



# **International Conference on Trends in Business and Human Resource (ICTBHR-2022)**

**Virtual Conference**

**Organized by**

**Mulshi Institute of Business Management (MIBM)  
Pune, India**

**17-18 November, 2022**



## About Conference

The International Conference on Trends in Business and Human Resources (ICTBHR-2022) organized by Mulshi Institute of Business Management (MIBM), Pune, Maharashtra, India powered by the Institute of Research and Journals (IRAJ), Bhubaneswar, Odisha, India during 17-18 November 2022 in virtual format aims to bring together leading academicians, researchers, research scholars and corporate practitioners to exchange and share their experiences and research results on latest trends in business and human resource.

In 2020, human resources professionals have played a critical role in leading the businesses through toughest workplace challenges ever faced. What businesses are looking today are ways to grow, adapt, and remain resilient amid uncertainty. Trends in the business and economic environment occur in many areas. Competition has intensified. Technology has accelerated the pace of work. Under these circumstances, it will be interesting to find, how companies are meeting the challenges of a changing workforce, the growing demand for human energy and meeting competitive challenges. Therefore, the theme of the proposed conference ICTBHR-2022 is Business and Human Resources to focus on the various trends and challenges in the area of global business and human resources.

## Global Trends in Business and Human Resource Management



Kevin S. and Singhal S. (2021) stated that barring any unexpected catastrophes, individuals, businesses and society can start to look forward to shaping their futures rather than just grinding through the present. There is no reason to believe that the rise in global prosperity will reverse itself or that human curiosity will diminish. But the effective use of technology during the pandemic—and the economic constraints that many companies will face for years after it— could augur the beginning of a long-term structural change in business travel. The COVID-19 crisis has created an imperative for companies to reconfigure their operations—and an opportunity to transform them. To the extent that they do so, greater productivity will follow.



Modern business is facing the rapid and unrelenting growth of artificial intelligence, and the majority of respondent companies in the 2019 Deloitte Global Human Capital Trends survey report that not only do they need to rethink their capabilities to learn, but they also need to reinvent their workforce experience to enhance efficiency and reconsider how they develop leaders. These are shifts that need to be explored to avoid HR process stagnation.

## Program Objectives

- To empower academics, researchers and professionals to build collaborative networks in the field of business and human resource management
- To strengthen and transform the global effort and influence decision making to shape the future of Business and human resource management.



## About Mulshi Group of Institutes

Mulshi Group of Institutes (MGI) is promoted by Ignited Minds Society formed by a team of academicians, researchers and managers with IIT and IIM backgrounds inspired by a book of same name by Dr. APJ Abdul Kalam. MGI was founded in the year 2009 with Mulshi Institute of Business Management (MIBM) and Mulshi Institute of Retail Management (MIRM). Both the institutes offer two years full time residential Post Graduate Diploma in Management (PGDM) approved by AICTE, New Delhi and recognized by USBES, California, and USA.



Highly accomplished professors and corporate professionals support the specialist areas. Research expertise form the foundation for teaching in the institutes and is a source of innovation and dynamism. Professional Innovation and Development Center (PIDC) under MGI offers a series of short term MDPs /EDPs in various areas of management and engineering. These Programs are unique learning propositions to the participants and aim at equipping them with the evolving management approaches



**MIBM**  
Mulshi Institute of Business Management  
Best Preferred B-School in Pune

## About IRAJ-Institute of Research and Journals

IRAJ is an advanced Non profit technological Organization registered under the Peoples Empowerment Trust, for the Researchers & Scholars "To promote the Progress of Science, Technology and Management " by displaying their knowledge in the vicinity of Science Technology and Management for the service of mankind and the advancement of the general welfare connects Global innovators, Scientists, Engineers, Doctors, Management professionals, industry practitioners by conducting and sponsoring technical meetings, conferences, symposia, and exhibitions all over India and abroad.

## Call for papers

The ICTBHR-2022 conference welcomes submissions in the form of research papers, articles and case studies from the academicians, practitioners and policy makers. All the submissions must be original and not concurrently submitted to any other journal or conference. For making an oral presentation the authors need to submit an abstract of not exceeding 250 words. The abstracts must be consisting of the affiliation of all the authors including the contact details of the author who will be presenting the same. The abstracts will be peer reviewed by a committee of experts before acceptance. The themes for submissions (but not limited to) for the conference include the following -

### Track-1: Defining Future of Business

1. Challenges to Strategic Management
2. Culture of Business Management
3. Business Communication and Advertising
4. Contemporary Issues in Marketing
5. Brand Management and Marketing
6. Climate-Related Risk and Finance
7. Global Financial Crisis
8. Sustainable Finance
9. Blue Ocean Strategy
10. Holacracy

### Track-2: Emerging Issues in Global Human Resource

1. Global HRM
2. Human and Environment
3. Cultural Heritage and diversities
4. Talent Management
5. Job Satisfaction and Motivation
6. Inclusive Hiring strategies
7. Wellbeing of employees
8. 360 Degree Feedback
9. Automated Performance Management System
10. Relationship Management

### Track-3: Smart Technological Innovations

1. Cyber Security
2. Data Integrity and Artificial Intelligence
3. Gamification in Business
4. HR Analytics and Digitization
5. Employee Performance Management
6. Human Resources Information System
7. Virtual Team Building
8. Lean Management
9. Strategic Information Technology Issues
10. Leadership through ICT

### Track-4: Modern-day Leaders

1. Agile Leadership
2. Transformational Leadership
3. Women Leadership
4. Leadership and Strategic Management
5. Global Leadership
6. Developing Self and Others
7. Blended Approach to Leadership
8. Remote and Flexible Working
9. Leadership and Navigations
10. Leaders' Role in Innovation

## Important dates

Details	Dates
Abstract Submission	10 October, 2022
Notification of Acceptance	17 October, 2022
Full-Length Paper Submission	24 October, 2022
Last date of Registration	10 November, 2022

## Submission Process & Guidelines

Paper submission will be done through IntConfChair using the following link: [IntConfchair](#)

The manuscript should be prepared in the following format:

1. Title of the Paper, Name, Affiliation, Contact no. and Email address
2. Name of the author should be in font size 12 and affiliation in font size 11
3. Title of the paper should be in font size 16 and should be centrally aligned
4. Abstract of approximately 500 words in Italic with 3-4 keywords at the end of the abstract
5. Abstract should be in font size 12 (Times New Roman, 1.5 Line Spacing)
6. Include Margins -1 inch (2.5 cm) margins all around.
7. The subheadings and the body of the text should be in font size 12
8. The final paper word limit is 7000-8000 words, along with the abstract
9. Paper should be submitted in MS-Word format
10. All the tables and diagrams should be appropriately numbered and provided at the end of the paper
11. All references should follow APA style(6thedition) - [www.apastyle.org](http://www.apastyle.org)

## Guidelines for Presentation

- Authors will be provided with a link for online participation during conference days.
- The total time allotted for the presentation is 10-15 minutes.
- PPTs need to be sent before the presentation.

## Organizing Committee

- Dr. Saroja Asthana, **Director, MIBM, Pune**
- Prof. R.S. Ganpathy, **Former Professor, IIMA**
- Dr. Vilas Pharande, **Director, AGCOE, Satara**
- Dr. Gopal Jahagirdar, **Professor, MIBM, Pune**
- Prof. Sonali Kadam, **Assistant Professor, MIBM, Pune**

## Registration Fees

Categories	International	Indian
Academician/Practitioner/Industrialists*	\$ 250	INR 17000
Student	\$ 120	INR 8000
Corporate Speaker	\$ 300	INR 20000
Attendees/Listener (Without paper presentation and publication)	\$ 35	INR 2500
Additional Page	\$30 / One Page	INR 500
Extra Proceeding	\$100	INR 1000

\* Up to 3 authors, in case of more authors each additional author will have to pay \$35 or INR2500

## Publication Opportunities

- Proceedings of the conference will be published online with an ISBN Number with a digital link to each paper.
- All registered paper papers will be published in the *Scopus Indexed Journals*.

## Contact Information

- Conference Director: **Dr. Saroja Asthana, Founder Director, MGI, Pune**
- Conference Convener: **Dr. Gopal Jahagirdar, Prof. MIBM, Pune**  
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- Conference Co-convener: **Prof. Sonali Kadam, Faculty, MIBM, Pune**  
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## Official Website



<https://mibmevents.in/ictbhr2022/>

## Contact Coordinator



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