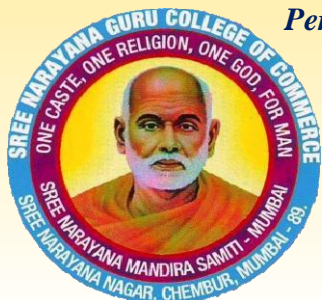


# SREE NARAYANA GURU COLLEGE OF COMMERCE

Permanently Affiliated to University of Mumbai and Recognised by UGC U/s. 2(f) and 12B of UGC Act.

Re-Accredited by NAAC with Grade 'B', (CGPA 2.45)[2019-2024]

Managed by Sree Narayana Mandira Samiti.



## Research Cell & IQAC of the College

IN ASSOCIATION WITH

## Research Culture Society

Organizes

ONE DAY INTERNATIONAL SEMINAR ON

### ***“RESILIENCE AND REINVENTION OF GLOBAL ECONOMY IN THE CONTEXT OF COVID 19”***

*A Multidisciplinary Approach*

Mode: Online on ZOOM app, on 22<sup>nd</sup> January, (Saturday) 2022.

**ABOUT THE INSTITUTION:** Sree Narayana Guru College of Commerce is a leading higher educational institution permanently affiliated to **University of Mumbai**, recognized by UGC under section 2(f) of UGC Act and reaccredited with Grade 'B' (2.45 CGPA). The College was established in 1986 by Sree Narayana Mandira Samiti (SNMS), a registered educational and charitable trust formed in 1963 by devotees of Sree Narayana Guru, the legendary saint and social reformer born in Kerala. The College is housed in an independent wing of Sree Narayana Guru Educational Complex on it's about 5 acres of land at Chembur. "Gain Freedom through Education" was one of the clarion calls given by Sree Narayana Guru to millions of enslaved, oppressed and downtrodden masses to secure liberty, equality, fraternity & justice and to achieve social, economic and cultural progress. The College offers education to all irrespective of caste, creed, religion and economic status. Commitment of the management to serve the society better with enhanced infrastructure and high quality education is the strength of the institution. At present the College offers the following 10 UG Programs and 3 PG Programs and provides required employable skills in collaboration with TISS and many other organizations.

The following are the programmes offered by the College at present: Bachelor of Commerce (B.Com.), Bachelor of Management Studies (BMS), B.Com. (Accounting and Finance), B.Com. (Banking & Insurance), B.Com. (Transport Management), B.Com. (Financial Management), B.Com. (Investment Management), B.Com. (Environment Management & Economics), B.Sc. (Information Technology), Bachelor of Arts in Mass Media Communications (BAMMC), M.Com. (Accountancy), M.Com. (Business Management) & M.Com. (Banking & Finance).

**'Research Culture Society'** is a Government Registered International Scientific Research organization. Society is working for research community at National and International level to impart quality and non-profitable services. Society has successfully organized 100+ conferences, seminars, symposiums and other educational programmes at national and international level in association with different educational institutions.

### **ABOUT THE SEMINAR:**

The unexpected situation of COVID 19 has brought the economy on its knees for which no one was prepared. But by learning the precise lessons from the pandemic and building resilience for the next crisis, businesses have an opportunity to turn the COVID-19 disruption to their advantage. To meet the challenges posed by the pandemic, businesses around the world had to react in agile and decisive ways. The upcoming phase requires the businesses to get ready with new strategies of seeking and clutching the emerging opportunities. This involves conducting an action review to collect data and insights on lessons learned from the pandemic, and then using these to prioritize actions to enhance business value today and build strategic resilience for tomorrow. Businesses that take these steps now will be well-placed to capitalize more effectively on the opportunities rising in the post-COVID-19 recovery – and to continue winning in their marketplaces as greater certainty and stability return. Experts are considering what recovery might look like once the virus is contained but also how countries can use this recovery opportunity to achieve longer-term resilience goals, including decarbonization of the world economy.

### **OBJECTIVES OF THE SEMINAR :**

- ▶ To understand better the economic impact of COVID – 19 and how governments and institutions responded to cushion the economic fallout from the epidemic.
- ▶ To bring close together various related aspects of the main theme of the conference. The deliberations of the conference are expected to analyze the issues and challenges faced by different stakeholders in the economy due to the current pandemic situation.
- ▶ To bring together researchers and academicians with diverse expertise to help us better understand resilience and reinvention of the global economy in the context of Covid-19.

## Sub Themes:

- Education and Research
- Social Media
- Transport
- E-governance
- Insurance
- Banking
- Financial Inclusion
- Employment Opportunities
- Marketing
- Artificial Intelligence
- Women Empowerment
- Real Estate
- Communication
- Library Management
- E-resource of Knowledge
- Health sector
- Work Culture
- Trade Management
- Entertainment Sector
- Energy Management
- Branch Business
- Digital Payment
- Tourism Sector
- Entertainment Sector

<b>Paper / Article Submission Guidelines:</b> (Only original non published manuscripts will be considered)		Below is only an Example Format (Authors may use other sub-titles as per paper title – research topic)
Last Date for Full Paper/ Article	<b>18<sup>th</sup> January, 2022</b>	TITLE
Limit of words in final paper/ article	1200 - 3500	Abstract:
Abstract length	Not exceeding 300 words.	Keywords:
Page - A4 size ; Format	M.S. Office (editable file only)	Introduction:
Medium of submissions	English	Study Aims:
Font	Times New Roman	Objectives:
Size	Title - 16 ; theory & contents - 11	Literature Review:
Line Spacing	Single spacing ( 1.0 )	Methodology:
Margin	Narrow	Discussion & Analysis:
Tables – Figures – Charts	Should be in the center place in paper	Results:
		Conclusion:
		References : (APA style)

- ▶ The cover page of the manuscript must contain the title of the paper, author's name, college name, email address and contact number.
- ▶ Soft copy of the research paper should be forwarded to: [sngcseminar2022@gmail.com](mailto:sngcseminar2022@gmail.com)
- ▶ Selected research papers after peer review will be published in Refereed, International ISSN Journal IJIRMF with impact factor 6.71.

**Payment Details:** - RTGS/ NEFT/ IMPS/ International bank transfer.

Name of the Bank: Canara Bank

Branch: Chembur, Mumbai.

Beneficiary Name: Sree Narayana Guru College of Commerce.

Account Number: 50092010038875

IFSC Code: CNRB0015009

**Registration, Presentation and Publication Charge:-**  
(INR is for Indian Authors, USD for Abroad Authors)

**Rs. 700 / 25 USD (1 Author)**

**Rs. 800 / 30USD (2 Author)**

**Rs. 900 / 35USD (3 Author)**

**Rs. 1000 / 40 USD (4 Author)**

**Rs.150 / 2 USD ( Only for Participation )**

**Registration Link: <https://forms.gle/Ln5JHKCrcEoQzZRu5>**

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Shri. M. I. Damodaran  
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Asst. Prof. Dr. Karishma Kasare  
Asst. Prof. Naveena Suresh  
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Dr.(hc) Rania Lampou (Greece)

## **Contact Persons:**

**Dr.Sumi Nijith: 7506459647; Prof. Jayasree V: 9833528340**

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Submission of Full Paper till

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