

6th

INTERNATIONAL CONFERENCE IN MALAYSIA

on

Changing Business Set-up & Economic Environment in the Backdrop of COVID-19



Organized by :



PRIMAX FOUNDATION

Registered Under Karnataka Societies Registration Act 1960
Reg. No. JNR-S211-2015-16
MSME Reg. No.: UDYAM-KR-03-0144791
CSR Reg. No.: CSR00038642
NITI AAYOG Reg. No. : KA/2022/0318909
Bengaluru, Karnataka, India



Immersion Partner



Bengaluru, Karnataka, India

In Association with



PUTRA BUSINESS SCHOOL

Level 3, Office Building of the Deputy Vice Chancellor
(Research & Innovation)
University Putra Malaysia 43400 Serdang,
Selangor, Malaysia

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7th June | 2023

9.00 am to 6.00 pm MYT
6.30 am to 3.30 pm IST

Venue: **Mini Auditorium**
Putra Business School, Malaysia

For Registration

CLICK HERE

About Primax Foundation, Bengaluru

Primax Foundation® was established in the year 2015 and it was registered under the Karnataka Societies Reg. Act 1960 (Reg. No JNR-211- 2015-16) with IT exemption 12A & 80G. Primax Foundation is a non-profit organization committed to the quality of Research & Training programme for the young generation living in villages. The primary aim is to ensure employability for the students and mold them to suitably fit into all aspects of corporate requirements. The Founders and the team members have expertise in the relevant areas to understand, guide and direct its clients towards fulfilling their objectives and realizing their future dreams. Primax has envisioned to provide educational & training services in the area of Training & Development for Higher Education, Entrepreneurship Education, Management Consulting and Research activities. Its initiatives have been appreciated by all the Professionals for the betterment of the Youth of our Nation.

About Putra Business School, Malaysia

PBS is a higher learning institution focusing on postgraduate programmes located in Serdang, Malaysia. To balance between theory and practice, PBS's globally recognized courses are facilitated by experienced industry practitioners and academics. PBS is AACSB (The Association to Advance Collegiate Schools of Business) and ABEST21 (THE ALLIANCE ON BUSINESS

EDUCATION AND SCHOLARSHIP FOR TOMORROW, a 21st Century Organization) accredited – the first business school in Malaysia with these distinctions. All programmes offered by PBS are accredited by the Malaysian Qualifications Agency and approved by the Ministry of Higher Education. PBS is recognized as one of the Top Business Schools in Malaysia by the MOHE. The academic programmes offered at PBS are MBA (ODL), MBA, PGCert, MSc and PhD. PBS also engages in research, consulting and business development activities.



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PBS accreditation

For more information

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About the Conference

Businesses have been exposed to various challenges during the global pandemic, and their response to this disruption has impacted their resilience as well as their chances to overcome this crisis. Small and medium-sized enterprises (SMEs) are changing their business models to adapt to this changing environment. Service-based industries have been hit particularly hard. COVID-19 has been a wake-up call for business, shining an unsparing spotlight on the vulnerabilities of many organizations and pulling forward changes in working practices that were expected to take years into a matter of weeks. The disruption unleashed by the worst health crisis in more than a century has ricocheted through every sector of the economy, from financial services giants on Wall Street to small shops and restaurants on the main street. The after-shocks will have a profound impact on many aspects of commerce far into the future. Importantly, corona virus has also accelerated significant shifts in the complex relations between business and society, underscoring the need for a transformation towards a more inclusive form of capitalism. This Conference will discuss and investigate how to change the Business setup & Economic Environment in the Backdrop of COVID-19.



Conference Objectives

- To provide a vigorous platform for exhibiting interest & promote research into the field of business and management
- Due to COVID-19, to find out different problems & challenges faced by the business.
- To provide an opportunity for participants to elevate their knowledge and skills in the post - pandemic world

Conference Sub-Themes

This conference invites to provide a platform to the participants for insightful and original discussion and present their research work on **CHANGING BUSINESS SET-UP & ECONOMIC ENVIRONMENT IN THE BACKDROP OF COVID-19**. Research Papers are invited from the following sub themes and other related topics.

Marketing

Recasting the Practices in CRM
Revamping Selling Strategies
Dynamic Branding Strategies
Remoulding Product Management Practices
Digital Marketing
Consumer Buying Behaviour
Green Supply Chains

Finance

Shift in County Risk
Transforming New Investment Practices
Revolutionised Budgeting Practices
Quantitative Finance
Financial Inclusion
Transformation in Financial Services
Foreign Direct Investment & Bitcoin

Human Resource Management

Strategic HRM
HR Analytics
Changing Skill sets in Transformation Era

Green HRM
Stress Management & Work life Balance
Unemployment after Covid-19
Human Development in India

Information Technology

IT Enabled Practices
Innovation in Technology Sector
IT Revolutionising the society
Steering up IT in Education
Remoulding e-Governance
IT Dynamics in Global Collaboration
World Online Trading

Economics

Green Business
Economic & Social aspect Business
Global Warming & Green Energy Options
Waste Management & Recycling Technologies
Start-up Ecosystem
Rural Entrepreneurship
CSR & Social Development

Paper Submission Guidelines:

- The first page should state only the title of the page, the name with designation, official address, e-mail ID and phone number of the author(s)
- All the submissions must be made in word format.
- The manuscript should not exceed 4,300 words with an Abstract length of 200-250 words.
- Soft copy of the full paper should be submitted in A4 size, MS – word format only with Times New Roman with heading in font size 14 and remaining text size 12 with double spacing
- References should be in APA format 6th edition
- Tables/Annexures/Figures should be given at the appropriate place with proper connectivity in the manuscript of the paper
- Authors are invited to submit papers for the conference to primaxfoundation2015@gmail.com
(or) Online Submission

Publication:

- All accepted abstracts will be published in conference proceedings with ISBN Number
- All worldwide Good Quality Articles will be published in SCOPUS /ABDC Indexed Journals as per the requirement of the Publisher, with an additional payment.
- Selected papers will be published in the **Primax International Journal of Commerce and Management Research- Print ISSN: 2321-3604 Online ISSN: 2321-3612 (A Peer-reviewed journal with a high impact factor of SJIF 7.81 with DOI Number and indexed in Proquest at Google scholar)**, No Additional Cost

Note: All the papers will be checked for plagiarism through Turnitin Software. Papers with a 10% or less similarity index will only be selected for publication.

Who Should Attend?

- Academicians (Faculty/ Consultants)
- Senior Managers/ Practitioners
- Research Scholars, Foreign Delegates and Indian/Foreign PG Students

Conference Highlights

- Best three Presenters Award (Shield + Certificate)
- The senior panel of session chairs will judge the award
- Publication Opportunity (ISBN Book, ISSN Book & SCOPUS / ABDC Journal)
- Networking opportunity with Delegates across the Globe

Review Process

Stage 1: Full Paper Submission

Stage 2: Checking the Similarity Index (Rejected, if more than 10 percent)

Stage 3: Peer Review Process

Stage 4: Reviewer Comments, Acceptance with major or minor changes will be communicated to the corresponding Author

Important Dates to Remember

| | |
|---|-----------------------------|
| Last Date for Submission of Abstract & Full Paper | 31 st March 2023 |
| Intimation of Acceptance of Abstract & Full Paper | 5 th April 2023 |
| Last Date for Registration | 28 th April 2023 |
| Conference PPT Submission (Maximum 10 slides) | 5 th May 2023 |

Conference Registration Fee

| | |
|---|---------------|
| Indian Academicians & Research Scholars | Rs. 5,000 / - |
| Senior-Managers/ Practitioners | Rs. 6,000 / - |
| Indian Students | Rs. 3,000 / - |
| Foreign Delegates (Academicians & Research Scholars) | USD 100 |
| Foreign Students | USD 50 |
| Indian Delegates (Absentia) Presentation through online (ZOOM) | Rs. 4,000 / - |
| Foreign Delegates (Absentia) Presentation through online (ZOOM) | USD 50 |

Payment mode:

Participants and delegates should send the completed registration form in the format (through Google link) attached, along with the necessary participation fees, through Demand Draft, NEFT, drawn in favour of **"PRIMAX FOUNDATION"** payable at Bangalore.

Through IMPS/NEFT

Name of the Account : Primax Foundation
Account Number : 166111100001608
Bank Name : Union Bank of India
IFSC COde : UBIN0816612
Place : Kengeri, Bengaluru, Karnataka, India.

Through Gpay / Phonepay / Paytm

Ph : 9108556012

Name : PRIMAX FOUNDATION

UPI ID:

primaxfoundation2015@okicici

Important Instructions:

1. Conference Day on 7th JUNE-2023
2. The Registration fee includes Conference kit & Presentation, Refreshment, Lunch, ISBN Book Proceedings, ISSN Book Publications with DOI Number & Certificate.
3. No Refund policy for conference registration fee

Important Note:

You are expected to follow the Covid-19 prevention protocol as per the latest guidelines by the Malaysian & Indian government authorities to participate in the Academic conference. The Organisers will not be responsible if the same is not followed as per the government's directive.

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Happiness comes from giving happiness...