

# Le novità 2K21

1st International Conference on October 21st & 22nd

Revitalization: Challenges & Prospects in the Indian Business Environment  
Surviving the Covid -19 Pandemic Era”

@ MUSALIAR INSTITUTE OF MANAGEMENT Pathanamthitta, Kerala

## INTRODUCTION

Musalar Institute of Management Pathanamthitta, Kerala is pleased to invite you to the first international conference title Le novità 2K21- “INDIAN BUSINESS ENVIRONMENT: REVITALIZATION IN POST COVID -19 PANDEMIC ERA” to be held on October 21-22.

The world of business and management is in the midst of a paradigm shift as a result of Covid pandemic. The same has reflects in the Indian Business and Management environment too. The process of shift in Business and Management practices is a blend of technological, procedural and physical controls that seeks to add value to the society and its members post Covid pandemic.

This international conference is a humble effort to create a common plat form to pursue an insight into the opportunity and challenges -both explored and unexplored, facets and business practices during the post Covid era. Le novità 2k21 would be graced by the presence of dignitaries from academic and industry who would be leading discussions on various topics. Technical sessions with research paper presentations will also be held during the conference.

## ABOUT Le novità 2K21

Le Novita 2k21 is a business and management international conference focusing on Revitalization of Indian Business and Management Environment in the post Covid pandemic era. Research papers are invited for presentation and publication on any of the topic in Marketing, HRM, Finance, Economics, Entrepreneurship, General Management and any other areas related to Business & Management. With these topics the conference would cover all major Economic, Social, Political and Technological factors that are influencing decision making aimed at value creation in the post Covid era.

## CALL FOR PAPERS

Research papers are invited in the broad areas under General Management, Marketing, Human Resources Management, Finance, Entrepreneurship and other finer areas under the following topics  
Indian Business Environment, Entrepreneurship, Edupreneurship and Intrepreneurship, Marketing including Services, Tourism, Leisure, Branding and Advertising, E Development, Financial Management, SAPM, Green auditing, SCM, Reverse logistics, Knowledge Management, Value Based Education, E-Business, Rural Management, Green Marketing, Rural marketing, IMC, Export Management, Case studies with teaching notes in these areas, ERP, Performance Management, Competency mapping.  
However papers can also be sent on the topics in relation to any of these topics or allied areas also.

## ABOUT MUSALIAR INSTITUTE OF MANAGEMENT(MiM)

Musaliar Institute of Management (MiM) is a NAAC accredited prestigious institution of Musaliar Education Trust which was established in the year 2002 with a mission of innovation and excellence in education. MiM is affiliated to APJ Abdul Kalam Kerala Technological University and approved by All India Council for Technical Education (AICTE). MiM offers two year MBA programme of APJ Abdul Kalam Kerala Technological University. The Institute is oriented in imparting global standards in management education. The institution is comfortably located in a sprawling campus within the town limits of Pathanamthitta district in Kerala.

## BEST PAPER AWARDS

One Best Paper from each track will be awarded with certificate and cash prize

## Key Note speaker

### Dr. R Nandagopal

One of the senior most academicians in the country, He is currently serving as Director General of Sri Saraswathi Thyagaraja group of Institutions, Pollachi, Tamil Nadu. He was formerly the director of PSG IM for almost 2 decades and was also Director of XIME Kochi.



## Main Speakers

### Dr. Subin Sudhir (IIM Indore)



### Dr. A.Mohammed Mohideen (Financial Consultant, UAE)



### Dr. K.Jafar Ali (HR Analyst & Educational Consultant, iSpark Solutions, Channel (P) Ltd. Chennai)



### Dr. Shahnawaz Ahmad Dar (Sr. Asst. Prof. Dept. of Tourism, Hospitality & Leisure Studies, University of Kashmir)



## PAPER SUBMISSION

An abstract in about 300-400 words with 4 key words are to be sent to [lenovita2k21mimconference@gmail.com](mailto:lenovita2k21mimconference@gmail.com) before 28th August 2021  
Once the acceptance of the abstract is intimated, the complete paper is to be sent to the same email id before 04 October 2021  
The completed papers of registered participants alone would be considered for publication.  
Abstracts should clearly state the purpose of the study, statement of problem and result. The full papers should also contain Abstract, Key words, Introduction, Need for study, Literature review, Hypothesis, Research methodology, Analysis and Findings, Discussion of results, Scope for future research and Conclusion followed by Bibliography in APA style. The final papers should not exceed 6000 words excluding bibliography. All papers should be in the Times New Roman Word format in 12 font size. Titles and subtitles alone are to be in bold letters of 12 font size. The first page of the research paper should contain the title in capital letters, Name of the author/authors, their affiliation and contact email address with phone number. Name of the author should not be mentioned in any other pages.

## PUBLICATION

Selected papers would be published in the UGC Care journal subject to the review process of the conference organizers and UGC Journal review board. All accepted papers would be published in an edited book with ISBN.

## REGISTRATION FEES

Registration Fees including GST	Early bird reg. fees	Late reg. fees (After 10-10-2021)
Fee for Faculty/industry	700	1000
Fee for Research Scholars	500	750
Fee for Students	250	350

## IMPORTANT DATES

Last date for Abstract Submission

28 August 2021

Last date of intimating the abstract acceptance

05 September 2021

Last date for full paper submission

27 September 2021

Last date for announcing the acceptance of papers

04 October 2021

Early bird registration

10 October 2021

Conference Dates:  
21st and 22nd October 2021

## CONTACT :

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