



Durgadevi Saraf
institute of management studies
 WE CREATE LEADERS



Remsons Group
management research centre
 MANAGEMENT RESEARCH



Durgadevi Saraf
global business school
 LEARN AND INSPIRE

10th REMSONS

INTERNATIONAL RESEARCH CONFERENCE

"Empowering Transformational Change in Business Landscape"



1st RIRC 2014- Chinese Consul General as Keynote Speaker



3rd RIRC 2016



4th RIRC 2017



Author's Presentation 2017



5th RIRC 2018



6th RIRC 2019



Interactive Plenary Session 2016



8th RIRC 2022- Chief Guest & Guest of Honor



RIRC 2023- Consul General South Africa as Guest of Honor

August 31 2024

Award winning papers will be published in our Bi-annual Journal "The Management Quest" ISSN (online) 2581-6632.
 Selected other papers will be published in our conference proceedings under ISBN - 978-93-5196-952-5



Background

In the contemporary world, businesses confront a VUCA environment marked by volatility, uncertainty, complexity, and ambiguity, a term originally coined by the US Army War College post-Cold War era. Today, it aptly characterizes the modern business landscape. Thriving in this context demands agility, adaptability, and responsiveness. This broad management theory concept encompasses the capacity to swiftly seize market opportunities, sense environmental shifts, and adeptly respond to both imminent and latent challenges. It underscores the importance of detecting and analyzing threats and opportunities promptly, facilitating the adoption of necessary changes and actions. This calls for a complete recalibration of the business model leading to a transformation of the business strategy and processes.

The initial phase of business transformation entails assessing the necessity for change through thorough analysis of the organization, market dynamics, and competitive landscape.

Subsequently, companies formulate a vision, communicate it effectively, and empower stakeholders to enact it. This decision and planning phase serves as the cornerstone of the entire transformation process. Each step involves meticulous evaluation, underscoring the need for significant time and effort investment before implementation. To select and tailor transformations, companies must assess various alternatives across multiple criteria, considering the time available for decision-making. Rushed decisions can induce time stress, compromising decision quality, although research suggests swift strategic decisions can enhance business performance.

In this research conference, we aim to capture how companies have reshaped their operations during the pandemic and explore how factors such as decision-making speed, decision-making process structure, implementation process structure, and implementation scale influence the outcomes of these transformations.

Sub Themes

Remsons Centre for Management Research (RCMR) invites academicians, researchers, industry professionals and management practitioners to submit original, unpublished research work in extended abstracts, centered on the theme of the conference.

The manuscripts may be submitted in the following indicative, but not limited themes and subthemes:

- Harnessing Digital Progress
- Policy priorities towards attaining SDGs
- Ensuring Global Financial Stability
- Technology embracement to attain Competitive Advantage
- Business Growth in a Borderless Economy
- Resilience and Sustainability

Finance and Economics

- Financial Inclusion
- Potential of CBDC (Central Bank Digital Currency)
- Role of Regulatory Authorities with reference to Digitized Financial Products
- Support for MSMEs and Inclusive Growth
- Resilience of financial markets
- Business Systems Modelling



Marketing

- Building and Energizing a Winning Company
- Driving Value through Strategic and Operational Marketing Agility
- Leading Omni channel Marketing through Changing Times
- Optimizing the Power of Customer Experience during unpredictable economic times
- Build, Activate and Manage an Enduring Brand
- Building a customer centric organization



Human Resources

- Changing Role of Leadership
- Business and Women Empowerment
- Diversity, Equity and Inclusion
- Talent Management of Zillennials



Operations

- Industry, Innovation and Infrastructure
- Building resilient supply chains
- Artificial Intelligence and the Internet of Things
- Data Analytics in Business Processes
- Strategic Flexibility in Production and Operations Management



These sub themes are just indicative and good papers in all the areas will be considered for the conference.

Important dates

- Abstract Submission : 24 June 2024
- Abstract Acceptance : 27 June 2024
- Full paper Submission : 25 July 2024
- Acceptance of Paper : 05 August 2024
- Deadline for Registration : 14 August 2024



Abstract Submission Guidelines

Title: 20 words or fewer

A structured abstract not exceeding 250 words should be submitted. The abstract should address the followings:

- Background and the objectives of the study
- Methods: Quantitative studies should include design, participants, measures and analysis.
 - Qualitative studies should include design, participants, methods of data collection and analysis.
- Findings : Include a summary of the results and/or a description

Tracks:

There will be two (2) separate tracks – Student/Research Scholar track and Faculty /Corporate track. For the Student/Research Scholar track, the participants need to provide appropriate credentials to be considered for the track. Hybrid mode for outstation participants.

Prizes–Best Paper:

The Three Best Research Papers within each track will be awarded with cash prizes and certificates. The award-winning entries will also qualify for publication in ISBN indexed Journal 'The Management Quest'. The abstract/paper should be submitted to rcmr@dsims.org.in

Registration Fees:

All the presenters and participants are required to register for the conference. Please fill the “Delegate registration form” with the Registration fees.

International Delegates	US \$50
Delegates from India	
1. Academicians & Industry Professionals	INR 1000/-
2. Students & Alumni & Researchers	INR 500/-
3. Accompanying guests/ Co-authors	Waived off

- The Registration fee is non-refundable. However, change in nomination is permitted.

Payment of Fees

- Registration fee can be paid through Demand Draft favoring “RS- DSIMS” payable at Mumbai.
- Fees can also be paid through online payment through NEFT (For Indian participants)

A/c's Name : RS-DSIMS

Bank name : Bank of Baroda

Branch : Sunder Nagar, Malad (West)

A/c's Type : Savings

A/c's No. : 35020100005207

IFSC Code : BARB0SUNGOR (fifth character is zero)

Call for papers/submission guidelines

- We invite research papers, case studies and perspectives from academicians, industry professionals, researchers, students and alumni on the mentioned themes and sub themes.
- There will be separate Student and Research Scholar track for paper presentation.
- Only original and unpublished research work is sought. Any research submitted i.e. identical and substantially similar to work already published, under review for another conference or publication will not be considered.
- The contributors should certify that the manuscript has neither been published anywhere nor is being considered presently for publication anywhere.
- Abstract (not exceeding 250 words) with keywords should reach us latest by deadline in soft copy.
- Submissions should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address, contact number and email address of author(s) with title of the paper.

Instructions

- All papers must be written in Times New Roman font style, font size 12, line spacing 1.15, margin all around 1.0 and paper should be A4 size setting.
- All headings must be capital and bold. All subheadings must be bold and italicized.
- All tables and figures, sequentially numbered must be within the main text of the paper.
- All tables and figures must be in an editable format.
- While writing the paper, papers need to follow APA style of citation. Please check the URL: <https://www.library.cornell.edu/study/citation-management/>.
- Acceptance of papers and suggested modification will be provided within 10 days of the receipt of the paper.
- The complete paper in approximately 5000-6000 words (Max.10 pages) must reach us latest by 25 July 2024 in soft copy form. Electronic submission of final paper must be in MS Word doc format only.
- At least one author needs to pre-register for the conference and present the paper to be eligible for the paper to be published.
- The editorial committee of the conference is authorized to edit the paper if required.
- A maximum of two papers can be submitted by one author.

Publication Opportunity

All the selected papers will be published in the form of conference proceedings under ISBN 978-93-5196-952-5. The outstanding papers (award winning papers) will be considered for publication in our research journal **"The Management Quest"** ISSN (online) 2581-6632.

For detailed understanding of RCMR and RIRC, kindly visit the following link-

<https://www.dsims.org.in/remsons-centre-for-management-research-rcmr/#>

<https://www.dsims.org.in/remsons-international-research-conference/>

Conference Organizers

Chief Convenor

Dr. Sumana Chaudhuri Assistant Dean (Research)
sumana.chaudhuri@dsims.org.in

Convenors

Mr. Maneesh Gupta
maneesh.gupta@dsims.org.in

Ms. Pooja Goswami
pooja.goswami@dsims.org.in

Dr. Sunita Pujar
sunita.pujar@dsims.org.in

Patrons

Dr. Sarita Vichore
Director, DSGS

Dr. C. Babu
Director, DSIMS

Chief Patron

Mr. Ashok Saraf
Chairman DSIMS & DSGS, President RSET

Administrative Support

Ms. Sneha Sawant
sneha.sawant@dsims.org.in | Call: 022-45207711. Extn-2340/51/52

About DSIMS and DSGS

DSIMS is promoted by the esteemed members of the distinguished Rajasthani Sammelan Education Trust, renowned for its contribution in the field of education in India. We aim to follow a consultative style of management which encourages participation in the development of the institute. The Board of Governors is committed to developing an institution of quality and integrity. To this end, it has established an independent Management Council comprising of eminent educationists, administrators and achievers from all walks of life. The Management Council brings to the school, its expertise in administration, technology-aided learning and education management.

About Rajasthani Sammelan Education Trust

Rajasthani Sammelan Education Trust, a registered public charitable trust was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society. During the last six decades, the trust has played a vital role in promoting and providing better education from KG to PG in the fields of Commerce, Management and Information Technology. Apart from its other educational pursuits, Rajasthani Sammelan Education Trust, also caters to the social and humanitarian needs of the community.



Remsons Centre for Management Research

Durgadevi Saraf Institute of Management Studies (DSIMS) attaches high priority to Management Research. It conducts conferences and seminars to bring together the researchers from academia and industry to share their perspectives. It has therefore set up the Remsons Centre for Management Research which is an advanced center of excellence focusing on developing contemporary and usable research in various areas of Management. It is set up by Late Shri Vishvaparakshji Harlalka in the memory of his mother Smt. Radhadevi Harlalka to bring academic relevance to industry practices with the help of the magnanimous donation from Remsons Group of Companies.

ABOUT MUMBAI

Mumbai, formerly called Bombay, is a sprawling, densely populated city on India's west coast. On the Mumbai Harbour waterfront stands the iconic Gateway of India stone arch, built by the British Raj in 1924. Offshore, nearby Elephanta Island holds ancient cave temples dedicated to Shiva.

The city is also famous as the heart of the Hindi-language Bollywood film industry.

The seven islands that came to constitute Mumbai were home to communities of fishing colonies. For centuries, the islands were under the control of successive indigenous empires before being ceded to the Portuguese and subsequently to the British East India Company when in 1661 King Charles II married the Portuguese Catherine of Braganza, and as part of her dowry, Charles received the ports of Tangier and seven islands of Bombay. During the mid-18th century, Bombay was reshaped by the Hornby Vellard project, which undertook reclamation of the area between the seven islands from the sea. Along with the construction of major roads and railways, the reclamation project, completed in 1845, transformed Bombay into a major seaport on the Arabian Sea. Bombay in the 19th century was characterized by economic and educational development.

During the early 20th century it became a strong base for the Indian independence movement. Upon India's independence in 1947 the city was incorporated into Bombay State. In 1960, following the Samyukta Maharashtra movement, a new state of Maharashtra was created with Bombay as the capital. The city was renamed as Mumbai in 1996.





Prof. Sachin Kamble (EDHEC Business School, France)



Chief Guests at Plenary Session 2016



Prof. Nripendra Singh (Pennsylvania Western University)



Author's response to Session Chair



RIRC Winners



8th RIRC Best Paper Awardee



Prof. David Zepeda (Boston University)



5th RIRC 2018

RSVP: Dr. Sumana Chaudhuri | Email: sumana.chaudhuri@dsims.org.in | Mob: 9819892726

RSVP: Prof. Pooja Goswami | Email: pooja.goswami@dsims.org.in | Call: 022-4520 7711

DURGADEVI SARAF INSTITUTE OF MANAGEMENT STUDIES

RSET Campus, S.V. Road, Malad (W), Mumbai-64 | Email: rcmr@dsims.org.in