



AMITY
UNIVERSITY
— PATNA —

INTERNATIONAL WEBINAR ON
**CONTEMPORARY
ISSUES IN BUSINESS
MANAGEMENT AND
INFORMATION
TECHNOLOGY 2020**

22nd and 23rd June, 2020

**SPECIAL
THEME:**
IMPLICATIONS
OF COVID-19
(CIBMIT-2020)



ORGANISERS:



**AMITY
BUSINESS SCHOOL**



**AMITY COLLEGE OF
COMMERCE AND FINANCE**

IN ACADEMIC COLLABORATION WITH:

LINCOLN UNIVERSITY COLLEGE, MALAYSIA



INTRODUCTION

Amity University, Patna has taken the initiative to host a two-day's International Webinar on **"Contemporary Issues in Business, Management and Information Technology-2020"** with **Special focus on Implications of COVID-19**. The outbreak of COVID-19, particularly its global scale and rapid spread - has posed fresh challenges before the world. Manifesting almost immediately into a public health crisis, COVID-19 has now turned into a catastrophe like situation that needs to be addressed within the framework of disaster governance. The situation is extremely volatile and dynamic for every sector of the economy. The governments and the corporate are struggling to survive, adapt and devise innovative strategies to overcome the challenges. In this scenario, it is the utmost responsibility of the academic fraternity, industry experts, research scholars and students at large; to discuss the challenges and risks associated with this outbreak and fetch out the possible ways to come out of this pandemic and make the economy back on track.

The proposed webinar will provide an interactive platform for development, dissemination and creation of knowledge on various themes and sub-themes under the realm of business, management and information technology. The concomitant deliberations and insights are likely to result into in- depth understanding from multi-sectoral perspectives of the critical issues that may need concrete proposals for future policy measures.

CALL FOR PAPERS

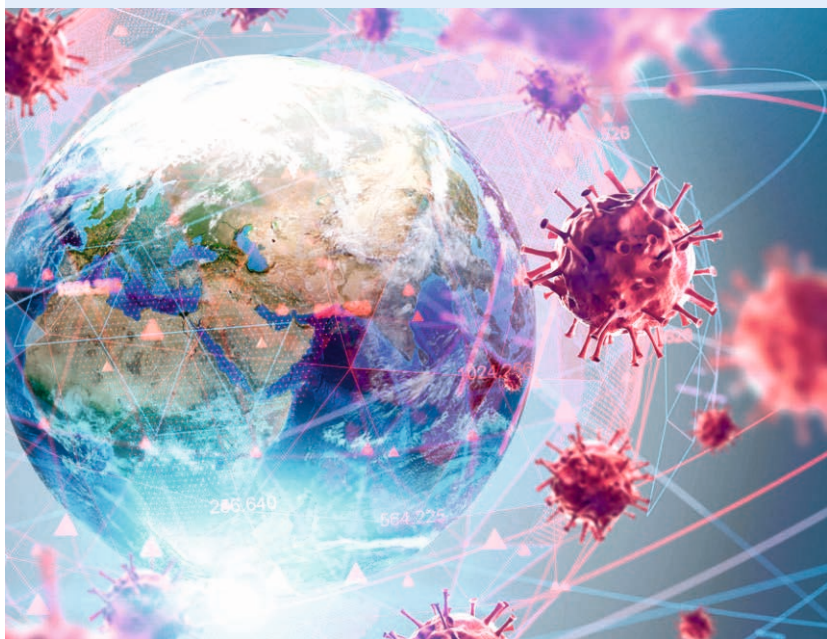
The Conference Committee invites the academic and corporate fraternity to submit their articles and papers of the nature of research, conceptual, dissertation, book reviews and case studies. The suggested themes for the papers invited are:

Human Resource Management and Organisation Behaviour

- Work life balance during lockdown
- Ensuring employee health, safety and productivity
- News Sentiments and Mental health of Employees
- Social issues in Management
- Training of HR for Work from home
- New trends in HRM and Knowledge Management after lockdown

Global Market challenge and its impact on business

- Restoring Supply Chains
- Customer engagement strategies
- Outbreak of Covid-19 and Entertainment industry
- Marketing strategies and changing economic scenario
- Global Market challenges and its impact of business
- Marketing strategy and role of technology
- Social Media Marketing
- E-Commerce sector and lockdown
- Critical thinking on marketing practices after crisis



Finance and Economics

- Financial distress management during and post Covid-19
- SMEs during crisis: the battle for survival
- Changing realities for Entertainment industry sector
- Indian Diaspora and MNCs
- Investment Opportunities and Strategies in an Era of Coronavirus Pandemic
- Effects of Crisis on Banking sector and Stock Market
- Covid-19 Pandemic Versus Global Financial Crisis
- Return Migration and Economy
- Role of Behavioural finance during crisis

Information Technology, Business Intelligence and Data Science

- Effects of Covid -19 on the emerging technologies space
- Usage of Artificial Intelligence, Business Intelligence and Data Science related crisis handling issues during and after pandemic, AarogyaSetu app
- Incident handling, Disaster recovery & Business continuity planning
- Challenges and opportunities for IT vendors in India.
- Use of Cloud computing during covid - 19 pandemic.
- The impact of Covid-19 on IoT -now and beyond.
- Pandemic battle plan and technology.

KEYNOTE SPEAKERS

Dr. Mukesh Kumar Grover

Assistant Professor, Medicine,
Georgia State University, Atlanta



Dr. Younis Zaidan

Associate Professor,
University of Wisconsin,
Oshkosh – Fox Cities, USA.



Dr. Sandeep Poddar

Senior Research Director &
Executive Editor (Publications),
Lincoln University, Malaysia



Dr. Nitya Singh

Assistant Professor,
Salisbury University, USA



Prof. Haripriya Gudimeda

Professor, IIT, Mumbai, India



Mr. Divyanshu Verma

Senior Manager, Intel India,
Bangalore, India



Dr. Mousumi Padhi

Associate Professor,
Xavier University, Bhubaneswar



IMPORTANT DATES

- Submission of Abstract (maximum 250 words) by May 30, 2020 (Soft copy only)
- Submission of Full Paper: by June 10, 2020 (Soft copy only)

WHO CAN APPLY?

The programme is open to the academicians, research scholars, industry personnel as well as students of the concerned discipline.

HOW TO APPLY?

The participants are requested to register through the following link: <https://lnkd.in/enUMxju>

(For the e-brochure and registration, participants can also visit the official website of Amity University, Patna)

NO REGISTRATION FEE

NO REGISTRATION FEE shall be charged from the participants.

PUBLICATION

The selected articles will be published in an Edited Book by a reputed publisher bearing an ISBN.

BEST PAPER AWARD

- Three best papers chosen by our panel will be awarded.
 - First Best Paper Award: Rs. 10,000
 - Second Best Paper Award: Rs. 7,500
 - Third Best Paper Award: Rs. 5,000
- **E-certificates** will be issued to the participants.

WEB PLATFORM:

- Ms Team (The process of registration shall be communicated by mail)

GUIDELINES FOR PAPER PRESENTATIONS

- Abstract should be in Times New Roman, font size 12, italicized and not be more than 250 words.
- Full paper should be submitted in MS Word format and should not exceed 3500 words; text should be typed in Times New Roman, font size 12 and all text should be one-and-a half line spaced and fully justified.
- Heading should be bold faced in font size 14, sub heading bold faced and in font size 12
- Each page should be numbered at the bottom on the right side.
- References should be in the APA format.
- Verifiable sources for the secondary information are to be given.
- Cover page should contain title of the paper, author/s' name and affiliation, contact details including mobile number and e-mail address.

- If the paper is co-authored by more than one, all the authors need to be registered individually.
- There will be a video presentation for the selected papers in the technical sessions. On the final selection, the presenters shall be informed through mail.

ABSTRACT AND FULL PAPER SUBMISSION

The participants need to submit their Abstract and the Full Paper to the e-mail address-

conference@ptn.amity.edu

ORGANISING COMMITTEE

Chief Patron:

- Dr. T.R. Venkatesh
(Vice-Chancellor,
Amity University, Patna)

Patron:

- Dr. Vivekanand Pandey
(Pro-Vice-Chancellor,
Amity University, Patna)

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- Mr. Siddhartha Shankar
(Asst. Registrar, AUP)
- Dr. Neetu Choudhary
(Associate Professor, ACCF, AUP)

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(Asst. Professor, Programme Leader,
ABS, AUP)
- Dr. Rohit Kumar
(Asst. Professor, ABS, AUP)

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ABOUT AMITY UNIVERSITY, PATNA

Amity University, Patna belongs to a group of India's leading research and innovation driven University. Amity University is ranked amongst the top 3% Universities globally by QS-2018 ranking. Amity University, Patna is a part of 25 years old, leading education group of India, set up with a vision to contribute in nation-building through excellence in higher education. Amity University has more than 150,000 students, pursuing 300 programs across campuses in India and abroad. Amity University has facilitated more than 36,000 on – campus placements in the past years. Amity is a research driven University with more than 6000 research publications, more than 300 on-going research projects, 500 books in diverse area, 1001 patents, 1260 management case studies in areas of strategic Management, Marketing, Finance, HRM, and Economics etc. Amity University, Patna is yet another landmark University by Amity education group to revolutionize the Indian higher education sector by providing globally benchmarked, research and employment oriented education. The endeavour of Amity University, Patna is to provide every student the advantage of very strong placement cell and a large team of the Amity Corporate Resource Centre; which is involved in an intensive interaction with corporates and facilitate career planning for students. Strong global alumni base of Amity University translate into a tremendous advantage for the students in-terms of network building across the globe.



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