

Atmiya University (India)

In Association with

Lincoln University College (Malaysia)

Organizes



1st

**International Conference
on**

**PARADIGM SHIFT
in ECONOMY
POST 2020**



H.D.H. Shree Hariprasad Swamiji Maharaj - Inspirer

ATMIYA UNIVERSITY

ATMIYA University, blessed by **His Divine Holiness Shree Hariprasad Swamiji Maharaj** is located at Rajkot (Gujarat-India) on a sprawling campus offers graduate, postgraduate and research programs in various disciplines under the ablest mentorship of His Divinity P.P. Tyagvallabh Swamiji.

ATMIYA University emphasizes to train young minds in consonance with the doctrines of higher education and human values. The aim of this University is to spread eternal happiness and to create a happy society in letter and spirit. The motto “सुहृदं सर्व भूतानम्” (Suhardam Sarva Bhootanam) is an expression of willingness to attain harmony with each creation of the Almighty.

Atmiya has established various centers of excellence (CoE) like IBM Center of Excellence, CISCO Networking, Incubation Center for R & D, Center for Entrepreneurship Development, Center of Excellence in Embedded Systems & Robotics, Center of Excellence in Telecom, Nationally accredited research laboratories for Science & Technology, ERP Automation Solar Power Plants.

Atmiya University is awarded as **Best University for Human Value Education** and among the six institutions in India to sign a MoU with **University of Miyazaki (Japan)** and **Keck Graduate Institute (USA)**.





Faculty of Business & Commerce

The integration of academic excellence and professional learning is the key strength of **Faculty of Business & Commerce (FoBC)**. The core aim of **FoBC** is to offer affordable & professional education of superior quality, to build graduates & postgraduates with high ethical & leadership excellence. **FoBC** is offering programs of BBA, BBA Honors, BBA with Entrepreneurship and Family business, B Com, B Com – Logistics, IMBA, MBA and Ph.D.

We are among the few institutions at the national level, and the only one in Gujarat, selected by Logistics Sector Skill Council (LSC), and by the Ministry of Education, Govt. of India, to introduce apprentice-embedded skill-based programme of B. Com – Logistics and MS – Data Science in Supply Chain and Logistics.

LINCOLN UNIVERSITY COLLEGE

Lincoln University College (LUC), located at Petaling Jaya, Malaysia was established in the year 2002 as Lincoln College (LC) and later upgraded to **Lincoln University College** in the year 2011. **Lincoln University College** is one of the premier private institutions of higher education approved by the Ministry of Higher Education and Malaysian Qualifications Agency (MQA- National Accreditation Board). The University College is also crowned with 5 Star ranking by the Ministry of Higher Education, Malaysia in 2017. **Lincoln University College** is listed among the top nine Malaysian universities according to the Times Higher Education (THE) University Impact Rankings 2019. LUC is also an ISO 9001:2015 certified academic institution. Lincoln University College is also the associate member of the 'Association of Indian Universities (AIU)', Association of Commonwealth Universities (ACU), London and a member of 'International Association of Universities (IAU)', Paris.





CONFEDERATION OF INDIAN INDUSTRY (CII)

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government and civil society, through advisory and consultative processes.

For 125 years, **CII** has been working on shaping India's development journey and, this year, more than ever before, it will continue to proactively transform Indian industry's engagement in national development.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with about 9100 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 288 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, **CII** assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

With the Theme for 2020-21 as Building India for a New World: Lives, Livelihood, Growth, CII will work with Government and industry to bring back growth to the economy and mitigate the enormous human cost of the pandemic by protecting jobs and livelihoods.

With 68 offices, including 10 Centers of Excellence, in India, and 9 overseas offices in Australia, China, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference



ABOUT CONFERENCE

The world has been passing through an unexpected situation this year due to COVID 19. Every economy is affected and is predicted that the pandemic situation may last even for a longer period of time as second phase has already started in many countries. On one hand many industries have been adversely affected but on the other hand numerous new opportunities are emerging. The economy may observe a paradigm shift in future. It is high time to undertake research in every sphere of economy and explore new upcoming opportunities. Keeping in view the current situation, this conference will definitely open new doors of opportunities in various sectors and every upcoming new forms of economy.

OBJECTIVE OF CONFERENCE

Faculty of Business & Commerce, **ATMIYA University** invites you to participate in **International Conference on Paradigm Shift in Economy Post 2020 (ATMIYA-LINCOLN 2020)**. The prime objective of the conference is to offer a platform for discussion and exchange of ideas, knowledge and experiences among academic researchers, practitioners and doctoral students in various fields of economy, business and management and upcoming opportunities due to COVID 19 situation.

This may reduce the dependencies on some economies and may open doors for new sectorial development in their economy. The conference provides an opportunity for researchers to present their views and discuss the results of their research on trends in economy.



THEMES & SUB-THEMES

For better understating of research, as per the theme various topics are divided into various subthemes. However any research concerning will be considered which may be related to theme but may not be part of the following classification. The list is only indicative but not exhaustive.

IMPORTANT DATES

NOVEMBER

5

Abstract Submission

NOVEMBER

10

Notification of Acceptance

NOVEMBER

20

Payment of Fees

NOVEMBER

26

Submission of Full paper & PPT

TRACKS OF THE CONFERENCE

Finance & Accounting



Human Resource Management

Marketing Management



Operations Logistics & Supply Chain Management

Entrepreneurship & Economic Policies



Law, Arts & Humanities

Sciences & Social Sciences



Education

Medicine & Pharmacy



General Commerce & Management



KEYNOTE SPEAKERS



DR. EVAN LAU POH HOCK

Asso. Professor & Managing Editor of IJBS
Faculty of Economics and Business
UNIVERSITI MALAYSIA SARAWAK (MALAYSIA)



DR. ABHISHEK RANJAN

Dean & Head of Institution
BOTHO UNIVERSITY (LESOTHO)



PROF. SUSHANTA KUMAR MISHRA

Dean. (Research)
IIM, INDORE (INDIA)



DR. JAYANT SONWALKAR

Vice Chancellor
M.P. BHOJ OPEN UNIVERSITY,
BHOPAL (INDIA)



DR. A. JAGAN MOHAN REDDY

Professor (HR) & Area Chair (HR)
SIBM - SYMBIOSIS INTERNATIONAL,
(DEEMED UNIVERSITY) HYDERABAD (INDIA)

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- Mr. Jaygiri Goswami



BEST RESEARCH PAPER AWARD

FOR DELEGATES

1. The award would be given in each track of the conference to paper presenter's (delegate from India and Abroad) other than the faculty members of the Atmiya University.
2. The award will be judged by the senior panel of session chairs.
3. The winner and runner up of this contest would receive a certificate. All participants will receive a certificate of presentation.

LEKHAN - *Ek Khoj*

BEST RESEARCH PAPER / COMPREHENSIVE PROJECT / SUMMER INTERNSHIP PROJECT

1. The contest is open for regular students from India and Abroad.
2. Two students can form a team. However, the paper/ Comprehensive Project/ Summer Internship Project with sole authorship would also be acceptable.
3. The first three winners of this contest would receive a cash prize of '₹ 2500', '₹1500' & '₹1000' respectively and a certificate. All participants will receive a certificate of presentation.
4. The registration fee for a team of a maximum of two students is ₹150.
5. Word limit for students - max. 2000

REGISTRATION & PAYMENT INFO.

Category	Fee
Indian Academician	INR 250
Indian Research Scholar	INR 100
Indian Industrialist	INR 500
Foreign Delegates	US\$ 10
Students' Team	INR 150

Registration Link :

 <http://bit.ly/ATMIYA-LINCOLN2020>

Payment Link :

 <http://seminar.atmiya.edu.in/>

- Registration will be confirmed only after payment of Fees.
- In case of joint authors, each author has to pay Registration Fees and every individual will get e-Certificate.

IMPORTANT DETAILS

Presentation : Selected papers will be accepted for presentation. The papers will be presented through power point presentation as per the guidelines of the organizing committee.

Publication : Selected papers will be published with extra charges in International Journal of Management & Human Science (IJMHS), Malaysia or International Journal on Recent Trends in Business and Tourism (IJRTBT), Malaysia or Journal of Management & Entrepreneurship, Indonesia or UGC Care List Journal or Scopus Journal.

E-certificates : Each registered participants and presenters shall be awarded a Certificates

GUIDELINES FOR SUBMISSION

Abstract : Maximum 300-350 words to be sent on or before 5th November, 2020

Full Paper : The length of full papers shall be in range of 2500 to 3000 words.

Title : The title will be the first page of the paper and shall contain details of title of paper, Author(s) Name, Affiliations, Contact details (Email-ID & Phone No.) Second Page of manuscript will be abstract followed by full paper article.



Referencing Style : APA 6th Edition (Refer to the manual for APA Style)

- The abstract & paper must be typed in MS Word and it should be in A4 size paper in Times New Roman & 12 points with spacing 1.5 and margin : 1 inch (2.5 cm) from all sides, Fully justified and pages numbered 1, 2..so on.
- The Research Papers / Articles / Manuscript must be original and should not have been submitted elsewhere. The Authors are advised to submit a Certificate of originality of their work.
- The Researcher must check papers for plagiarism and must ensure that contents without citation and/or reference need not to be submitted.

■ **Mail-ID for Abstract & Paper submission** :  ic2020@atmiyauni.ac.in

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