

**Manav Rachna International Institute of  
Research and Studies, MRIIRS**

**&**

**Team MRCON 2021**

**Faculty of Management Studies (FMS)**

**Presents**



**International Conference on  
Re-inventing Business, Entrepreneurship and  
Sustainability in the Era of Challenges  
(MRCON 2021)**

**26<sup>th</sup> & 27<sup>th</sup> February, 2021**

**KEYNOTE SPEAKERS @ CONFERENCE**

- **Dr. Djamshid Assadi** – Professor in Strategic Management, Burgandy School of Business, France.
- **Dr. Marzena Starnawska** – Professor - University of Warsaw – Poland.
- **Dr. D. K. Batra** – Professor & Area Chair, Marketing, IMI New Delhi.
- **Hamid Saremi**- Professor - Faculty of Commerce member at Azd Islamic University Iran-Torbat Jum Branch
- **Leander Luiz Klein** – Professor - Federal University of Santa Maria

**INVITED SPEAKERS @ CONFERENCE**

- **Dr. Sanjiv Mittal** - Professor, University School of Management Studies, GGSIPU
- **Dr. Amjad Shamim** - Senior Lecturer, Universiti Teknologi PETRONAS, Perak, Malaysia
- **Dr. Rohail Hassan** - Senior Lecturer, Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia.

**PANEL DISCUSSION @ CONFERENCE by Mr. Vir  
Bharat, HR Head, Yamaha India**

**CONFERENCE THEMES AND TOPICS**

**but not limited to**

- *Re-imagining the Workplace*
- *Changes in Marketing Paradigm*
- *The Digital Organization*
- *Social Re-engineering*
- *The New Age Finance*

**LAST DATE TO SUBMIT THE PAPER**  
**10<sup>TH</sup> FEBRUARY 2021.**

**REGISTRATION DETAILS**

All participants are required to register for the conference by **15<sup>th</sup> February, 2021.**

Registration fee details are as under:

| Categories                        | Registration fees (Rs.)   |
|-----------------------------------|---|
| Students                          | 500/-   |
| Research Scholars                 | 750/-   |
| Faculty/Other<br>Academia Members | 1000/-  |
| Corporate<br>Professionals        | 3000/-  |
| Foreign Participants              | US, Europe, Japan, Singapore,<br>Hong kong - <b>USD 100</b><br>Africa, Asia, S. America – <b>USD 50</b> |
| Presentation in<br>Absentia       | USD 75  |

**PAYMENT DETAILS**

Registration fees may be paid through the following modes:

1. DD in favor of Manav Rachna International Institute of Research and Studies payable at Faridabad.
2. Online payment details:

|                |  |
|----------------|--|
| Bank Name      | Indusind Bank  |
| Account Number | 201003306339   |
| Account Name   | Manav Rachna International<br>Institute of Research and<br>Studies |
| IFSC Code      | INDB0000702  |

**All accepted abstracts (200 words) and papers (4000 words) will be included in conference proceedings with ISBN no. There are no publication charges.**

**Selected papers will be considered for publication in the following journals:**

- WORLD REVIEW OF ENTREPRENEURSHIP, MANAGEMENT AND SUSTAINABLE DEVELOPMENT – INDERSCIENCE (Scopus)
- PACIFIC BUSINESS REVIEW INTERNATIONAL (Special Issue) – WoS
- INTERNATIONAL JOURNAL OF PUBLIC SECTOR PERFORMANCE MANAGEMENT – INDERSCIENCE (Scopus)
- INTERNATIONAL JOURNAL OF BUSINESS AND GLOBALIZATION – INDERSCIENCE (Scopus)
- JOURNAL OF HUMAN AND WORK MANAGEMENT (DEPTT. JOURNAL)

**CONFERENCE CONVENORS**

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**Submissions may be sent to**

**<https://easychair.org/conferences/?conf=mrcon21>**

**Please mail the copy of fee receipt on the id given below:**

Email id: [mrcon2021conference@mriu.edu.in](mailto:mrcon2021conference@mriu.edu.in)

***For further details related to submission, please visit the conference website –***

***<https://manavrachna.edu.in/mrcon>***