



BINC '22

BERCHMANS
INTERNATIONAL
CONFERENCE 2022

on

REFRAMING BUSINESS DYNAMICS FOR THE NEW ERA



10th & 11th MARCH 2022



10.00 AM



Kallarackal Hall
Administrative Block
St Berchmans College
Changanassery, Kerala, India





BINC '22

St. Berchmans College

SB College Changanassery, founded in 1922, was accorded the prestigious status; 'College with Potential for Excellence (CPE) by UGC in 2004. The college has been reaccredited with 'A' grade by NAAC. It was twice the recipient of R Shankar Award instituted by the Government of Kerala for the best Arts and Science College. There are 20 Post Graduate, 16 Under Graduate Courses, 8 Research Departments and 2 M Phil Departments. SB College, which was granted Academic Autonomy in

Berchmans Institute of Management Studies (BIMS)

BIMS Celebrates 25 years of extending knowledge and changing lives. This Institute, affiliated to Mahatma Gandhi University, Kerala, offers calibrated Autonomous curriculum for its two-year full-time Master of Business Administration (MBA) Programme, recognized by All India Council for Technical Education, New Delhi.

Berchmans International Conference 2022

Significant changes in the business scenario, greatly influenced by the COVID 19 pandemic, has contributed to the new thinking – are the businesses invented in the pre-pandemic times sustainable enough for the new normal? A broader question that requires urgent attention, not only at the leadership levels but at every dimensions of any given organization. Organizations of the future requires substantial reframing in their DNA so that it becomes resilient and agile to take on the ever changing business environment. Managing organizations requires a totally new mindset that suits the dynamic nature of today and tomorrow. Industries have evolved fivefold when the managerial mindset has not evolved faster. Now is the time for managerial mindset to embrace newness and innovate itself to reframe the business dynamics for the new era. A mindset where digital transformation influences business dynamics than ever before, while the formal hierarchical structures , pathologies of organizational design , corporate governance , community and citizenship structures , relationship networks and technology integrations, requires relevant reframing to suit the unprecedented challenges. Such unprecedented challenges demand unprecedented solutions that requires reframing business dynamics that enables sustainable business models in the new landscape of business for larger good.

Call for Paper

Berchmans Institute of Management Studies, in line with its tradition of conducting annual conferences of management and contemporary relevance is organizing a National Conference 'Reframing Business Dynamics the New Era' on 10th & 11th March 2022. Research contributions are invited from Academicians, Industry Practitioners and Research Students.

Conference Themes

- ▶ Reframing marketing dynamics
- ▶ Reframing HR dynamics
- ▶ Reframing Corporate Governance and Ethical practices
- ▶ Reframing Data management, analytics and visualizations
- ▶ Reframing financial management
- ▶ Reframing accounting practices
- ▶ Reframing logistics and operations
- ▶ Reframing entrepreneurship
- ▶ Reframing leadership practices
- ▶ Reframing management principles, theories and models
- ▶ Reframing organization design
- ▶ Reframing technology integration
- ▶ Reframing research practices
- ▶ Reframing social responsibility and corporate sustainability

Other topics relevant to the conference theme are also welcome.



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Publication

Papers presented in the Conference will be published in the form of an edited book with ISBN number. Selected papers can be facilitated for publishing in UGC listed/"SCOPUS Journals".

Best Paper Award

Best Papers will be awarded Cash Prizes.

Submission Guidelines

The Contribution must be original in nature and should neither be published nor be under consideration for publication anywhere else.

Manuscripts should be submitted in MS Word, Times New Roman 12 pt font, 1.5 lines spacing, Heading 14, and Margin 1 inch, A4 sized paper.

Abstract of paper should be limited to maximum of 300 word.

Contents of full paper should not be less than 2000 and not exceed 5000 words excluding abstracts, tables, diagrams and references. References in the paper should follow APA style.

Title page should contain the title of the paper, author's name, Email, Contact Number and affiliations. The abstract/full papers should be mailed to: binc@sbcollege.ac.in

IMPORTANT DATES

Submission of Abstract	: 30th January 2022
Acceptance Intimation	: 3rd February 2022
Submission of Full Paper	: 23rd February 2022
Review of Full paper	: 28th February 2022
Submission of Final Paper	: 5th March 2022
Last date for Registration	: 5th March 2022
International Conference	: 10th & 11th March 2022



BINC '22

CONFERENCE FEES (PER INDIVIDUAL)

Students Research Scholars	: INR 200
Academicians/ Paper Presenters	: INR 500
Online Presentation Fees	: INR 100

REGISTRATION

Registration shall be made before 3rd March 2022 and the registration fee may be remitted to the account:

Principal, SB College

A/c No. **57002986848**

SBI St Berchmans College Branch, M.C.Road, Changanassery, IFSC : SBIN0070394

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Cyriac Rajeev

9562011553

Haseena Sulaiman

Nimmy Mary Rajan

Berchmans Institute of Management Studies

St Berchmans College, Changanassery, Kerala, India - 686101

Tel: 954 420 0071 Website: www.sbmba.in