



AIMSR & ASBM
IN COLLABORATION WITH



SHRI JAGDISHPRASAD JHABARMAL TIBREWALA UNIVERSITY

Our Knowledge Partners



International Partner



PRESENTS

11TH INTERNATIONAL RESEARCH CONFERENCE

THEME : SHAPING FUTURE LEADERS TO NAVIGATE
DISRUPTION



04TH MAY, 2024



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Aditya Institute of Management Studies & Research (AIMSR)

Aditya Institute of Management Studies & Research (AIMSR) is amongst the leading B-Schools in India has created a unique identity for itself by challenging conventional thinking and learning in the global market. The Institute has completed the NAAC accreditation process successfully and has been awarded B+ Grade. This accreditation has enabled the institute to focus on quality culture in terms of “Quality Initiatives”, “Quality Sustenance” and “Quality Enhancement”.

There is an extraordinary appetite for leaders anticipating the leadership needs of being with purpose & resilience to change in the VUCA world. Aditya Institute of Management Studies and Research (AIMSR) has distinguished itself in this respect by preparing students with innovative leadership skills in accordance with the challenges in the business landscape. It is not surprising that AIMSRS is amongst the leading B-Schools in India and ranked 4th amongst the top private B-Schools in Mumbai according to the Times B-School Survey 2023.

Very recently the Institute received the Certificate of Accreditation by National Assessment and Accreditation Council (NAAC) as an endorsement of the Institute’s commitment towards promoting quality in teaching-learning, research, consultancy, and student development.

Students are exposed to industry focused inputs updated with the latest changes in technology such as ML/AL, analytics, Blockchain, AR/VR etc. The emphasis is on developing skills such as skill-oriented negotiation, problem solving and decision making & creating a global outlook. The subjects at AIMSRS fast track business learning and prepares an entrepreneurial attitude vide live projects.

International study tours and summer internships in companies abroad enable students to immerse themselves in another culture and gain exposure to the challenges and opportunities in organizations outside India. In these times of globalization, AIMSRS has industry memberships with AIMA (All India Management Association), IMC (India Merchants Chamber of Commerce), AIMS (Association of Indian Management Schools), AMDISA (Association of Management Development Institutions in South Asia), ICIB (Indian Chamber of International Business) and CII (Confederation of India Industries). To facilitate collaborations in research, AIMSRS has signed MoU’s with Lincoln University, USA, Swiss School of Management, Switzerland, University of Economics, Bulgaria and Paragon International University, Cambodia.

Aditya School of Business Management (ASBM)

Aditya School of Business Management (ASBM) is an emerging leader in management education in India. Over the past eight years, ASBM has experienced extremely rapid growth as a preferred institute by recruiters and has created a unique identity for itself by challenging conventional thinking through the global exposure given to our students. Faculty across academics and the industry representing all business disciplines provide enriching experiences and teachings both in as well as outside the classroom.

The Finance Lab at Aditya School of Business Management is equipped with state-of-the-art technology and resources, providing students with hands-on experience in financial analysis and decision-making. Students can work on capstone projects, simulations, and live projects, which provide them with real-world experience and help them develop key skills and knowledge. Our faculty is highly experienced and includes industry professionals who bring a wealth of knowledge and experience to the classroom.

AIMSR Awards & Ranking

- Ranked 37th among the top Private B-School in the India by Times B-School Survey 2023.
- Ranked 4th among the top Private B-Schools in Mumbai, Times Top B-Schools Survey, 2023.
- Ranked 40th among the top Private B-School in the India by Times B-School Survey 2022.
- Ranked 6th among the top Private B-Schools in Mumbai, Times Top B-Schools Survey, 2022.

- Ranked 7th among the top Private B-Schools in Mumbai, Times Top B-Schools Survey, 2021.
- Ranked among the top 10 B-School in Mumbai by Times B-School survey 2020.
- Ranked among the top 10 B-School in Mumbai by Times B-School survey 2019.
- Received “Award of Excellence” by Navbharat Education, 2019.

Shri Jagdish Prasad Jhabarmal Tibrewala University

Shri JJTU is an initiative by the trustees of Shri Rajasthani Seva Sangh Trust, (SRSS) Mumbai. The University came into the existence in 2009 under the section of 22 of the UGC Act and Vide f2 (5) Vidhi/2/2009 of State Legislature of Rajasthan. The University is established in semi-arid regions of Rajasthan state in Jhunjhunu District. Since the inception of the University, it has been expanding around higher education, to achieve its goals in providing education-at certificate, Diploma, graduate and postgraduate, Ph.D. degree in almost all streams in demand and beneficial to learners. The University is expanding and adding the streams and interdisciplinary / multidisciplinary skill developing courses for the aspiring students.

The University is fully equipped with its magnificent buildings containing all state-of-the art infrastructure facilities. The University is well equipped with ultra-modern laboratories, Library, Sports Complex, Hospital, Naturopathy and Yoga Centre and an excellent 5G/4G wireless internet connectivity and huge server. The University has emeritus, educated and years of experience faculty to guide research scholars.

Many professors, emeritus professors & acclaimed researchers from various parts of the country are associated with us as research supervisors. The university proudly declared more than 3100 publications in different streams of the research by the scholars and/or the faculty members.

According to UGC regulation 2016/2022, University has separate electronic versions of thesis for 'Shodhganga' the digital repository of Indian Electronic Thesis and Dissertation. Moreover, the University has also initiated its own publication of Research Journals and books having ISSN/ISBN in various discipline of research program and an active memberships of various trade associations like, ISO 9001:2008, FICCI, COSIA, AIU and CSI etc.

The University has developed a 'Distinguished Alumni'. The university has regional, national, and international collaborations with educational and research governmental, PSU's and private organizations. central library of IIT Mumbai, library of Mumbai University, Institute of Kolkata, British Council library, American library, National library, Indian Society for Technical Education.

The University has also several other collaborations with 'Synthetic and Art Silk Mills Research Associations', Federation of Indian Chambers of Commerce and Industry; Computer Society of India; and Confederation of Indian Industry.

The University has taken step for women empowerment. 75% fee concession for UG & PG courses to all girls' students irrespective of caste, creed, religion from any part of the country 100% fee concession for UG & PG courses to girls who secured 80% marks. 25% fee concession is also provided to boys' students under UG & PG courses who have secured 80% marks. 10% tuition fee concession for UG & PG courses to Chudela native students. Fees are relaxed as per Rajasthan Govt. Norms for SC/ST and minority students.

“The inception and growth of our university is closely entwined with the saga of rebuilding of Modern India and to see India as an economically resurgent country. The University is not merely an examining body-it is primarily a 'nursery of good citizens’.

Shri JJTU Achievements

- The university has won UNESCO special service prize for its works and contribution in the field of education in August 2010.
- Certified by ISO 9001: 2008.
- Awarded with a certificate of Excellence in "Excellent University for Ph.D. programs" by CMAI CCI Technology Education.

11th International Research Conference

In the dynamic landscape of the 21st century, the only constant is change. The world is experiencing unprecedented disruptions across various facets, from technological advancements to global pandemics. Amid these challenges, Aditya Institute of Management Studies, and Research (AIMSR) and Aditya School of Business management (ASBM) are organizing the 11th International Research Conference with the theme "Shaping Future Leaders to Navigate Disruptions,":

The Conference underscores the pressing need to prepare leaders who can adeptly navigate the complexities of our ever-evolving world. This theme acknowledges that leadership is not a static concept but a dynamic force that must evolve to meet the demands of contemporary disruptions.

The Conference aims at creating a platform that fosters meaningful dialogue, promote innovative research, and provides a space for networking and collaboration. It aims at bringing together industry practitioners, academicians, doctoral students, UG & PG students, and research organizations to deliberate on theoretical work, and empirical findings related to the ways in which organizations are transforming digitally.

The Conference shall also discuss the strategies which should be adopted, at both macro and micro levels, by all types of organizations, viz. government, business and not-for-profit. The Conference will provide the participants with an excellent avenue to receive feedback on their research and an opportunity for networking and publishing. Selected research papers shall be published in AIMSR's Annual Research Journal, "SHODHADITYA". The Journal is ISSN-indexed. This year's Conference aims to explore the digital transformation and forecast the changing expectations of the stakeholders of organizations in different management disciplines - Finance, HR, IT, Marketing and Operations, and have insightful deliberations by the researchers.

Objectives of the Conference

- Explore evolving leadership models responsive to dynamic disruptions, fostering agility, innovation, and sustainability.
- Provide practical insights for leaders to enhance adaptability skills and thrive in rapidly changing environments.
- Investigate psychological and strategic aspects of building resilience in leaders to navigate challenges with fortitude.
- Facilitate discussions on global connectivity, encouraging cross-cultural understanding and collaboration in leadership.
- Explore the intersection of technology and leadership, addressing ethical considerations and challenges.
- Emphasize human-centric leadership, promoting empathy, diversity, and inclusivity as foundational principles.
- Create a platform for knowledge exchange, sharing experiences, best practices, and case studies.
- Showcase successful case studies to inspire participants and encourage creative thinking for innovative solutions.
- Promote a culture of continuous learning among leaders, staying informed about emerging trends and technologies.
- Summarize key takeaways and provide actionable insights for participants to implement effective leadership strategies.

Conference Theme

Given the profound technological shifts, organizations are undergoing substantial transformations in work design and leadership. Consequently, predicting the essential skill sets and traits that future leaders must embody becomes imperative for strategic preparation in navigating disruptions brought forth by the digital age. The conference theme guides us in precisely that direction. Therefore, the main theme is divided into six parts that are appended below:

- General Management
- Finance Management
- Marketing Management
- Human Resource Management
- Systems and Technology
- Operation Management

Specialization Subthemes

1. GENERAL MANAGEMENT

1. Nurturing leaders with skills to navigate change.
2. Leaders V/s Managers- Who is needed most for navigating disruptions?
3. Skills/Competencies needed to disrupt the existing status of the organization.
4. VUCA/ BANI- Which framework do we need today!
5. Can B-Schools teach/train future leaders for navigating disruptions?

2. FINANCE MANAGEMENT

1. Rise of Social Commerce.
2. Distributed Finance.
3. AI-ML in Credit.
4. Algo Trading.
5. Metaverse Real Estate.
6. NFT and Smart Contracts in Finance.
7. ONDC (Open Network Digital Commerce).
8. CBDC (Central Bank Digital Currency).
9. Financial Crisis Management and Leadership Disruptive Environment.
10. Blockchain and Cryptocurrency Impact on Financial Leadership.
11. Fintech Innovation and Leadership Strategies.
12. Sustainable Finance Leadership.
13. Risk Management in the Disruptive Environment.

3. MARKETING MANAGEMENT

1. Innovative Leadership in a Changing Landscape.
2. Global Leadership in a Connected World.
3. Technological Innovation and Leadership.
4. Resilience and Crisis Management.
5. Changing Leadership roles in Brand Building through Digital Initiative.
6. Leadership Challenge, Embracing diversity in the context of tech trends.
7. Innovation and Agility.
8. Sustainable Leadership Practices.

4. SYSTEMS & TECHNOLOGY

1. Leadership in the Era of AI and Automation.
2. Role of IT in creating innovative ecosystems.
3. Strategies for fostering virtual collaboration.
4. Significance of data literacy for leaders.
5. Technological Literacy on IoT.

5. HR MANAGEMENT

1. Trends in collecting employees who can navigate disruptions.
2. Performance appraisals help in developing talented leaders.
3. Competency matrix used for measuring the impact of employees on disruptions.
4. Training leaders for navigation competency.
5. Recently evolved HR trends to enable managing disruptions.

6. OPERATIONS MANGEMENT

1. Opportunity In supply chain due to disruptions.
2. Resilience in Regional supply chain.
3. Agile and adaptive leadership in operations.
4. Leadership Development strategies in uncertain environment.
5. Cross functional collaboration leadership.

Guidelines for Abstract and Research paper Submission

Those who wish to submit the paper will have to submit an abstract for selection by 6th April 2024. Please mark your abstract with “Paper for the AIMS Research conference 4th May 2024”.

State the name(s) of the author(s), institutional affiliation(s) and e-mail address and phone numbers at the top of the page. The abstract should carry the sub theme on the top of the page. All Abstracts and Full Paper should be submitted through e-mail to: [“research@aims.edu.in”](mailto:research@aims.edu.in)

- The abstract should not exceed the limit of 200 words, Font - Times New Roman, 12 points, single- spaced.
- Please send your abstract in pdf format.
- All abstracts received will be acknowledged.
- On selection of the abstract, selected authors will have to submit the manuscript.
- The manuscript is to be typed in MS Word in Times New Roman, font size 12 with spacing 1.5. The References should be in APA format.
- All abstracts will be published in the Conference proceedings.
- Post Conference: The selected research papers in each category will be published in our Research Journal - “SHODHADITYA” with ISSN No: 2347-8403

Important Dates

- **02nd March 2024 (Saturday):** Abstract Submission
- **06th April 2024 (Saturday):** Final Paper Submission
- **04th May 2024 (Saturday):** International Conference Day
 - **Conference Venue:** Aditya Educational Campus, Borivali West, Mumbai – 92.
 - **Timing:** 09:30 am to 05:30 pm

Registration Fees (Each Author needs to register separately)

Particulars	Participation Only		ISSN Journal – Per paper per author	
	Domestic	Foreign	Domestic	Foreign
	(₹)	(\$)	(₹)	(\$)
Corporates	1,500	20	1,500	20
Academicians/PHD Scholars	1,000	15	1,000	15
Students	500	10	500	10

Registration Details

- Registration fees once paid will not be refunded.
- Registration fees in case of National Registration to be paid through Paytm/NEFT/ Cheque /DD/ Pay Order, in favor of ‘Aditya Institute of Management Studies & Research’ payable at Mumbai.
- Registration fees in case of international registration to be paid through PayPal.

Best Research Paper Award

- Corporate and Academicians: 1 Best Research Paper will be rewarded.
- Students: 3 Best Research Papers will be rewarded.

Conference Patrons

Dr. Shri. Harishchandra Mishra, Founder Trustee & Chairman – Aditya Group of Institutions
Shri. Ashish Mishra, Trustee - Aditya Group of Institutions
Shri. Aditya Mishra, Trustee - Aditya Group of Institutions

Conference Conveners

AIMSR & ASBM	Shri JJTU
Dr. Sunita Srivastava, Dean Management, AIMSR & ASBM	Dr. Anju Singh, Dean Languages, Shri JJTU

Co-Conveners

AIMSR & ASBM	Shri JJTU
Dr. Sonali Kale, Associate Professor CA Sandhya Menon, Assistant Professor	Dr. Swati Desai, Head Statistics Dr. Madhu Gupta, Member of Advisory Board

Committee Members

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Conference Contacts

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Presents

11th INTERNATIONAL RESEARCH CONFERENCE, 2024

**Theme: “Shaping Future Leaders to Navigate
Disruptions”**

Registration Form

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Designation: _____

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Note:

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