



College of
Management
Studies

School of
Business Studies

RISE WITH EDUCATION

SRUJAN 2024

International Research Conference

Thriving and Growing in Uncertain Times: Unleashing
Business Potential through Innovative Strategies

Date: January 20, 2024

Publication opportunities in Scopus, ABDC Indexed Journals

- Management Decisions, 'B' category, Emerald.
- Empirical Economic Letters, 'C' category.
- SIES Journal of Management, ISSN 0974-2956.

VENUE

SIES College of Management Studies & SIES School of Business Studies

Sri Chandrasekarendra Saraswati Vidyapuram Sector-V, Nerul, Navi Mumbai, Maharashtra 400706.

Welcome to SRUJAN Conference!

Join us for a day of inspiring discussions, insightful presentations, and networking opportunities



About SIES SIESCOMS and SIESSBS

South India Education Society (SIES), one of the oldest and value-based educational trusts that manages several educational institutes in the city of Mumbai and Navi Mumbai was established in 1932. SIES is a progressive educational trust and has gained acclaim for its strong foundation of cultural values and ethos.

SIES College of Management Studies (SIESCOMS) was established in 1995 and grew rapidly to gain a reputation as one of the top-ranking b-schools in the country. In keeping with its mission of grooming business managers and technocrats, SIESCOMS offers several flagship university of Mumbai affiliated management programs that include Masters in Management Studies (MMS), Masters in Computer Applications (MCA) and PhD in Management Studies.

SIES School of Business Studies (SIESSBS) was carved out of SIESCOMS due to regulatory requirement in 2020 and offers AICTE approved autonomous post graduate programs like Post Graduate Diploma in Management (PGDM), PGDM (Pharmaceutical Management) and PGDM (Biotechnology Management). The PGDM program of SIESCOMS is the first program in the city of Mumbai/Navi Mumbai to have received an International Accreditation from ACBSP, one of the top accreditation bodies based in the USA.

About the Conference

SIES has consistently given aspiring academics and researchers a platform to conduct their research by hosting several conferences, workshops, and seminars from time to time. To further the goal, we are pleased to announce our upcoming conference, **SRUJAN 2024**, which will be held on **January 20, 2024**. The theme of the conference is **"Thriving and Growing in Uncertain Times: Unleashing Business Potential through Innovative Strategies."**

Uncertainty has become the new normal in the business world. Economic fluctuations, global events, and technological advancements pose unique challenges to businesses that necessitate adaptation, resilience, and strategic thinking. SRUJAN 2024 intends to address a range of challenges and concerns that demand careful consideration by researchers, academicians, policy makers and industry practitioners.

The conference aims to bring the researchers together to deliberate on theoretical work, empirical findings and policy implications related to innovative strategies in uncertain times. It will provide the participants with an excellent avenue to receive quality feedback on their research and an opportunity for networking and publishing.

Call for Papers:-

We invite researchers, academicians, industry professionals, and thought leaders to contribute to the SRUJAN Conference by submitting their research papers aligned with the conference theme. We encourage submissions that explore cutting-edge approaches, adaptive strategies, and innovative solutions for unlocking untapped business potential in uncertain times.

The list is indicative but not exhaustive.

1. HR:

- Competency mapping
- HR Audit
- HR Analytics
- Inclusivity and Diversity
- HR Technology and Tools
- People Management

2. Marketing:

- Consumer Behaviour
- AI in Marketing
- Digital Marketing
- Marketing Innovation and Creativity
- Sustainable Competitive Advantage
- Branding and Identity
- Global Marketing
- Marketing Analytics

3. IT:

- Artificial intelligence and Machine Learning
- Virtual Reality for Business
- IoT and edge computing applications
- Sustainable Computing
- Cloud Computing for Business
- Big Data Applications, Challenges and Opportunities
- Data Governance and Security
- E-Governance & E-commerce

4. Operations:

- Supply chain disruptions and responses
- Lean, Agile and Six Sigma
- Green technology adoption and innovation
- Operations Analytics

5. Finance and Economics:

- Accounting and earning Management
- Corporate Finance
- Financial Markets
- Market Microstructures
- Banking and Insurance
- Corporate Governance and ESG

6. Healthcare:

- Big Data Analytics and Pharma.
- Pharma & Biotech Financial Outlook.
- Regulatory Affairs and Intellectual Property Rights
- Digital Marketing in Pharma Industry
- Pharmaceutical and Healthcare Industry

Submission Guidelines

- Original and unpublished Research article should be submitted by November 13, 2023 to siesimc@sies.edu.in
- The Research paper should clearly define :
 - o Title
 - o Afiliation of author
 - o Abstract
 - o Key words
 - o Purpose of the study
 - o Research Objective
 - o Research Design
 - o Findings, Implications, Limitations
 - o References(APA style)
- The Font should be, Times New Roman - 12 point size with single line spacing, 1 inch margins and APA style of referencing the citations.
- Please note that the Institute has a strict anti-plagiarism policy so originality of the work should be ensured by the authors.

Publication Opportunities



- **Management Decisions,** 'B' category, Emerald.



- **Empirical Economic Letters,** 'C' category.



- **SIES Journal of Management,** ISSN 0974-2956.

Best Paper Award

Best Paper Award will be Solely based on evaluation provided by external panelist

SIES Journal of Management

- (a) Author of accepted papers to the conference will be allowed to publish their papers in the sponsored journal of their choice
 - (b) The author should release the copyright to the SRUJAN International Research Conference
 - (c) At least one author should present the paper at the conference and will pre-register as a condition for acceptance and publication.
- Selected papers will be considered for publication in following academic journals, subject to the peer review process and acceptance by the respective journals. Authors should note that Article Processing Charges (APC), if applicable, will be the payable by the authors.

Important Dates:-

| | |
|---|-------------------|
| Last Date for Research Paper Submission : | November 13, 2023 |
| Intimation of acceptance : | December 15, 2023 |
| Last Date of Registration : | December 25, 2023 |
| Conference Date : | January 20, 2024 |

Registration Fees (Non-refundable)

| | |
|--------------------------------------|------------|
| Research Scholar/ Academic Delegate: | INR 2000/- |
| Industry Delegate: | INR 2500/- |
| Students: | INR 1000/- |
| Foreign Participants | USD 100 |

Note

- One author can submit only up to 2 manuscripts in the conference
- Maximum 3 authors per paper
- Only registered participants will get the certificate of participation

Conference Committee
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Dean HR, Acting Director SIES SBS .

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GLIMPSES OF PREVIOUS CONFERENCE

