



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

40
Years

K J Somaiya
Institute of Management



K J Somaiya Institute of Management
(A Constituent Institute of Somaiya Vidyavihar University)
Mumbai, India

**Centre For Economic Policy Analysis & Research (CEPAR),
Department of Economics**
presents

**8th Annual International Conference
'Economic Analysis for
Contemporary Global Business'**

February 11 - 12, 2022

Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed autonomous university recognised by the University Grants Commission (UGC). Somaiya Vidyavihar, with over six decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body. Operational from 26th August 2019, Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find yourself.

Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities. Somaiya Vidyavihar offers students the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.



K J Somaiya Institute of Management

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar (now affiliated to the Somaiya Vidyavihar University since August 2019) with the objective of providing state of the art education in management and allied areas. The institute is consistently ranked among the Top 25 management institutes and Top 10 private sector B-schools in India. The institute offers Doctoral Programmes, full time, part time and executive programmes in Business Management with specializations in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Sports Management, Data Science & Analytics, Finance, Human Resources, Operations, Marketing and Executive MBA programmes along with a Masters in Computer Applications. Apart from the regular programmes, the Institute offers customized and industry specific certificate and executive development programmes for government bodies, companies, defense personnel and NGOs.

Programmes offered:

Doctoral Studies

2-Year MBA Full-Time Programmes

- MBA
- MBA - International Business
- MBA - Retail Management
- MBA - Financial Services
- MBA - Integrated Marketing Communications
- MBA - Healthcare Management
- MBA - Human Resources
- MBA - Sports Management
- MBA - Data Science & Analytics

3-Year MBA (Part-Time) Programmes

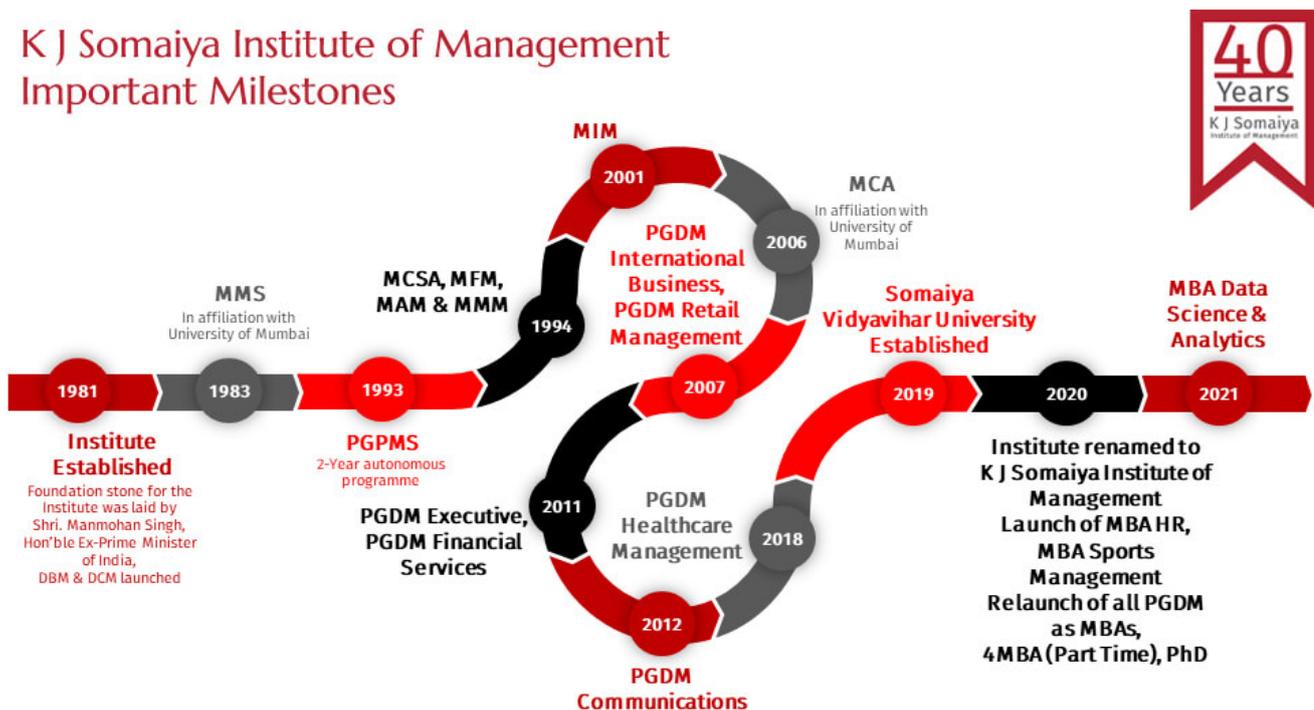
- Finance Management
- Marketing Management
- Human Resource Management
- Information Management

2-Year MCA Programme

Executive Education

- 15-Month MBA - Executive
- Customised Management Development Programmes
- Open Calendar Programmes

K J Somaiya Institute of Management Important Milestones



Introduction to the Conference

Conference Theme: **Economic Analysis for contemporary Global Business**

Centre for Economic Policy Analysis and Research (CEPAR) of Department of Economics, K J Somaiya InstitutManagement in association with National Institute of Securities Markets (NISM), Finance Academy of Mahindra Leadership University (FA-MLU-M&M), and Bombay Chamber of Commerce & Industry (BCCI) is organising a two- day International Conference on virtual mode with the theme '**Economic Analysis for Contemporary Global Business**'.

Key Speakers

The keynote and valedictory address will be delivered by eminent speakers from Academia, corporate and policy makers.

The Conference would provide a platform for the interface of Industry and Academia. We invite participants from all streams of Management, Economics, Commerce, corporate professionals, and research scholars.

A Certificate of Participation will be given to all authors and participants.



Call for Papers

The Conference aims to provide opportunity to research scholars and practitioners to present their research. We invite research papers, conceptual papers, working papers, case studies, literature reviews, from academicians, research scholars, consultants, practitioners from the industry, members of professional bodies and students on broader theme 'Economic Analysis for contemporary Global Business'.

The following topics are covered but not limited to:



Pandemic Lessons for Economic analysis and business research

- Manufacturing
- Agriculture
- Education
- Healthcare
- Infrastructure
- Real Estate
- Tourism and Hospitality



Handling Social and Digital Media

- Economic Impacts on Business
- Content management
- Social impacts
- Digital inequality
- Fact vs Fiction
- Role of AI and block chain / crypto currency
- Local vs Global
- Stress among youth/ elders



Regulation vs Market-led Economy

- Policy responses to Pandemic
- Role of institutions
- Public expectations
- Behavioral issues of public
- Role of central banks in liquidity expansion and process of withdrawal on Asset classes



Economic and Income Inequalities

- Unorganised and Non-formal Sectors
- Micro and SMEs
- Contract Workers
- Sectoral Inequalities in Earnings: IT / Retail / Pharma Vs MSME, Tourism and Hospitality, Automobile, Civil Aviation
- Personal and Corporate Debt Issues
- NPAs from Education, Personal and Home loans
- Missing Middle Class



Extended Abstract Submission Guidelines

1. Each author can submit up to two extended abstracts. Authors must send extended abstract of not more than 1500 words using following guidelines:
 - Title of the study
 - Research Objective/s
 - Research Methodology
 - Findings
 - Implications
 - Limitations (optional)
 - Key words –3 to 5
 - JEL Classification
2. The first page should include names of the authors, their affiliation, postal address, email and phone numbers.
3. Extended abstract should be in word document format, Times New Roman - 12 point font size with single line spacing, 1 inch margins and APA style of referencing the citations.
4. Authors are requested to be adhere to the guidelines of the extended abstract on submission.
5. Please note that the Institute has a strict anti-plagiarism policy so originality of the work should be ensured by the authors. A declaration stating originality is to be attached to the extended abstract by the authors.
6. All the extended abstracts will be double blind peer reviewed.
7. The selected extended abstracts will be published in the Conference Proceedings with ISBN No.
8. Extended abstracts should be mailed at ceparconference@somaiya.edu



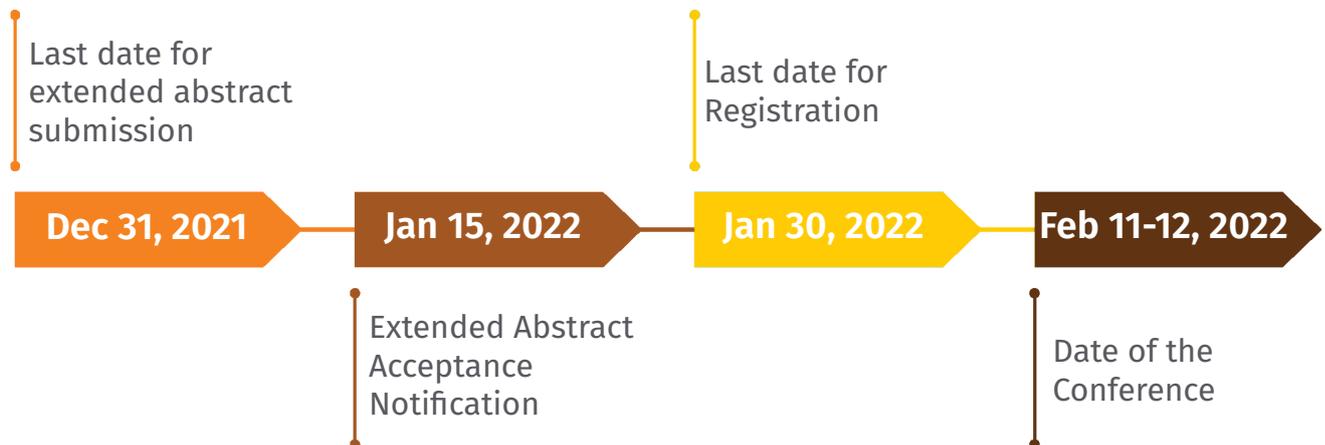
Publication Opportunities

The Conference Organizing Committee is in the process of finalizing tie-up for Special Issue of select papers in reputed Journals.

Best Paper Award

Three selected papers shall receive the Best Paper Awards nominated by the jury. Best Paper Award will be given to recognize the outstanding contribution in the field of research and advancement of knowledge based on the extended abstract and the subsequent presentation during the Conference. The paper should clearly emphasize on the theme of the conference.

Important Dates



Registration Fee

Corporate/Professional: ₹ 2000

Faculty/Academician: ₹ 1500

Research Scholar/Student: ₹ 1000

Registration Link: <https://forms.gle/uqbVFLb9fgTsQpeH9>

Advisory Committee

Dr. Asha Prasuna

Chairperson - CEPAR,
K J Somaiya Institute of Management

Dr. Shaila Srivastava

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Economics
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Mahindra & Mahindra

Dr. Sugeeta Upadhyay

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Our Partners



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