

## National Conference 2021

**Day & Date : Friday,  
12<sup>th</sup> March 2021**

**Time : 10.00am to 1.00pm**

**No of Participants: 15**

Maratha Mandir's Babasaheb Gawde Institute of Management Studies organized National Conference on Saturday, 12<sup>th</sup> March 2021 between 10.00 am to 1.00 pm. The theme of this year's Conference was "Covid -19 Has Become a Catalyst for Innovation in Service Industry" They say necessity is mother of innovation; the lockdown gave rise to innovation in the service industry. Every year a research paper conference is organized at BGIMS. The institute handles contemporary themes for the research conference because we run PhD center in management studies, affiliated to University of Mumbai. We conduct research conference to motivate researchers to present their innovative ideas and their perceptions about current practices in business world. We strongly believe that conference papers can be an effective way to try out new ideas and to introduce the researcher's work to both academia and industry. We give the researchers a platform to hone their research questions. Presenting at a conference is a great opportunity for gaining valuable feedback from a community of scholars and for increasing the researcher's professional stature in their chosen field.

We received a wonderful response from the paper presenters from Maharashtra, and outside Maharashtra states, total 16 scholars presented the paper online. The topics covered budding issues such as: shift from brick and mortar store buying to Ecommerce, Consumer behavior towards cosmetic industry, success story of Dharavi Slum in controlling Covid 19 Pandemic, Growth in digital payment system etc

The Research team consisting of Prof. Rajashri Sonavane and Prof. Santosh Datkhile and Prof. Ajit Parab handled the logistics and IT Backup wonderfully for the online conference.

**Dr. Vidyanathan, Director of St Xavier Institute of Management Studies, Mr. Harjeet Khanduja of Reliance Jio and Dr. Divakar Kamath of Microsoft were judges of the conference and they did excellent judging asking pertinent questions.**

The winners were:

**Winner of First Prize: Ms Annie Pillai – Social media marketing in health care sector**

**Second Prize: Mr. Vinay Gudi – Strategies for MSMEs during Covid**

The papers will be published in our e-journal 'Thinkquest' by the end of April 2019.

Thus, the event Research Conference was successfully concluded on Friday, 12<sup>th</sup> March 2019

