BE  
UNIVERSITY), PUNE

### CHIEF ADVISOR

DR. A. K. SRIVASTAV,  
DIRECTOR, BVIMR, NEW DELHI

### ADVISORS

PROF. H. P. SINGH,  
PROGRAMME DIRECTOR,  
NIESBUD

MR. TARIQ MEHMOOD,  
CHIEF MANAGER - HR  
KOTAK LIFE INSURANCE

MR. ADITYA JAIN,  
SENIOR CONSULTANT  
PWC INDIA

### CONFERENCE ORGANIZING TEAM

DR. DALJEET SINGH BAWA  
DR. PARUL AGGARWAL  
MR. AJAY KUMAR  
MR. MAHESH KUMAR CHAUBEY  
MS. TRIPTI TIWARI

## BVIMR INTERNATIONAL CONFERENCE 2015



**BHARATI VIDYAPEETH**  
(DEEMED TO BE UNIVERSITY)

**INSTITUTE OF MANAGEMENT & RESEARCH NEW DELHI**  
AN ISO 9001 : 2015 & ISO 14001 : 2015 CERTIFIED INSTITUTE

A-4, Paschim Vihar, Main Rohtak Road, New Delhi 110063

Tel: 011-2528 4396, 2528 5808 • Telefax : 25286442

E-mail: econbvimr21@gmail.com

• Website : www.bvimr.com