

## Registration Fee

All Indian participants are required to make a payment of Rs. 750 (per participant) on or before the deadline for payment. International participants need to pay \$ 20 (per participant).

The details required for making online transfer are mentioned below.

**Maratha Mandir's Babasaheb Gawde Institute of Management Studies**

Bank Name: **Bank of Maharashtra**

Branch Name: **Mumbai Central**

Bank A/c No. **20035884795**

Bank IFSC Code: **MAHB0000048**.

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

## Contact us

**Maratha Mandir's  
Babasaheb Gawde Institute of Management Studies**

Maratha Mandir Annexe, Dr. A. B. Nair Road, Mumbai Central,  
Mumbai - 400 008, Maharashtra, India.

022 - 66044100

Email ID: [director@mmbgims.com](mailto:director@mmbgims.com), Website: [www.mmbgims.com](http://www.mmbgims.com)

## Location Map



Maratha Mandir's  
**Babasaheb Gawde Institute of Management Studies**  
(MM BGIMS)  
Presents

## INTERNATIONAL RESEARCH CONFERENCE ON “COVID-19 HAS BECOME A CATALYST FOR INNOVATIONS IN SERVICE INDUSTRY”



## Introduction

MM BGIMS invites academicians, researchers, practitioners and students to participate in the International Research Conference. The theme for the Conference is "COVID-19 has become a catalyst for innovations in Service Industry". The conference aims to provide a platform for presenting research papers, shedding light on the impact of the COVID-19 pandemic and the various strategies adopted by micro, small, medium companies/ corporate to turn the tides through innovation. The situation also gave way to boom in start-ups. We chose this topic for our International Conference due to its topical importance.

## Maratha Mandir

Maratha Mandir - a charitable institution was established on 30<sup>th</sup> March, 1945 by a few visionaries amongst whom was Shri. G. G. alias Babasaheb Gawde a Senior Police Official who quit his promising career in the British regime, to volunteer for the noble cause, to support the Founder President, His Highness Lt. General Sir Jivajirao Maharaj Shinde of Gwalior, in building this strong organization Maratha Mandir. They felt a strong need to nurture talent in the society and worked for the upliftment of the masses regardless of caste creed community and religion. Maratha Mandir, with over 70 years of existence, has carved a niche for social, cultural and educational life in the state of Maharashtra. Today, this institution stands testimony of producing some of the finest and eminent personalities, with hope and aspirations for a bright future.

## MM BGIMS

Maratha Mandir's Babasaheb Gawde Institute of Management Studies fosters an environment of academic excellence and over 23 years has gained reputation as a leading management institute offering quality education. Its open and competitive culture enhances the academic, personal and social participation of the students. The process of delivery of knowledge adopts holistic approach rather than just industry-driven perspective. This leads to the creation of more ethical, value driven decision makers. MM BGIMS has been imparting value based universal education in the field of management with the aim of creating global leaders & entrepreneurs for the nation. Over the years, it has gained the reputation of being one of the leading management institutes offering quality education to the students. The institute strives for an overall development of the students' character and seeks to broaden their social outlook and perspectives.

## Theme of the Conference

The COVID-19 pandemic shocked the entire world. All countries across the globe had to bring every aspect of their economy to a grinding halt and focus on curbing infections and treating the infected. The repercussions of this pandemic sent shockwaves into various sectors affecting several business entities and their potential revenues.

As the world limps back to normalcy with baby steps, one sector seems to have pushed through and registered successes in multiple fronts. The service sector in India as well as the world saw major innovations in employee engagements, performance measurement, process optimization, automation, etc.

MM BGIMS, through this conference, attempts to explore these innovations and bring them all on a single platform for everyone to witness the resilience and spirit of an industry which manoeuvred a pandemic to post a growth story.

## Call for Papers

We welcome research scholar(s), academicians and corporate professionals to write original papers / case studies / singly / jointly on themes / sub-themes mentioned below

1. Boosted start-ups
2. Returns on investment
3. Effect on buyer behaviour
4. ITSM (IT Service Management)
5. Effects on supply chain management
6. Determinants of customer loyalty
7. Customer and perceptions in service delivery
8. Human Relations operations strategies during the pandemic
9. Use of social media for marketing
10. Employee relations in post pandemic work from home

## Guidelines for Submission

MM BGIMS welcomes original research papers for their International Conference. Papers submitted to the Conference should neither be currently under review, nor been accepted for publication or published elsewhere.

## Submission Guidelines

- Abstract of the paper in word document (not more than 250 words)
- Full research paper in MS Word in Times New Roman format, font size 12 with single spacing and APA referencing for all citations.
- Maximum 3500 words, including an abstract, keywords, references, exhibits and appendices. Title / Cover page containing the details of Title of Paper, Name of Author(s), contact details (Organization, Address, email id, Phone numbers)
- Abstract and paper should be mailed to [director@mmbgims.com](mailto:director@mmbgims.com) as per the date mentioned below.
- Authors shall submit duly signed Copyright and Consent form at the time of submission of manuscript.

Accepted papers will be presented by authors in the conference and later published in a compendium comprising conference proceedings with an ISSN number after a double blind review process. Each registered participant who attends the conference and submits the feedback form virtually will be awarded a Certificate of Participation.

The presentation of selected papers will be done online via Microsoft Teams platform. The login details for presenters and participants will be shared 2 days before the conference date. For more details visit: [www.mmbgims.com](http://www.mmbgims.com)

## Important Dates

Sr. No.	Activity	Deadline
1	Last date of submission of Abstract	January 15, 2021
2	Notification of acceptance of Abstract	January 31, 2021
3	Last date for submission of Full paper	February 8, 2021
4	Intimation of acceptance of Paper	February 10, 2021
5	Last date for payment of Registration fee	February 15, 2021
6	Conference Date	February 20, 2021