



Maharshi Karve Stree Shikshan Samstha's
**Smt. Hiraben Nanavati Institute of Management
and Research for Women
(HNIMR)**



In Association with
ISTD, PUNE Chapter
organizes
NATIONAL CONFERENCE
on

“Phygital: The Way Forward”



Date: 25th and 26st June 2021

About MKSSS's HNIMR – PUNE

Maharshi Karve Stree Shikshan Samstha, (MKSSS), Pune is a 125-year-old parent body committed to “Empowerment of women through education”. MKSSS, Pune was established in 1896 by the great visionary and social worker Bharat Ratna Maharshi Dhondo Keshav Karve to provide shelter to destitute women. MKSSS spread over in 60 educational and other units including institutions imparting professional education like Cummins Engineering college, Bhanuben Nanavati Architecture college, School of Fashion Technology and Hiraben Nanavati Institute of Management and Research for Women (HNIMR). HNIMR is an all-women management institute, established in 1996; affiliated to University of Pune and recognized by AICTE & DTE. It was also accredited “A+” grade with score 3.34 by NAAC for the period 2019-2024.

Entrepreneurship Development Cell is to promote entrepreneurship among students, Research Cell that carry out various surveys and research projects are undertaken, Community Development cell that creates social awareness among students through social activities. Women's Study center carries community activities related to women; are the special features of HNIMR.

A strong Corporate - Interface with the help of concurrent interactive sessions by experts from Corporate on current issues, IT Tools, Book Shelf and Mind Meet to keep the students acquainted with the current affairs. With a deep sense of belongingness towards the society and to inculcate the spirit of social responsibility among the students.

About the Conference

Phygital is the concept of using technology to bridge the digital world with the physical world. It provides a unique interactive experience for the user. It is consisting of online and offline environments by taking the best aspects from each space to create a much more complete and satisfying user experience. This approach is the best way to satisfy a demanding, hyper-connected users and meet their needs through multiple platforms.

We are living in the digital era. Students are connected, self-informed, and more influential and demanding than ever. The COVID-19 pandemic inevitably accelerated changes in teaching and learning habits. It impacted education at all levels in various ways. It is transition from face-to-face to online teaching.

India is one of the leading nations in the world and is considered not only an emerging marketplace but also a place with an unique talent pool. It will be one of the world's prime and youngest people in years to come. India is looking forward to explore the potential of this country through contemporary practices in digital arena.

The importance of management education in a digital world has been enhanced multiple folds because of online education platforms. This conference will explore digital tools that will bridge the gap between online and offline teaching requirements. With this view HNIMR is organizing a National Conference on **“Phygital: The Way Forward.”**

About Savitribai Phule Pune University

The Savitribai Phule Pune University (formerly known as University of Poona) was established under the Poona University Act, passed by the Bombay Legislature on 10th February, 1948. It is one of the premier universities in India, is positioned in the North-western part of Pune city. It offers excellent programs in various areas including Science, Commerce, Arts, Languages and Management Studies.

Call for Papers

Sub-Themes

General

- ✓ Digital Transformations
- ✓ Phygital Education – The Need of the Hour
- ✓ Education and Phygital World
- ✓ Phygital for Digital Business
- ✓ Communications and technology
- ✓ Digital India-An initiative to transform Nation
- ✓ WFH to 'phygital' and virtual commute: How Covid has changed working world
- ✓ Digital Transformation of Education – The “Phygital Learning” Experience.

Finance

- ✓ Financial Institutions and Financial Markets
- ✓ Cost Management
- ✓ Financial Performance Analysis
- ✓ Budgetary Control
- ✓ Phygital Financial Services
- ✓ Need for being Phygital for Financial Inclusion
- ✓ Phygital Fintech--crafting new business model
- ✓ Cryptocurrency & Blockchain
- ✓ Phygital new norm in SME lending
- ✓ Being Phygital in Personal Financial Planning

Marketing

- ✓ Digital Marketing Contemporary Practices
- ✓ Use of technology in Advertising is changing face of Marketing communication
- ✓ Impact of Digital Marketing on the customer's perception
- ✓ Social Media Management and Marketing
- ✓ Digital Practices in CRM
- ✓ Emerging Trends in E-Learning

HR

- ✓ Phygital workplace challenges
- ✓ Augmenting HR productivity: the way forward
- ✓ Employee Engagement in phygital era
- ✓ Role of HR in blurring the line between Physical and Digital
- ✓ Remote Working
- ✓ Use of Technology in Educating and Equipping the Workforce
- ✓ Digital Transformation -Online Sales and Service Delivery
- ✓ Women in Leadership – Pay Equality & Rights
- ✓ Empowering the employees in the "Phygital World"
- ✓ Re- Imagining the talent for "Phygital"
- ✓ Emerging role of HR in "Phygital Era"
- ✓ Reshaping the skills for "Phygital World"
- ✓ Transformational leadership in phygital era
- ✓ Role of Emotional intelligence in Phygital era
- ✓ Role of HR Manager in phygital world

IT and Operations

- ✓ e Supply Chain Management
- ✓ e Procurement
- ✓ Big data and IoT in Supply Chain Management
- ✓ Artificial Intelligence and Machine Learning in Supply chain
- ✓ Computerized Inventory Control Management Sysstem
- ✓ E-logistics in Supply Chain Operations
- ✓ Enterprise Resource Planning (ERP) and Supply Chain Management (SCM)
- ✓ The future scope of supply chain management in India
- ✓ Readiness of IT for being Phygital
- ✓ Artificial Intelligence for Phygital era
- ✓ The journey towards Industry 5.0
- ✓ Business Intelligence and Business Analytics in Phygital Era
- ✓ Internet of Things
- ✓ Web 4.0
- ✓ Enterprise 2.0

The above themes are only suggestive. Researchers may contribute to the knowledge by submitting the research papers related to any topic of the Conference.

General guidelines for contributors

- ❖ The abstract(s) (approximately 300 words) should reflect the scope of the full version of the paper /case along with few appropriate keywords.
- ❖ Details of the author(s) to be given at the end of the paper with information such as Name, Designation, Organization name and email address.
- ❖ Details such as Brief profile of the author(s), contact details (with postal address, mobile number and email address) and under which Sub-Theme the abstract is to be considered, should be clearly mentioned in the mail communication.
- ❖ Electronic submission of manuscripts in MS Word format is required.
- ❖ All abstract(s) , Paper(s) , Case(s) should be submitted using English language , Font type Times New Roman, Font size 12 (IEEE format) with 1.5 line spacing .
- ❖ Accepted abstract(s) would be published in the conference pre-proceeding.
- ❖ Research paper should be of 3000 words with minimum 20 references.
- ❖ Research papers will be published in Peer Reviewed Refereed International Research Journal with ISSN No. and Impact Factor - 7.981
- ❖ Abstract(s) and Full Paper(s) should be sent through email on: conference@hnimr.edu.in
- ❖ All submitted manuscript(s) will be subjected to Double blind review, by eminent professionals from academic and corporate.
- ❖ Paper(s) in absentia would as well be accepted with registration fee as applicable

Important Dates

- | | | |
|---------------------------------------|---|----------------------------|
| • Last date of Submission of Abstract | — | 15 th June 2021 |
| • Last date of submission of paper | — | 21 st June 2021 |

Who Should Attend

- ✓ Students - Under Graduate , Post Graduate and Research Scholars
- ✓ Management Trainees and Associates
- ✓ Academicians ,Faculty Members and Teachers
- ✓ Corporate Professionals, Entrepreneurs, Consultants , Business Practitioners and Industrialists

Registration Fees (Inclusive of GST)

- **For MKSSS Faculty Members and Students: * Free Participation and Publication (Interested participants should complete the registration process)**

For Other Than MKSSS: **Students*	For Faculty Members and Corporates: *
Only Participation - ₹200/-	Only Participation - ₹ 500/-
Publication and Participation - ₹ 500/-	Publication and Participation - ₹1000/-

Note:

Author and Co-author(s) of accepted paper/case, should register and pay registration fees separately.

Payment Mode

For online Payment:

Bank Name- Janata Sahakari Bank Ltd, pune

A/c No- 031220100034924

IFSC code- JSBP0000031

Address- Karve nagar branch,Pune

Beneficiary name - Smt. Hiraben Nanavati Institute of Management.

Advisory Committee

Dr. Kishor Desarda (Chairman- CDC, HNIMR)

Dr. Mihika Kulkarni – Director Incharge, HNIMR

Ms. Jigna Pipalia -CEO DECKOID SOLUTION , Rajkot, Gujarat

Mr. Brijmohan Mishra, Hon Secretary, ISTD Pune Chapter

Ms. Simantini Bhawsar, Chairperson, ISTD Pune Chapter

Chief Convener:

Dr. Mihika Kulkarni

Director Incharge, HNIMR(9422008665)

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Ms. Dolly Pandey (7719059444)

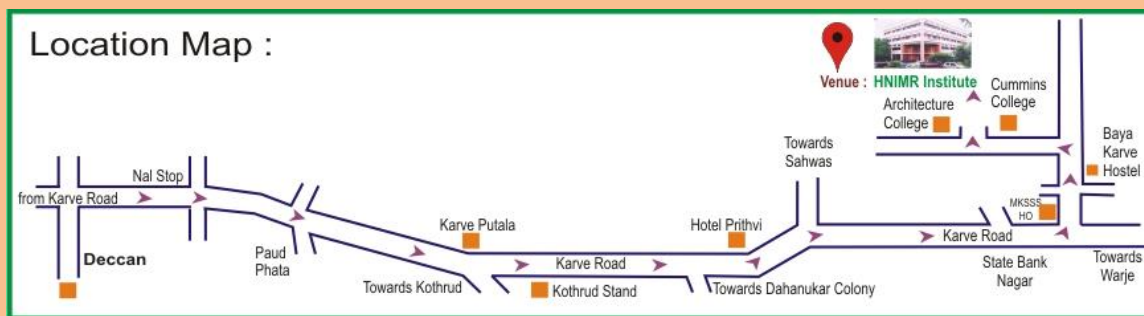
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